

# Thrive as a retailer in the digital era

## A SUPERIOR CUSTOMER EXPERIENCE IS THE NEW STANDARD

Supply chain issues, mounting online competition, higher expectations of services and products, and the necessity to operate in more sales channels than ever before — there's no shortage of challenges for the modern retailer.

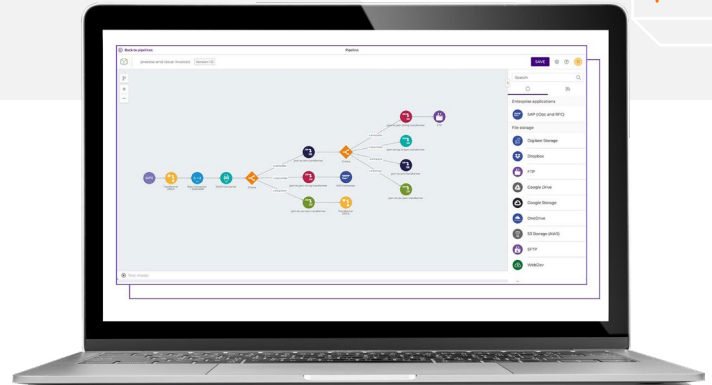
Staying competitive in today's market means keeping up with the latest technologies. But the speed of change makes it harder than ever to do so. Costs for new solutions are high — as is the time required for implementation, training, adoption and upkeep/upgrades.

**Retailers must ask themselves:** *At a time when customers are demanding fast, seamless experiences — whether shopping online or in store — are you equipped to deliver?*

## THE SHIFT TO FULLY INTEGRATED COMMERCE

In order to meet the higher standards of today's digital consumer, retailers must embrace digital transformation. Fully integrated commerce that can easily scale with your business — and adapt to change — will help you get there, but it can be expensive and resource intensive.

Whether the priority is managing relationships with your customers, accounting for product sales, or order fulfillment without a glitch — integrating retail systems can be frictionless with the right platform. Moving into next-generation retail doesn't have to be a painful and costly process. While digital transformation has been a ubiquitous



(and ill-defined) term for many years - there are specific actions retailers are taking now to make this real.

Fortunately, the Digibee integration platform is a powerful bridge connecting you, your customers, and vendor services. It eliminates the need to build — or rebuild — from the ground up. Digibee provides real time (or near real time, based on your needs) data across the enterprise. For legacy, digital, on-prem or cloud-based technologies, Digibee enables transactional data to move quickly and securely wherever your customers and partners are interacting — in-store, online, warehouse, mobile, shipping, financing, etc.

## THE FUTURE OF RETAIL - IT'S A DIGITAL WORLD

Retailers wanting to thrive in this digital era must embrace near-constant changes in technology choices and digital transformation. That means investing in ecommerce platforms, mobile apps, website innovation, and digital marketing strategies to reach and engage customers online, in-store, via marketplaces — wherever they are and wherever they prefer to shop.

While new investments in technology are necessary for retailers to stay competitive - all require connectivity to existing systems and data in place.

Fully integrated commerce is key to achieving this. Invest in an eiPaaS solution that will meet the modern challenges of retailers by:

**Ensuring security:** Operate transactions, workflows, and data handling with integrations built within Digibee's secure and encrypted platform.

**Offering seamless and convenient shopping experiences:** Integrate multiple payment options and channels — online, in-store, or via mobile app — and provide fast and reliable delivery options.

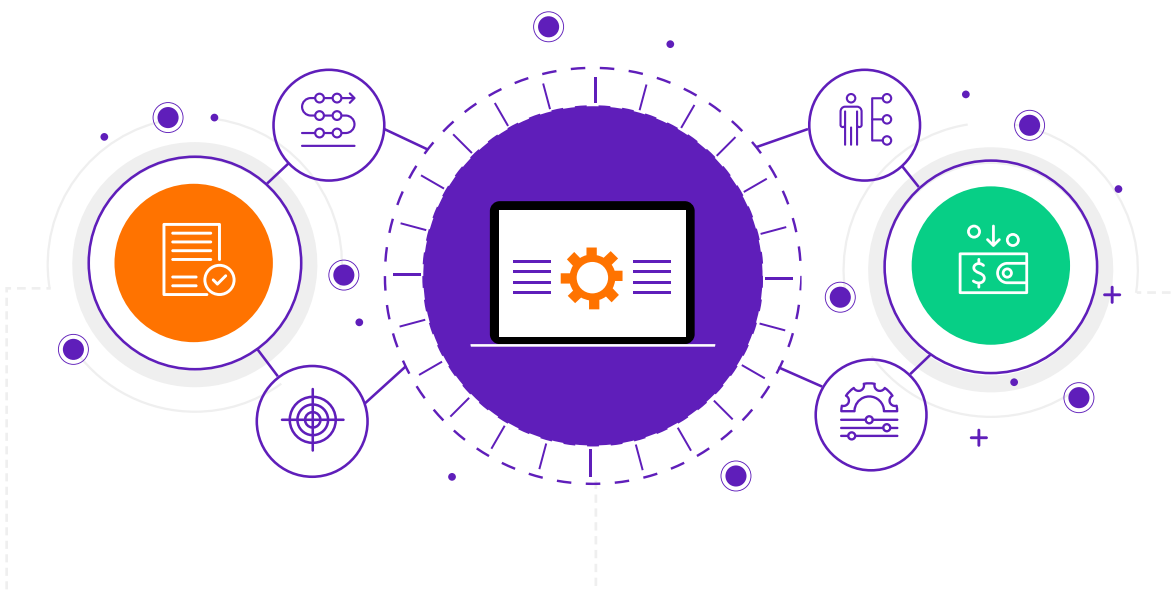
**Create flexibility:** Ensure the business can make choices and changes about technology without compromising or losing time to change.

**Keeping current:** Stay relevant with the latest technology by easily integrating and reducing the amount of time spent connecting old systems to new.

**Supply chain management:** Unify supply chain and offer a holistic view of the process with end-to-end integrations — allowing a more distributed, coordinated, and trackable supply of components.

## TRANSFORM YOUR OPERATIONS IN JUST WEEKS

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

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.

### Reduced complexity

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 the complexity of legacy technologies, and enables customizable solutions — transforming existing digital infrastructures.

### Customer success

Reduce delivery risk and improve speed to implementation with Digibee's superior level of customer support. Dedicated delivery and customer success team comes built into your subscription with Digibee. We deliver *for you* first, *with you* second, and *empower you* lastly to implement any future integration with ease.

## A SUCCESSFUL TRACK RECORD

The Digibee integration platform makes it easy for retailers to offer new products and services, add business partnerships, and improve integrations with customers and suppliers. **See how we've done it before:**



### International footwear retail chain with 700+ stores

Digibee integrated a new eCommerce marketplace - connecting their brick and mortar operations with online sales in just 45 days. A secure and scalable solution was delivered - accommodating for seasonal spikes in sales and proving reliable for consistent uptime quickly.



### Large fast food chain with 475+ outlets

In just 48 hours, Digibee implemented an integration architecture to ensure fiscal reconciliation of over 6 million transactions per day. Sales made in all 540 stores and those reported to the Internal Revenue Service were all accounted for.



### Global food retailer with 12,000+ stores

Implemented a modern WMS solution for the chain - enabling operational efficiency and reducing spend. The enterprise avoided a large structuring project by choosing the Digibee eiPaaS for its integration.



Let us show you how Digibee's powerful integration solution can solve your complex integration challenges quickly, at scale, and with confidence!

See Digibee in action

