



OneView Digital Store

oneviewcommerce.com

Empowering you to
delight your customers

Innovate Everything

Never in recent memory has a demographic shift in power been as technologically significant as the handoff from Baby Boomers to Millennials and Gen Z. The effects now span not just how they shop, but also how they work.

As Millennials became the largest living generation and Gen Z came of age, the digitally driven consumer now possesses a purchasing power that fully transforms what is expected from retailers. But despite their reputation as the first truly digital generations, both Millennials and Gen Z have very high expectations for the 'in-store' experience.

This push for innovation in the brick and mortar setting means retailers are expected to provide a seamless customer journey that combines the information from every interaction into a modern and engaging experience in the store. Global retailer innovators are now transforming their approach to store commerce by taking 'one view' of the retail landscape to deliver a fast-paced and multi-dimensional retail experience wherever that interaction occurs. The OneView Digital Store Platform takes the lead with the first entirely headless and serverless customer experience engine that answers to the online threat now faced by all retailers. OneView's innovative engine delivers control, agility, and time to market to retail's most innovative brands who are passionate about customer experience.

As younger generations become both the leading purchaser and the base of the workforce, the all-important point of interaction in store is highly impacted by the restrictions of inflexible, legacy store systems based on decades-old technology. OneView has been designed from the ground up to enable innovation for the global disruptors who embrace change and see it as the future of the digital economy. The OneView Digital Store directly answers on the mission to embrace a target architecture that provides control, speed-to-market and return on investment through a modern cloud platform.

Drive customer engagement, optimize associate efficiency, elevate customer service, and capture actionable data for all retail channels.

Transforming Experience

OneView allows retailers to make running their business and delighting customers the priority while our engine provides the agility and technical capabilities to execute their customer engagement vision. And by recognizing the value inherent in legacy assets and enabling efficient reuse of these high-value systems, OneView brings innovation and value together to allow real executable business change. Once that first innovation occurs, full code reuse and extension of platform processes mean that OneView dramatically reduces regret spend and time to market. In short, OneView delivers transformative customer journeys where they matter most and allows you to innovate – everything.

- Fast time to market by removing dependency between business process and user experience
- Reduced cost of delivery as microservices enable new processes and integrations without cumbersome development
- Retailer ownership and control as the platform engine provides templates for core processes that retailers define and tailor to deliver unique and transformative customer experiences
- Return on investment as reuse of high-value legacy assets enables targeted digital transformation investment to maximize value and experience

OneView Commerce is a pioneer in digital store transformation, empowering global retail disruptors to delight customers in store. OneView's cloud-native Digital Store Platform brings the first serverless and headless customer experience engine into production and combines point of sale, real-time inventory management and enterprise promotions to enable retailers to increase footfalls, expand basket size and improve margins while providing truly exceptional and retailer-owned customer service. OneView enables the exchange of powerful store information across the enterprise to positively impact channel engagement, sales, business operations, and customer experience. Australia Post, Discount Tire Corporation, Molton Brown, Rapha Racing Limited, and Carhartt are among the global retailers revolutionizing their customer engagement with OneView Commerce.