



FUSION FACTORY®



# OMNI-CHANNEL ECOMMERCE = COMMERCECONNECT

Today, more and more people are combining bricks-and-mortar purchases with buying and researching products online through multiple retail websites, online marketplaces, affiliates and shopping comparison sites.

Consumers expect to find engaging, multimedia product information that is current, consistent and tailored to their needs. If a product fails to deliver, they quickly move on—and a potential sale is lost.

In this competitive digital economy, online sellers must ensure their product information is accurate, consistent and up-to-date across their sales channels if they want to turn browsers into buyers.

As a result, online sellers and sales organisations face the following urgent challenges:

- ✓ **Improved integration**  
Online sellers need to find an easy and cost-effective way of integrating product, customer and order data.
- ✓ **Better data management**  
Managing data from within different systems and online channels is hugely inefficient, often requiring manual processing and/or ad hoc software solutions that lead to data errors and duplication.
- ✓ **Rapid connectivity to new channels**  
Getting data online may require the installation of a new software interface for each separate channel, which can be a difficult and expensive process.
- ✓ **Easier channel management**  
Data can take many different forms, and online sales channels often require their own specific data formats. This lack of data uniformity can make it difficult for online sellers to redeploy data from one channel to another.

To meet these challenges CommerceConnect, an omni-channel, cloud-based online product information management and publishing solution gives you complete control over your data.

## Leveraging Data for Omni-Channel eCommerce

### **A one-stop cloud solution**

CommerceConnect is one-stop, cloud-based, eCommerce solution that brings together advanced PIM, and omni-channel publishing tools for retailers, manufacturers and distributors to manage, enrich, and publish product information.

### **End-to-end data integration**

Suitable for businesses of all sizes, CommerceConnect allows for end-to-end data integration with back-end systems across your supply chain, providing seamless connectivity with ERP/POS, WMS, CMS, Catalogue Production and Supplier applications to ensure data consistency.

### **Centralised data management**

Consolidating all product data within a centralised database repository, you can avoid data processing and duplication in separate systems. Easily enrich, review, edit, organise and report on your product data from within a single location. Once data is created, it is distributed to all channels.

### **Fast on boarding to new channels**

A CommerceConnect solution offers seamless plug-in connectivity with leading eCommerce platforms, online marketplaces, affiliates and shopping comparison sites to make onboarding quick and easy.

### **Simplified channel management**

Map product category and attribute data to accommodate the specific requirements of individual channels. This way, you will have consistent data across all channels that will build confidence in your brand.



## Helping Organisations to Sell Online

### CommerceConnect Features and Channels Supported

CommerceConnect is a centralised solution to manage all aspects of your product information as follows:

- ✓ Product catalogue data
- ✓ Short and long descriptions
- ✓ Features and attributes
- ✓ Categorisation
- ✓ Media – images, videos, technical data sheets
- ✓ Marketplace specific data
- ✓ Mapping of categories, features and attributes
- ✓ Order data
- ✓ Listing rules (price, shipping, category, inventory)
- ✓ Manage HTML listing templates and item specifics for eBay

CommerceConnect integrates with many eCommerce platforms as well as various online marketplaces, shopping comparison sites and affiliates—for example:

- ✓ Magento
- ✓ Bigcommerce
- ✓ Shopify
- ✓ Enrich
- ✓ eBay
- ✓ eBay Commerce Network
- ✓ Commission Factory
- ✓ Amazon
- ✓ Trade Me
- ✓ Demandware
- ✓ Google Shopping
- ✓ Rakuten Marketing
- ✓ EPiServer
- ✓ Westfield
- ✓ Criteo
- ✓ Bazaarvoice
- ✓ Getprice
- ✓ SDL Fred Hopper

## The CommerceConnect Omni-Channel Platform

