Retail **CIO** Outlook  TOP 10

# Cloud
## Solution Providers - 2017

Cloud computing is revolutionizing the retail industry. Today, retailers find themselves increasingly drawn to the benefits that cloud offers while simplifying their business strategies. Apart from optimizing their supply chain processes, cloud helps retailers to understand their customers better by harnessing customer data in real-time.

By integrating data collected from each store, on user-friendly dashboards, cloud helps retailers identify their top customers in terms of revenue contribution, their purchasing patterns and frequency of visits. The knowledge of customer purchasing patterns at various stores has allowed companies to fine-tune their supply chain accordingly to maximize the gains at each store. The same information is being utilized by companies to rollout loyalty programs to foster strategic relationships with the customers for a business advantage. Also, cloud computing reduces the IT costs in managing existing as well as integrating new retail systems. As moving to cloud technology allows retailers to save money on server maintenance, businesses, looking to expand their retail footprint, are need technology expertise to simplify cloud deployment.

In order to help CIOs find the right retail cloud solution provider, a distinguished panel comprising of CEOs, CIOs, analysts, and the Retail CIO Outlook's editorial board has evaluated companies with a proven record that would successfully transform and simplify their retail systems. The companies featured here will empower retailers to adopt cloud services and address cloud concerns across the industry.

We present to you the Top 10 Cloud Solution Providers 2017.

# TOP 10 Cloud Solution Providers - 2017

| Company | Management | Description |
|---------|------------|-------------|
| Aptos<br>Atlanta, GA<br>aptos.com | Noel Goggin<br>CEO | Provides singular commerce cloud platform to converge retail enterprise to support growth and seamless experiences for customers |
| Blueport Commerce<br>Boston, MA<br>blueport.com | Carl Prindle<br>Founder & CEO | Blueport Commerce is the leading ecommerce platform for furniture, used by the largest retailers in North America to run their omnichannel websites, provide better shopping experiences for their customers and drive sales online and in their stores |
| Consensus<br>San Francisco, CA<br>consensuscorp.com | Dave Stritzinger<br>CEO | Provides cloud-based solutions for in-store, web, and mobile to combine data streams between retailers, manufacturers, digital service providers, and network operators |
| Infor<br>New York, NY<br>infor.com | Charles Phillips<br>CEO | Provides end-to-end cloud delivery model that will simplify and accelerate your journey and provide expertise, guidance, and support |
| JDA Software<br>Scottsdale, AZ<br>jda.com | Girish Rishi<br>CEO | Provides cloud services that helps to keep in pace with ever-changing business needs |
| Mi9 Retail<br>Miami, FL<br>mi9retail.com | Neil Moses<br>CEO & Board Member | Provides retail cloud platform which gives real time software solutions as an end-to-end retail enterprise software suite |
| My Cloud Grocer (MCG)<br>Brooklyn, NY<br>mycloudgrocer.com | Dan Dashevsky<br>Founder & COO<br>Yehuda Vernik<br>Founder & CTO | Provides comprehensive end-to-end e-grocery solution |
| SPS Commerce [NASDAQ:SPSC]<br>Minneapolis, MN<br>spscommerce.com | Archie C. Black<br>CEO | Provides cloud-based solutions that helps you manage the entire lifecycle of a retail purchase |
| Support.com [NASDAQ:SPRT]<br>Redwood City, CA<br>support.com | Richard Bloom<br>Interim President & CEO | Provides cloud-based customer support software that reduces customer effort and maximizes the value customers get from products |
| Virid<br>Reston, VA<br>virid.com | Steve Deller<br>President & CEO | A provider of eCommerce solutions for growing retail brands, including software, cloud-based hosting, integration support, and ongoing technology consulting |

## Blueport Commerce

# The Future of Furniture Ecommerce

**M**ore and more retailers are adopting cloud ecommerce platforms—not just for their performance, efficiency, and lower costs, but also because their agility allows retailers to stay ahead of the curve as the digital landscape rapidly evolves.

At the same time, most cloud ecommerce platforms (such as Salesforce Commerce Cloud and Shopify) were built as "one-size-fits-all" solutions for a broad range of retail categories, typically retailers who sell relatively simple, lower priced, UPS-able items. Out of the box, these "horizontal" platforms are powerful tools for these types of retailers. But what about retailers whose businesses involve more complex shopping experiences?

**"**

Carl Prindle

## Blueport's Cloud Ecommerce Platform is a 'vertical' solution tailored to furniture's unique business and challenges, enabling them to drive omnichannel sales and stay ahead of the ecommerce curve

Blueport Commerce is a premier example of a cloud ecommerce platform that takes the benefits of a cloud solution and—applying a deep understanding of one complex vertical—offers furniture retailers a "vertical" solution tailored to their unique challenges. Blueport is used by the largest furniture retailers in North America to run their omnichannel websites, offer world-class furniture shopping experiences, and drive sales online and in-stores. In addition to their cloud ecommerce platform, Blueport offers on-demand ecommerce expertise to ensure retailers launch a best-in-class website on the platform, and have the ongoing resources to keep them that way.

By providing furniture-focused solutions, Blueport has made staying ahead of the ecommerce curve possible for their clients. On their custom, bespoke websites, Blueport-powered retailers get extensive furniture ecommerce features "out of the box", allowing them to immediately drive revenue across all channels. Critically, Blueport's technology seamlessly integrates with a retailer's ERP system and their brick-and-mortar locations to ensure real-time data online—

like local pricing, delivery information or store inventory—matches a shopper's local store.

What's more, Blueport's features and technology provide furniture retailers unprecedented sales and marketing data to help clients individualize and tailor the furniture shopping experience. Blueport's patented Store-Sync, for example, is a cart syncing tool that allows shoppers to move seamlessly back and forth between channels. Shoppers can make store appointments to "touch and feel" their online carts. Salespeople can create in-store carts that shoppers can consider and purchase from home. For retailers, Store-Sync tracks critical marketing, sales attribution, and behavioral insights to enhance customer engagement and improve marketing effectiveness.

"While we often talk about ecommerce as a convenience play—the ability to purchase outside the store—in reality, it's a reimagining of the entire retail sales and marketing process, particularly in complex, big-ticket categories like furniture," says Carl Prindle, Blueport Founder and CEO. "Our technology allows retailers to deeply understand their shoppers, and, for the first time, tailor their offerings and communicate them in a way that meets shoppers' needs in a personal, compelling, and easy way."

As ecommerce evolves beyond simple "click-pick-ship" categories, we expect generic, horizontal cloud ecommerce platforms to struggle in adapting to new and unique online verticals. By unlocking the power of a vertical cloud solution in a category as complicated as furniture retail, Blueport is not only providing a best in class solution for furniture—they may well be pioneering the next wave in the evolution of ecommerce platforms. **RC**