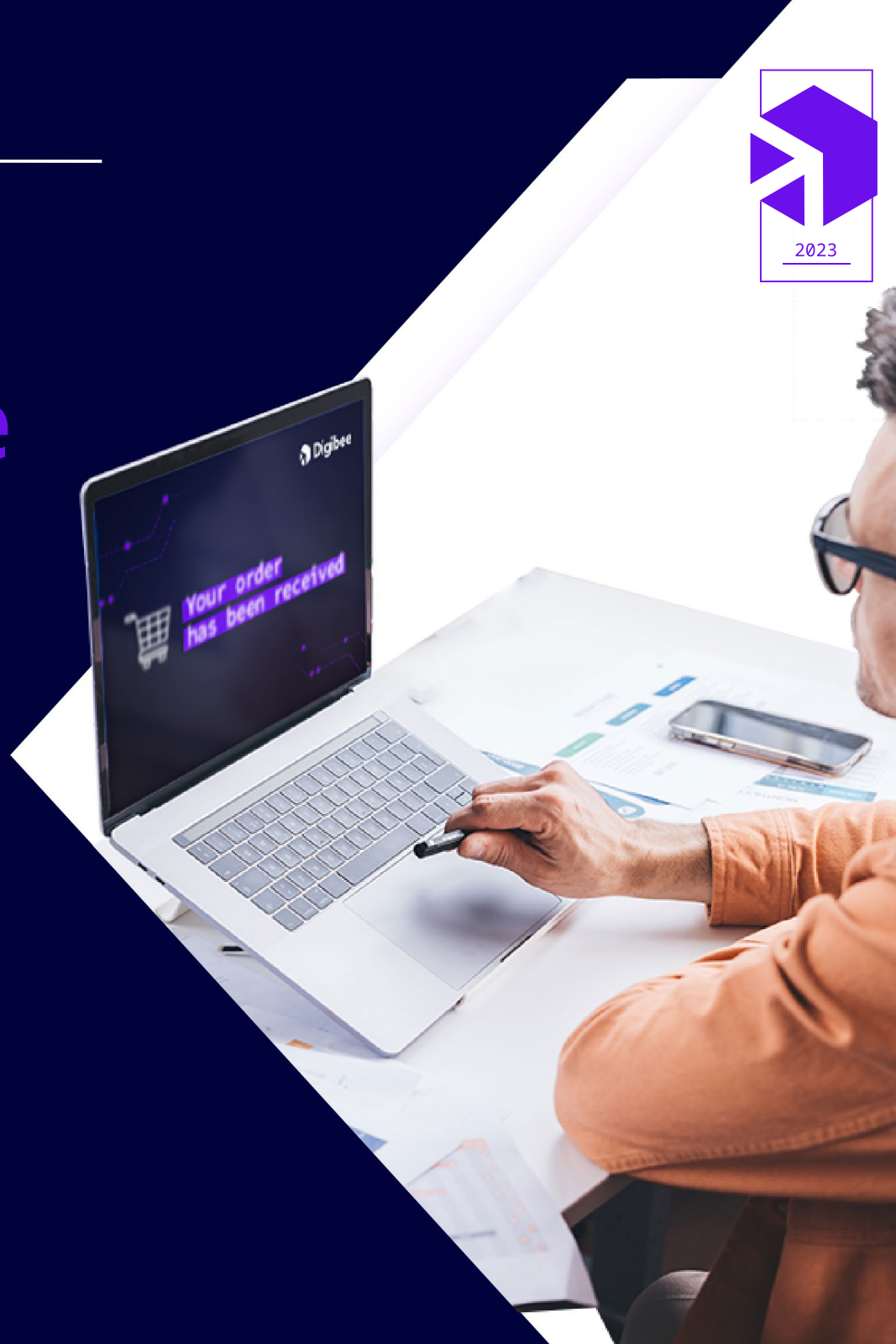


Fully integrated commerce for the modern retailer

A guide for retailers to stay competitive in today's digital era through omnichannel integration to deliver seamless and personalized customer experiences



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Introduction

Are you fully aware of your customers' experiences each time they contact one of your channels? Can you ensure that each of these touchpoints is a positive and personalized encounter? If not, can you quickly identify the problem and provide a solution?

As systems become overwhelming in number and remain disconnected, many retailers are left blinded to this critical information - incapable of putting the pieces together to understand where the breaks are. Data falls through the cracks or is trapped in outdated systems, the problems go unresolved, and the customer is lost to one of your many competitors effectively targeting them.

Customers seek easily navigable sites, convenient checkout both online and in-store, and a personalized customer experience. They want to shop on their phone or laptop, but pick-up in person - or see a product on social media and purchase it without leaving the app. This shopping experience is fully integrated commerce.



98%
of 1,000 respondents
surveyed in Digibee's
2022 State of Enterprise
Integration Report have
needed to rebuild key
technology integrations
multiple times within the
past year.¹

In recent years, retailers were forced to respond to sudden changes in consumer behavior and the economy. Sales needed to occur in just about every channel you can think of - on the web, in-store, via mobile web/apps, and with options for pickup or delivery - in order to simply keep pace.

Every customer, and every possible interaction, had to be considered - whether the business was operationally prepared to do so or not.

To enable all this, integrations were implemented fast - but not necessarily effectively. Retailers did the best they could with the tools that were available. In fact, 98% of 1,000 respondents surveyed in Digibee's 2022 State of Enterprise Integration Report have needed to rebuild key technology integrations multiple times within the past year.¹

Fully integrated commerce has the potential to be a strategic differentiator if implemented thoughtfully, or it can be an Achilles heel for enterprises if implemented incorrectly. As tools continue to be implemented, sales occur in various digital channels and technical debt increases - now is the time for retailers to reflect on what's been put in place.

Could having optimized integration help solve your issues faster, more efficiently, and at scale?

The emphasis for retailers becomes not only adopting tools to stay current, but how the systems they choose work together to address urgent priorities such as:

- Consistent delivery of a superior and personalized customer experience
- Supply chain constraints
- Outpacing emerging digital-first retail competitors
- Combating high technology costs while keeping up with digital innovation needs
- Engaging customers in various omni channels
- Gathering real-time insights to better understand customer behavior
- Extracting actionable data trapped in silos or disparate systems
- Ensuring security and compliance



Why fully integrated commerce for retailers matters

Fully integrated commerce refers to the integration of all business retail channels - online, in-store, and mobile - for a seamless and unified customer experience. It means putting systems in place for your applications and vendors - including ecommerce, logistics, and supplier partners - to connect all the necessary dots when a customer purchases your product.

Retailers have to be ready to adapt to shifting consumer behaviors and preferences to survive by embracing technology. Investing in ecommerce solutions, app development, website innovation, and digital marketing strategies are all vital to succeed in this rapidly changing digital landscape. Customers must be reached online with connected, tailored, omnichannel experiences.

With easy alternative buying options like Amazon and competitors selling similar products just a Google search

away, it's no surprise customers are demanding the best of retailers. They want fast, efficient, and personal service - meaning digital transformation for retailers must occur across all channels.

This forces businesses to adopt and adapt to changing technologies quickly to keep up with competitors - putting integration as a critical centerpiece for future enterprise IT strategies.

But this doesn't have to be as difficult as it sounds. You don't need to achieve 100% digital transformation to the cloud, and you don't need to rip and replace all the integrations and APIs you might already have in place. There is a better way.





The benefits of full integration

Fully integrated commerce connects systems, data, and people on customer transactions across all channels - automatically and inexpensively. Having a fully integrated commerce environment comes with tremendous benefits for retailers:



Increased efficiency and cost saving: Successful integration creates a smooth buying journey for your customer on the front end, and fulfillment on the backend. Automation eliminates unnecessary data entry into multiple systems - enabling retailers to make more informed decisions on how to allocate their resources effectively. Optimizing processes and operations will save your organization time and money.



Improved customer experience and loyalty: Mounting competition puts superior customer experiences at a higher priority for the buyer. With fully integrated systems, retailers get a 360 customer view to understand preferences, behaviors, and needs - creating a highly personalized experience and satisfied shoppers.



Enhanced data collection and analysis: Fully integrated commerce systems allow retailers to collect and analyze data from multiple sources - gaining deeper insights into customer engagement data, business operations, and market trends. It allows directed focus on innovation efforts in areas benefiting the business the most.



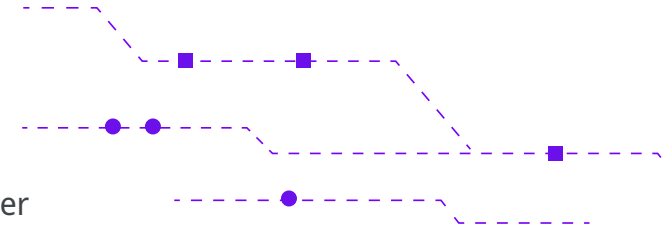
Increased sales and revenue: Retailers can optimize their marketing and sales efforts based on data trends to increase their revenue. New outreach tools are integrated with ease, and powerful insights tangible on where sales are generated from.



Faster, streamlined delivery: Streamline fulfillment processes by connecting with partners - resulting in faster, more efficient customer deliveries. Full integration provides status visibility for customers and internal employees - lightening the load of customer service inquiries, while equipping employees with accurate information to questions that arise.



Security assurance: There are constant security threats to digital environments - integrating with the right solutions ensures transactions and data handling is done securely at every touchpoint.



The tech to get there: eiPaaS solutions

Challenges without an eiPaaS solution:

While integration issues are not new - what is new are the thousands of services and mediums retailers must navigate while meeting higher than ever consumer expectations for seamless digital experiences.

The modern integration challenge retailers must consider: giving adaptability and flexibility to connect, reconnect, and build repeatable integrations at scale to compete in this new digital era. Not nine months from now, but today.

With this modern challenge comes a deep seeded issue for most businesses - the costs and complexities of maintaining and replacing legacy systems.

Many retailers' infrastructures leave vital information trapped within silos and disconnected environments. A lot of them were built on point solutions, homegrown systems cobbled together with commercial off-the-shelf or open source software. In general, these environments were not designed to exchange and capture information. Integration solutions typically were "adapted" to one-off needs of other priority projects as they arose.

Critical data is delivered point-to-point by APIs and other mechanisms – losing a vital holistic understanding of the customer in the process. The integrations in place fail





Opportunities with an eiPaaS solution:

to deliver any insights into the customer's journey as they continue moving across preferred retail channels.

Overhauling existing systems to enable this digital journey can be costly and risky. Migrating to new systems requires an inordinate amount of time and investment in data and system integration. So what are other options?

Fortunately, there is a modern solution. It calls for a digital “bridge” - known as an eiPaaS (Enterprise Integration Platform as a Service) solution. It allows data to travel between core and support systems, automatically connecting all essential technologies and information sources.

This integration platform helps retail organizations connect the dots between old and new technologies without having to rebuild their current infrastructures. They service vital integrations between key applications such as:

- **ERP:** Enterprise resource planning- functionality ranging from human resources, accounting, and logistics
- **CRM:** Customer relationship managers - tracking all customer touch points from time of purchase to an email inquiry for a support issue. They provide critical data for retailers to dig into.





- **Payment gateways:** facilitating effective payments and check out processes for your products
- **Marketing tools:** enables business to tap into outreach tools and track vital metrics such as where pipelines originate from
- **Inventory management software:** Integrating your ecommerce platform with your inventory management software will provide real-time visibility into product stock levels, so that you always know when you need to reorder.

The solution recognizes innovative retailers are both producers and consumers of data, maintaining the integrity of these flows. The approach provides retailers a way to go to market at any speed - deploying digital services in parallel to current operations. It means that in moving towards more modern solutions, they can still retain the processes and operating environments that may be harder to do away with or they prefer to preserve.

Living in a time of digital innovation, IT leaders need to ask themselves - are we building out our infrastructure the way we want? Or are we building according to legacy technologies already in place? Tools should empower organizations, not be chosen based on limitations for what they can do.

Digibee's eiPaaS differentiators

Digibee's eiPaaS brings end-to-end automation and impeccable execution for integrations in a fast, efficient, and scalable way.

The modern approach doesn't require any changes to existing legacy systems, and builds integrations from an ecosystem of predisposed providers and platforms. Microservices and containers – known as Digibee's capsules and components – are orchestrated through Kubernetes technology. They enable scalability on demand and enhanced flexibility. These services can be configured and added into workflows and data flows with little or no coding required. No disruptive migrations - and the downtime that goes with them - need to take place.

Developers are empowered with built-in functionality to build, run and monitor pipelines all within the powerful platform:

Build	Run	Monitor
Build repeatable and scalable pipelines in Digibee's canvas with capsules and connectors - functionality to easily test-as-you-go, manage various versions, drag-and-drop your components, and transform data.	Deploy your pipelines in five clicks and make changes within test and production environments, easily toggling between the two. Adjust scale for high capacity or highly parallel pipelines on demand. Avoid painstaking builds of each variable ahead of time compared to traditional eIPaaS solutions.	Look at detailed performance metrics, evaluate pipeline execution over desired time frames, hone-in on errors, and perform necessary troubleshooting all in one place.



Digibee's eiPaaS integration platform is built on microservices that leverage accessible, reusable, and composable services which can be rapidly plugged into existing environments and data flows - regardless of underlying infrastructure.

Digibee's solution poses tremendous value to today's retailer attempting to modernize in four primary aspects:

- **Simplicity:** Build code-free integrations. To create a new integration, the Digibee platform presents a simple canvas. In five clicks, you can connect from any source, with any component, to any end-point. Developers can easily drag and drop elements. Passing simple JSON between components, Digibee's powerful platform speeds up the pipeline development process 10 times faster than traditional code-based approaches and other tools.
- **Full Lifecycle:** Retailers benefit from the flawless execution of pipelines. Traditional technologies such as ESB, EAI, and the like, have code living in one centralized single environment - eventually becoming a single point of failure. Digibee connects to any technology suffering from performance loss and high infrastructure and maintenance costs.
- **Scalability:** This is an infrastructure built within the cloud for the cloud, employing highly portable containers built on loosely coupled microservices within an immutable infrastructure. It maintains compatibility with legacy infrastructures, but is designed for the future of technology. Availability is always-on, distributed across multiple zones.
- **Security:** Security is an integral part of the Digibee platform. Customer integrations are supported through DevSecOps processes. Security standards are built in, adding a robust layer to every integration within your digital architecture.

Why eiPaaS for your integrations?

While some retailers attempt to build integrations internally, this is not always the best solution.

Analysts have estimated that integration efforts account for 50% of the time and cost of building a digital platform.²

This next-generation eiPaaS offers a unique solution: end-to-end retail integrations that unify your technologies and partners, while providing a holistic view of your customer's journey. It's recommended you use an eiPaaS solution to modernize fully integrated commerce for a few reasons:



Fully Integrated Commerce for the Modern Retailer



1

Extensive amount of effort for something that could be simple:

Those operating in online channels have enough problems to worry about - SEO, tracking relationships with customers, addressing supply chain constraints, and setting pricing strategies. Adding manual integrations to this heap of work is not ideal for most companies.

2

Allocating qualified resources:

Some retailers have dedicated professionals who are technically equipped to build these integrations, most do not. Either way - it's not the most optimal use of talent and resources to task existing developers with building manual integrations over innovative solutions, or hiring new ones for the job.

3

Simplicity and repeatability:

Having a solution in place that's scalable, repeatable, and flexible for implementing future integrations is crucial. As your business grows and customer priorities shift, you'll acquire more technologies to keep relevancy. How you integrate with existing and new systems should be a quick, easy, and repeatable process - not a cumbersome project each and every time.





Creating modern retailers with eiPaaS: Digibee success stories



The following retailers have achieved fully integrated commerce strategies by utilizing Digibee's eiPaaS platform. With these new capabilities, they are delivering superior customer experiences, efficient operations, and seeing revenue growth.

The right footing

Payless ShoeSource, an international fashion-focused footwear retail chain, needed to integrate its central eCommerce platform with more than 400 brick-and-mortar stores across 15 countries.



Each country had different legal and fiscal requirements to be addressed. Integrating these disparate systems with their separate data stores and rules required a powerful integration platform. Needing to account for sales spikes, reliability for consistency and uptime, and encryption for security were top priorities.

The retailer turned to Digibee's eiPaaS to quickly automate and standardize integration processes across its 400 stores. As part of this process, the store chain rapidly integrated its core ecommerce platform with its point-of-sale solution. Digibee enabled the two systems to exchange sales order data, products, and customer records quickly and securely.

Click-and-Pick-Up

As the Covid crisis unfolded in 2020, a supermarket chain, Compre Bem in Brazil, needed to step up its omnichannel experience - seeking to implement a "click-and-pick-up" based on remote grocery shopping. It would connect the service to the ecommerce platform to generate a new delivery model for the business.

The retailer's IT team was under tight time constraints to enable the new service and integrate it into its eCommerce system - wanting to avoid too many plugins and API connections within the system.

Digibee made it possible. They integrated the ecommerce platform, the retailer's POS systems, and a transport management system **in less than two weeks**



The future of fully integrated commerce for retailers

It is important to evaluate the next generation of retail when weighing the costs and benefits of implementing a solution to achieve fully integrated commerce. Integration is the key to success when considering future retail trends:

eCommerce growth and the importance of digital transformation: eCommerce is here to stay and will continue to grow, as will the technology supporting it. Digital tools are evolving daily to more efficiently meet consumers in the buying process - which means so must you in adopting them. Having a solution in place that's scalable and flexible for implementing future integrations to old and new technologies is imperative.

Elevated customer experience expectations: customer experiences will become increasingly important as retailers look to differentiate themselves in crowded markets.

This includes improving customer journey, personalization tactics, and offering more seamless and convenient experiences for shoppers.

According to a Talkdesk survey, 49% percent of customers ended their relationship with a brand in the past year due to a poor customer experience.²

The importance of omnichannel strategies: omnichannel strategies - which involve providing a seamless experience across multiple channels - will become an expectation for all retailers in the coming years. Successful integration can save a lot of time, resources, and money by connecting these systems seamlessly.



Conclusion

While digital experiences come with higher than ever standards from customers, good integrations prove to be the backbone for creating great ones - especially when it comes to fully integrated commerce.

The adoption of new technology isn't going anywhere - forcing retailers to adapt to changing technologies in days and weeks, not months and years to keep up with competition. This puts integration as a critical centerpiece for future enterprise IT strategies.

Fortunately, Digibee's eiPaaS platform is a powerful solution - a bridge connecting you, your customers, and vendor services. It eliminates the need to build (and rebuild) from the ground up - providing seamless integrations for old and new technologies. It helps retailers:

Modernize: Build an architecture that moves to modern, digital operations. Business groups should have flexible systems which can be changed at any time to keep current

with changing technology. Move to cloud and SaaS-based tools, applications, and platforms to make this possible.

Empower: Enable development teams to own the integrations and maintain deployment knowledge "in house." Support a technology infrastructure that makes it easy to expand new business opportunities through composable and reusable components.

Simplify: Make it easy to build and deploy applications through self-service portals and low/no code tools and platforms.

Whether the priority is managing relationships with your customers, accounting for product sales, or seamless order fulfillment - integrating these retail services can be frictionless with the right platform. Moving into next-generation retail doesn't have to be a painful and costly process, and it won't be when you work with Digibee.



The value of the Digibee Integration Platform

Digibee's eiPaaS platform brings end-to-end automation, execution, and reusability of integrations to modernize today's retailer. For those looking to achieve fully integrated commerce in a fast, organized, and scalable way.

The Digibee integration platform helps retailers quickly transform their integration architecture by enabling frictionless connectivity. It's founded on three key pillars:

Time to value	Reduced complexity	Customer success
Our innovative solution allows delivery to occur at unprecedented speeds. A low code, cloud native infrastructure dramatically expedites IT projects - reducing costs and technical debt. Connect applications, processes, and people for faster time to market without a major investment.	An easy to use platform enables internal resources to build, run, and repeat - freeing up time to focus on what matters: innovation and growth of your business. Digibee creates flexible and fast connections to any data source, breaks down complexity of legacy technologies, and enables customizable solutions - transforming existing digital infrastructures.	Reduce delivery risk and improve speed to implementation with Digibee's superior level of customer support. Dedicated delivery and customer success teams come built into your subscription with Digibee. We deliver <i>for you</i> first, <i>with you</i> second, and <i>empower you</i> lastly to implement integration with ease.



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