Unified Commerce to Collaborative Commerce
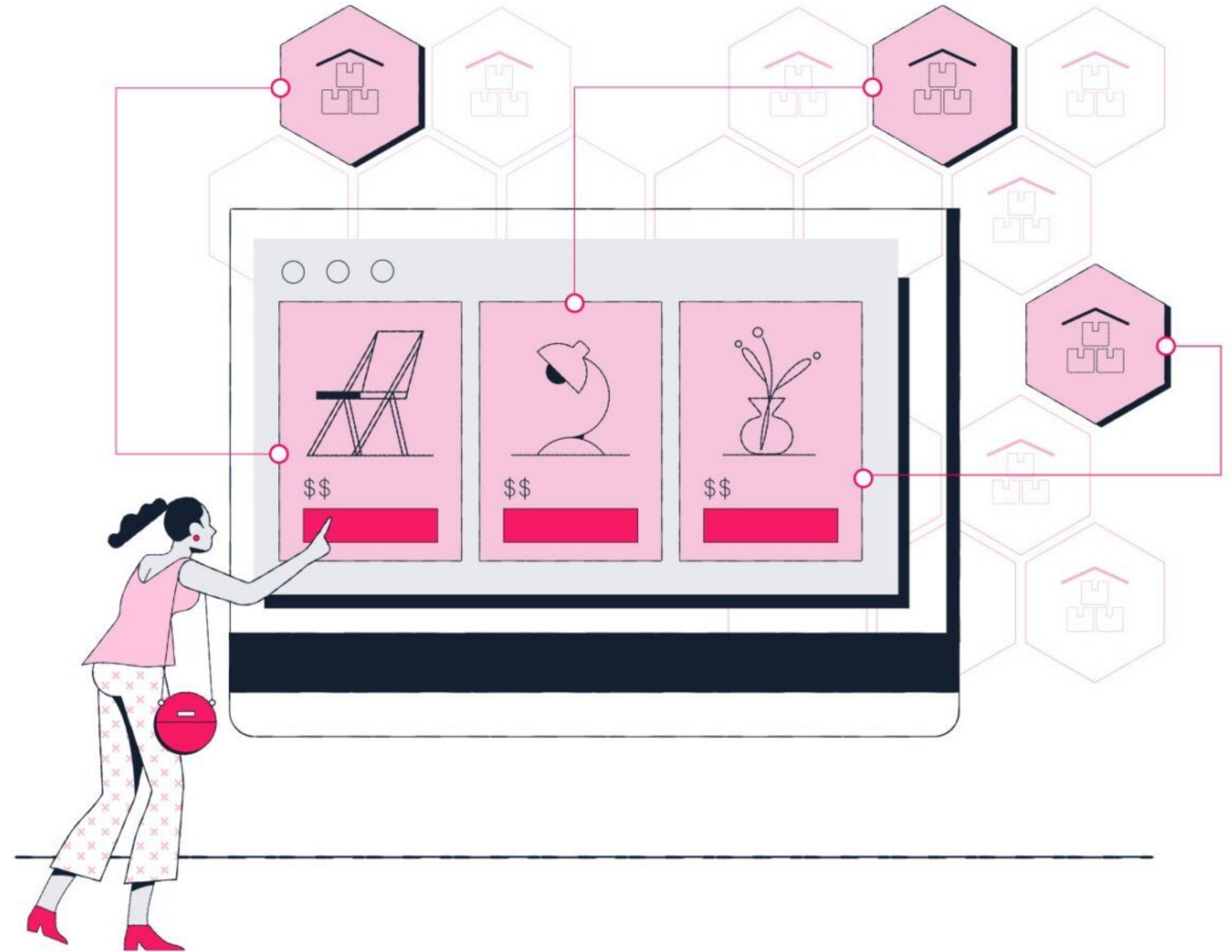
Thinking beyond traditional e-commerce

There's no shortage of business challenges

Stagnant growth - market saturation, finite product assortment

Channel conflict and complexity

Lack of a direct relationship with customers

Lack of visibility to prices, inventory, markets and competitors

Fragmented customer experiences - buying friction

The agility to adapt to changing markets and customer preferences
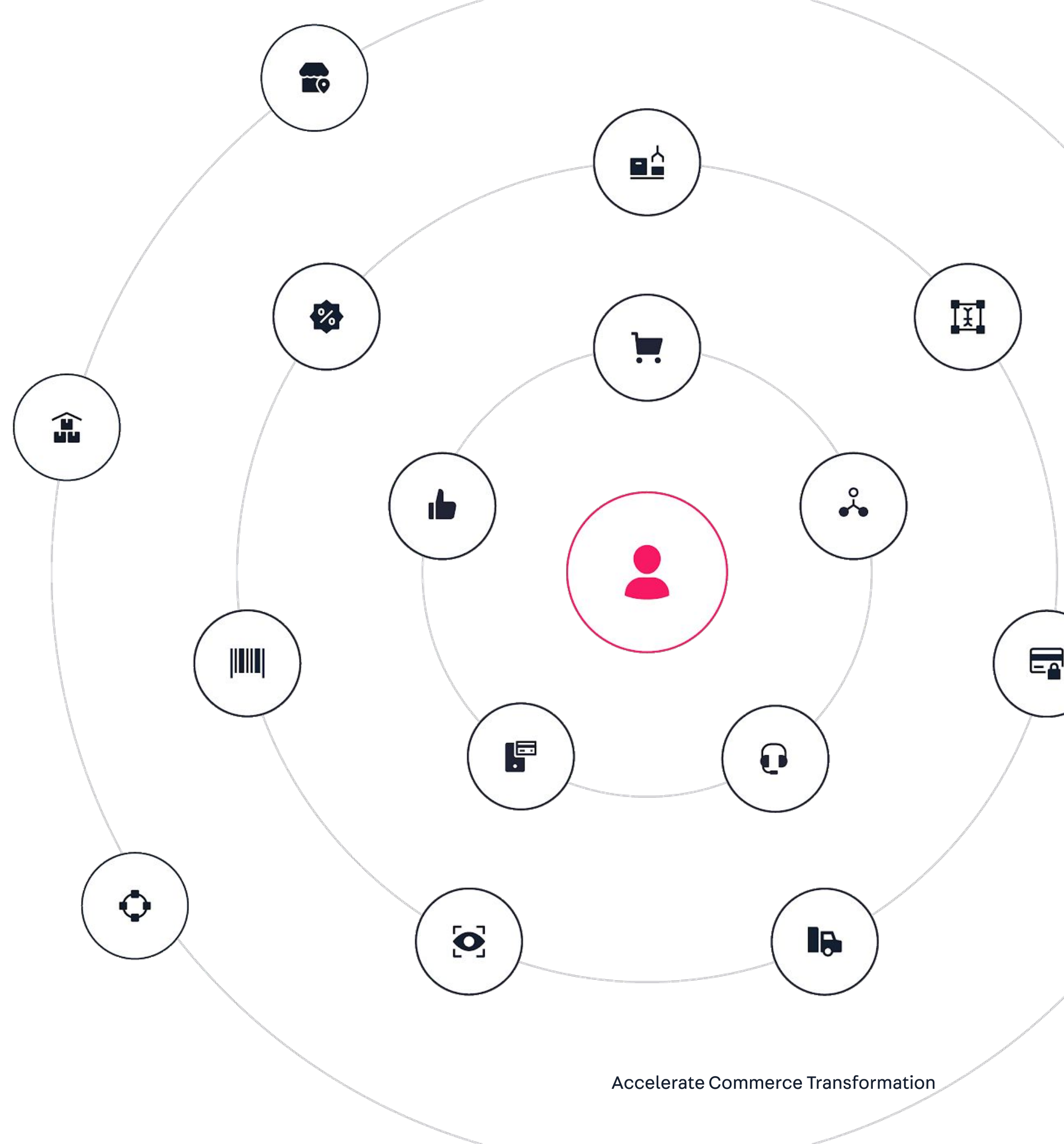
VTEX

The transformation to unified commerce starts with a truly integrated customer experience
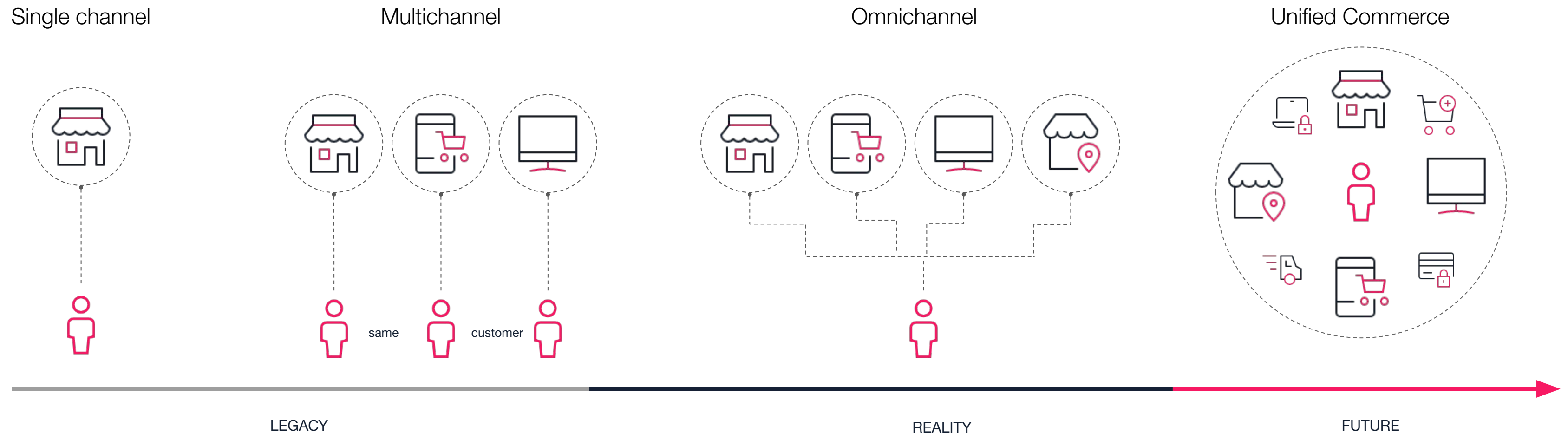
Retailers are changing their focus from channel integration to a holistic customer experience.

Getting rid of channel silos is the first step towards that.

Leverage from a single centralized commerce platform for all channels. For all customer experiences.

VTEX

A successful omnichannel strategy is the bedrock of unified commerce

Single channel

Multichannel

same customer

Omnichannel

Unified Commerce

LEGACY

REALITY

FUTURE

VTEX

Accelerate Commerce Transformation

The commerce digital transformation in numbers (before COVID19)

87%

want better **channel integration**, especially between the brick and mortar stores and e-commerce.

56%

would **rather shop** where the **cart is shared** across all shopping channels.

3.5x

more spending made by omnichannel consumers, who also shop more often.

Multichannel has limitations

Lia wants a different dress size, but the store doesn't have it in stock.

Chris wants to buy online, but the shipping cost and time are too high.

Anna wants to return an online order in-store, but the systems aren't compatible.

VTEX

Accelerate Commerce Transformation

Omnichannel is about
breaking barriers

With VTEX Omnichannel Lia can buy out-of-stock items in-store and receive them at home.

VTEX Omnichannel allows Chris to buy online and pick up his order in a store nearby.

VTEX Omnichannel has a fully integrated system that allows Anna to return an item bought online in-store.

VTEX

Omnichannel relevance
for customers

90%

of customers **expect consistent interactions** across channels. (SDL)

23%

omnichannel shoppers return to stores more often, and are **more likely to recommend the brand** to friends and family. (HBR)

83%

customers say that **convenience is more important** than it was 3 years ago. (NRF)

How does it work?

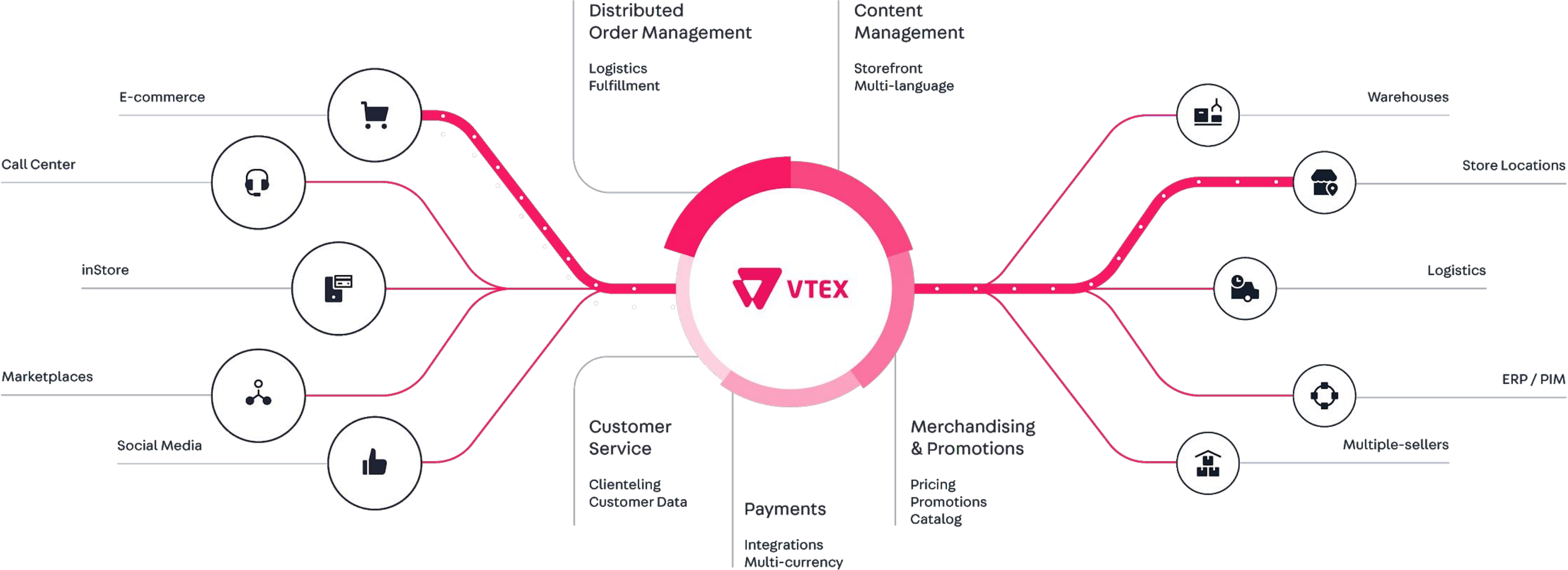# One brand, one experience, across all channels

Being omnichannel means to give customers consistency regardless of the channel.

To do it, we connect all channels with transparency and flexibility, offering consumers different purchase and fulfillment experiences, in addition to adding intelligence all over your operation.
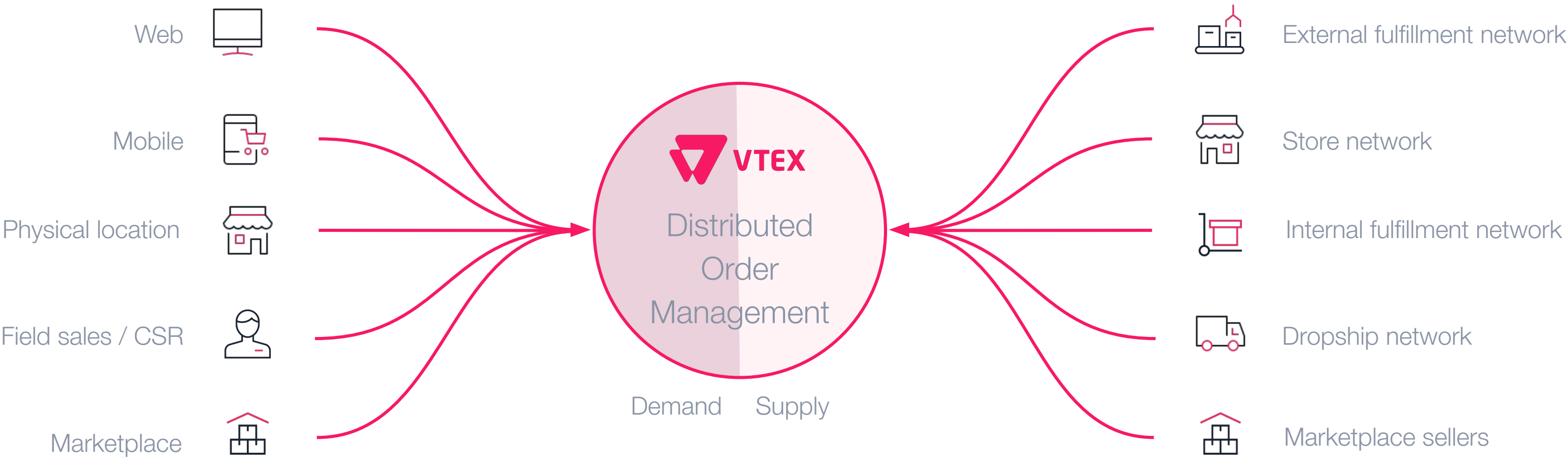
VTEX VISION

Channels — Data Orchestration — Source

Channels
- E-commerce
- Call Center
- inStore
- Marketplaces
- Social Media

Data Orchestration

Distributed
Order Management

Logistics
Fulfillment

Content
Management

Storefront
Multi-language

Customer
Service

Clienteling
Customer Data

Payments

Integrations
Multi-currency

Merchandising
& Promotions

Pricing
Promotions
Catalog

VTEX

Source
- Warehouses
- Store Locations
- Logistics
- ERP / PIM
- Multiple-sellers

Accelerate Commerce Transformation

Distributed Order Management

Orchestrate your entire inventory and fulfillment network and manage orders from all channels to deliver a seamless buyer experience

Web

Mobile

Physical location

Field sales / CSR

Marketplace

VTEX
Distributed
Order
Management

Demand   Supply

External fulfillment network

Store network

Internal fulfillment network

Dropship network

Marketplace sellers

VTEX

Accelerate Commerce Transformation

Omnichannel implementation is complex
We bring simplicity to help you achieve results

Best time-to-revenue

Easily implement and start using our solutions, increasing sales opportunities and your operation's cost-benefit ratio.

A single source of truth

Get a clear overview over the entire order life cycle, centralizing all business information and getting insights to streamline your process.

Memorable shopping experiences

Empower your sales reps with real-time information, thus expanding conversion possibilities while having your customers at the heart of it all.

Endless Aisle

Meet your customer's needs, no matter where your product is.

Avoid stockout and never miss a sale by increasing inventory assortment and availability.

Have a wide view of all the available products, even if these are in other stores or distribution centers, and sell through a frictionless shopping experience.

VTEX

Accelerate Commerce Transformation

Store Fulfillment

Smarter options for your product to reach the customer.

Make your operation more efficient by improving delivery times, distribution capacity and inventory assortment.

Have the flexibility to show your products as always available with wiser shipping options, however complex your business might be.

VTEX

Accelerate Commerce Transformation

Clienteling

Build loyalty between your brand and your client regardless of the channel

Use integrated data to create better shopping experiences for your customers.

Empower and boost your sales reps' productivity with an easy to use multi-device tool that provides consolidated information about shoppers.

VTEX

Accelerate Commerce Transformation

Less barriers
More possibilities

UNIFIED
Catalog & inventory

Make your products immediately available on all channels, with a full integration between your catalogs and inventories.

UNIFIED
Prices & Promotions

Define pricing rules and roll out promotions across channels with our integrated, built-in engines.

MULTIPLE
Fulfillment scenarios

Offer pickup points, shipping options, scheduled delivery, smart routing and multiple fulfillment scenarios for any given order.

EASY
Checkout Experience

Combining store and endless aisle orders into a single transaction for a seamless checkout experience.

UNIFIED
Customer data

Get a clearer picture of your customers and easily create clusters with a single source of truth for data from all channels.

MULTI
Device compatibility

Choose the right gadgets for your business needs from a wide range of options.

MULTI
Payments options

Easily set up payment conditions with our integrations that cover over 110 global payment methods on our PCI-certified platform.

EASY
Integrations

We support you wherever you are planning to go with technology that is easy to integrate.

VTEX

Accelerate Commerce Transformation

+ soma
GRUPO DE MODA

ANIMALE   FARM   fábula

foxton   CRIS BARROS   Más   A.BRAND   [ ]FYI

Omnichannel
Enhancing customer experience and reducing delivery times were one of the main pursuits of Soma Group. The answer was Omnichannel.

Ship from store
Integrating the inventory of the stores in real-time was one of the main challenges of this project, yet with the most substantial returns.

"VTEX enables the good relationship between customers and sale reps, one of our brand's most important values, while enabling the unification of off-line and digital experiences,"

Alisson Calgaroto, CTO of Grupo Soma

2h
average delivery time achieved in the largest cities

+15%
in sales due to ship-from-store

ANIMALE
PREVIEW LIQUIDAÇÃO NOVIDADES COLEÇÃO JOIAS SALE Inside

PREVIEW
NOVA COLEÇÃO
SHOP NOW

BEST SELLERS
ATÉ 50% OFF
SHOP NOW

VTEX

Accelerate Commerce Transformation
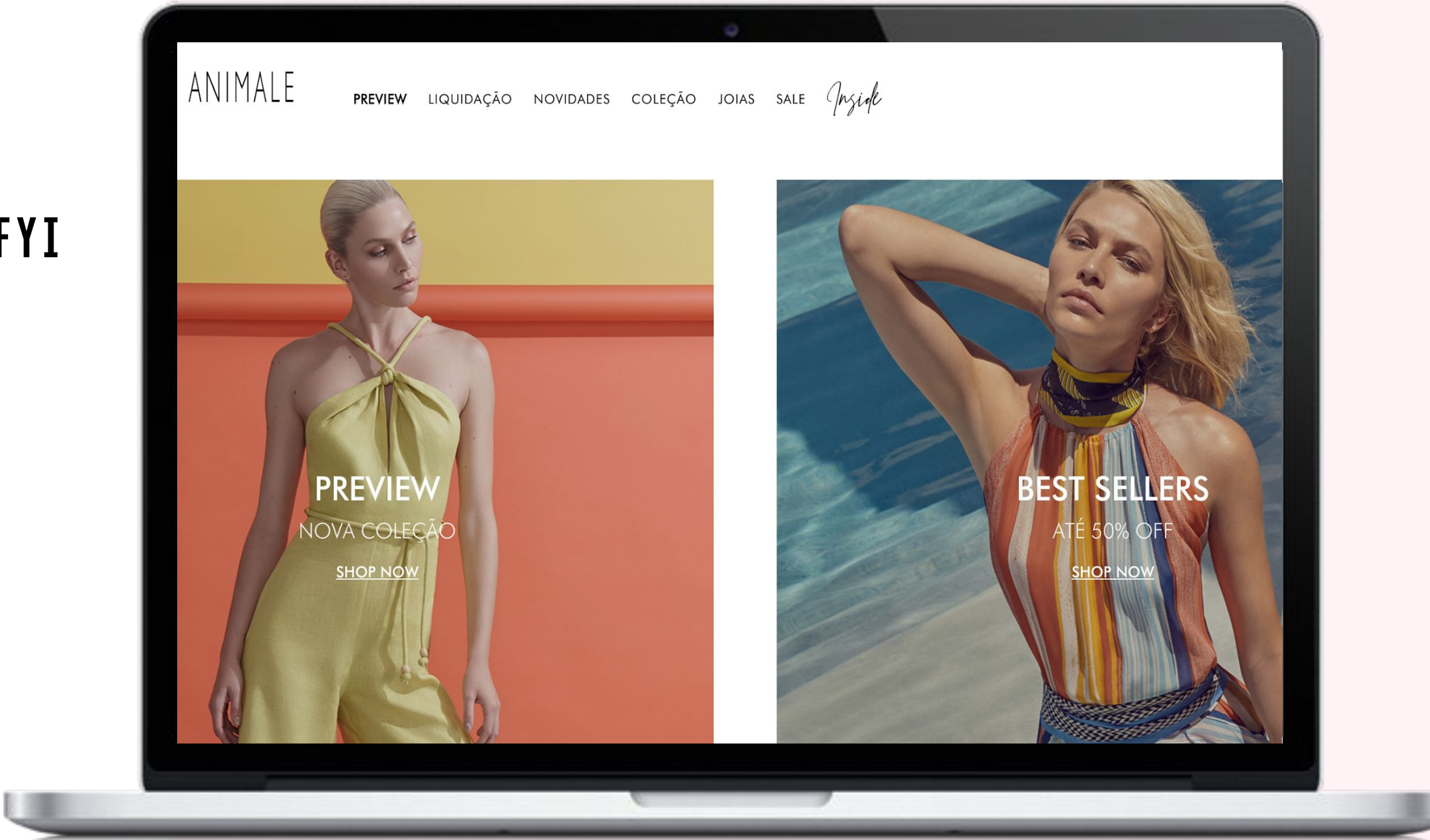
Increasing sales by offering new customer journeys and convenience

30%

of online purchases are using pickup in store

15%

Upselling in the store

"We have already noticed that 20% to 30% of customers who choose this type of delivery, when going to the store to pick the product up, end up trying and buying other items in the store itself."

Paulo Correa - CEO of C&A Brazil

Accelerate Commerce Transformation

Unlocking business transformation with Collaborative Commerce

Collaborative Commerce is changing the world

North America	Europe	APAC
NETFLIX	FARFETCH	Rakuten
lyft	allegro	Shopee
instacart	zalando	JD.COM 京东
amazonbusiness	fruugo	Lazada

VTEX

Marketplace ROI outperforms traditional e-commerce

Marketplaces drive incremental revenue through a network effect that produces exponential growth.

Online GMV

- ■ eCommerce + Marketplace

- ▬ eCommerce

Source: VTEX 5 year marketplace revenue model

Year 1 Year 2 Year 3 Year 4 Year 5 Year 6
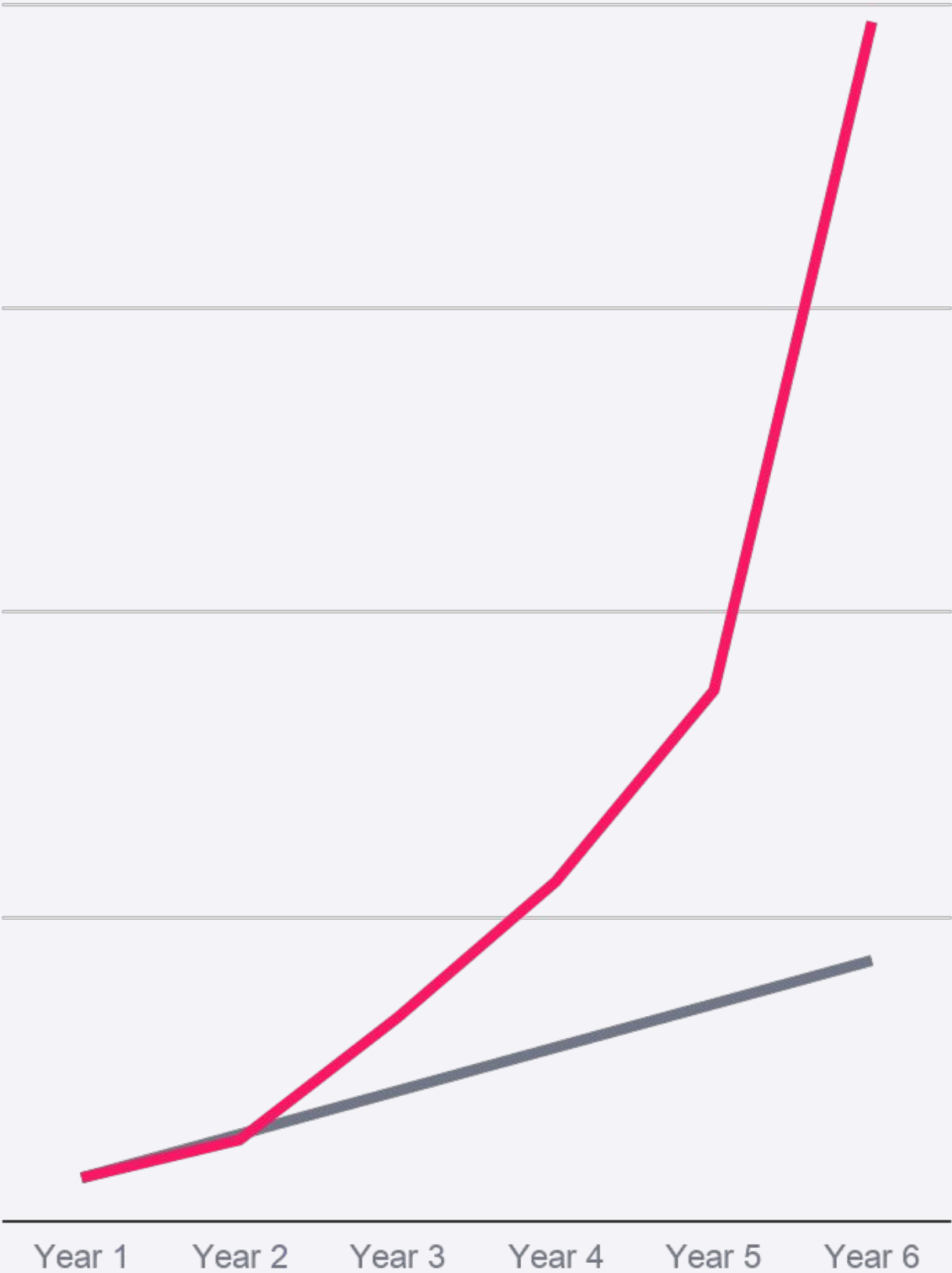
Collaborative Commerce has built-in benefits that we don't see in traditional e-commerce

Online Marketplace

50% of online purchases globally are made through marketplaces.

$2.03 trillion spent globally in the top 100 online marketplaces in 2019.

+22% Marketplace sales grew 22% in 2019.

Source: Digital Commerce 360

Collaborative Commerce addresses a wide range of use cases

Range Extension

Open Marketplace

Dozens, hundreds or even thousands of third-party sellers, often with competing products and listings.

Curated

Third-party sellers limited to specific brands or categories and by invite only.

Supplier Portal

Simplify management of suppliers and management of their respective catalogs.

Distributor Network

Streamline buyer journeys and optimize operations across a network of dealers or distributors.

Advantages of an integrated commerce-marketplace-oms platform
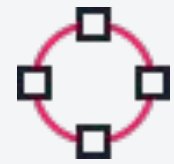
Fast time to market

Up to 4x faster than with stand alone commerce, marketplace and oms solutions.
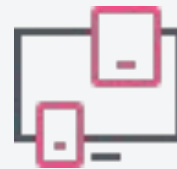
Low risk deployment

Less complex, fewer integrations and solutions to manage.
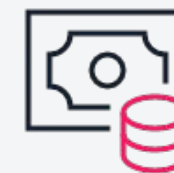
TCO

Less expensive and resource intensive to implement and maintain.

Use case flexibility

Test and learn - develop your marketplace operations at your own pace.

VTEX

Accelerate Commerce Transformation

VTEX Commerce Cloud
is the first and only commerce, marketplace and OMS solution.
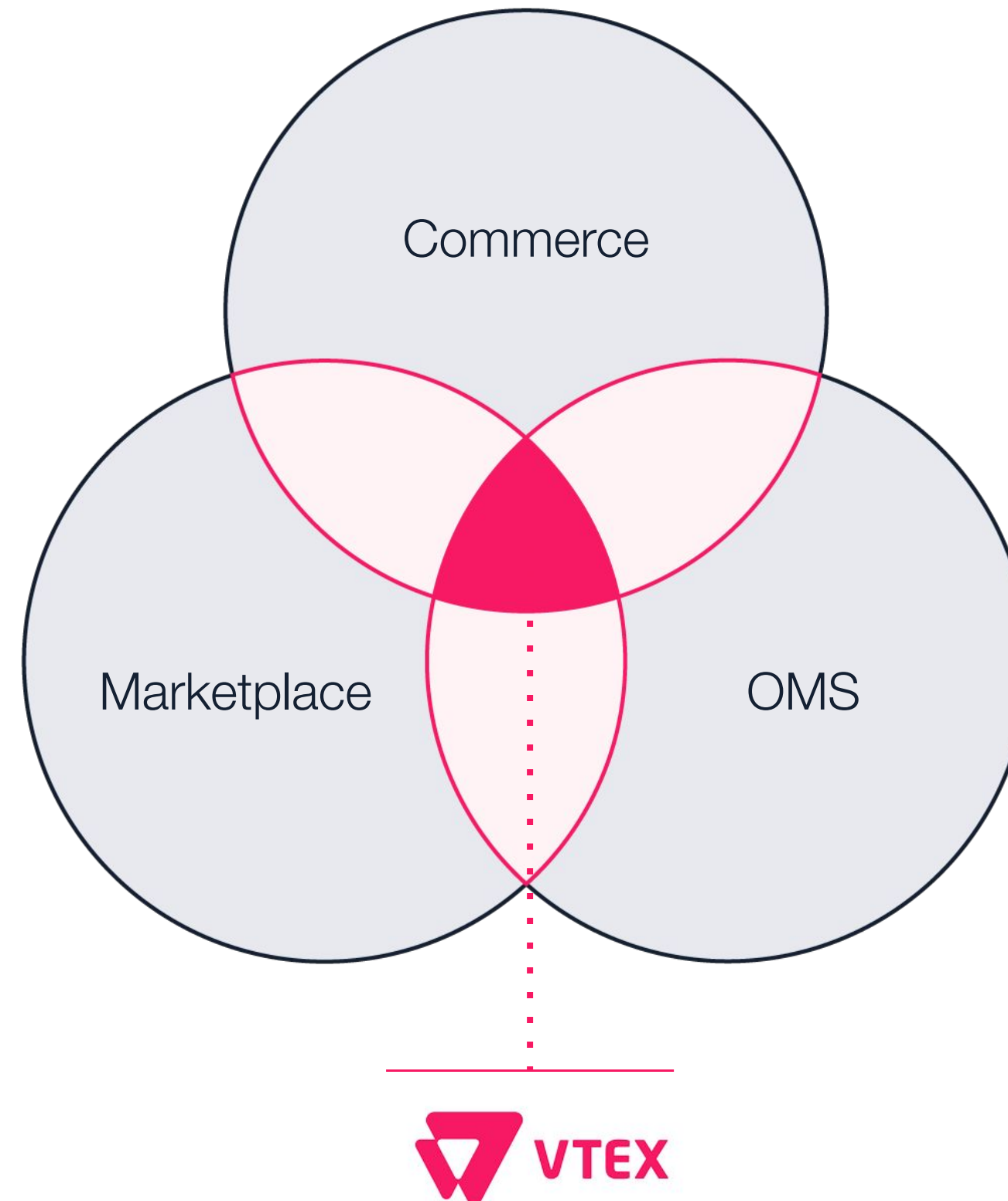
Commerce

Create experiences tailored for your business and how, where, when customers buy.

Marketplace

Grow sales by expanding assortment without taking on additional inventory, supply chain or technology costs.

OMS

Optimize operations and deliver the seamless omnichannel experiences customers expect.

VTEX powers
+160 marketplaces
around the globe.

VTEX Marketplace
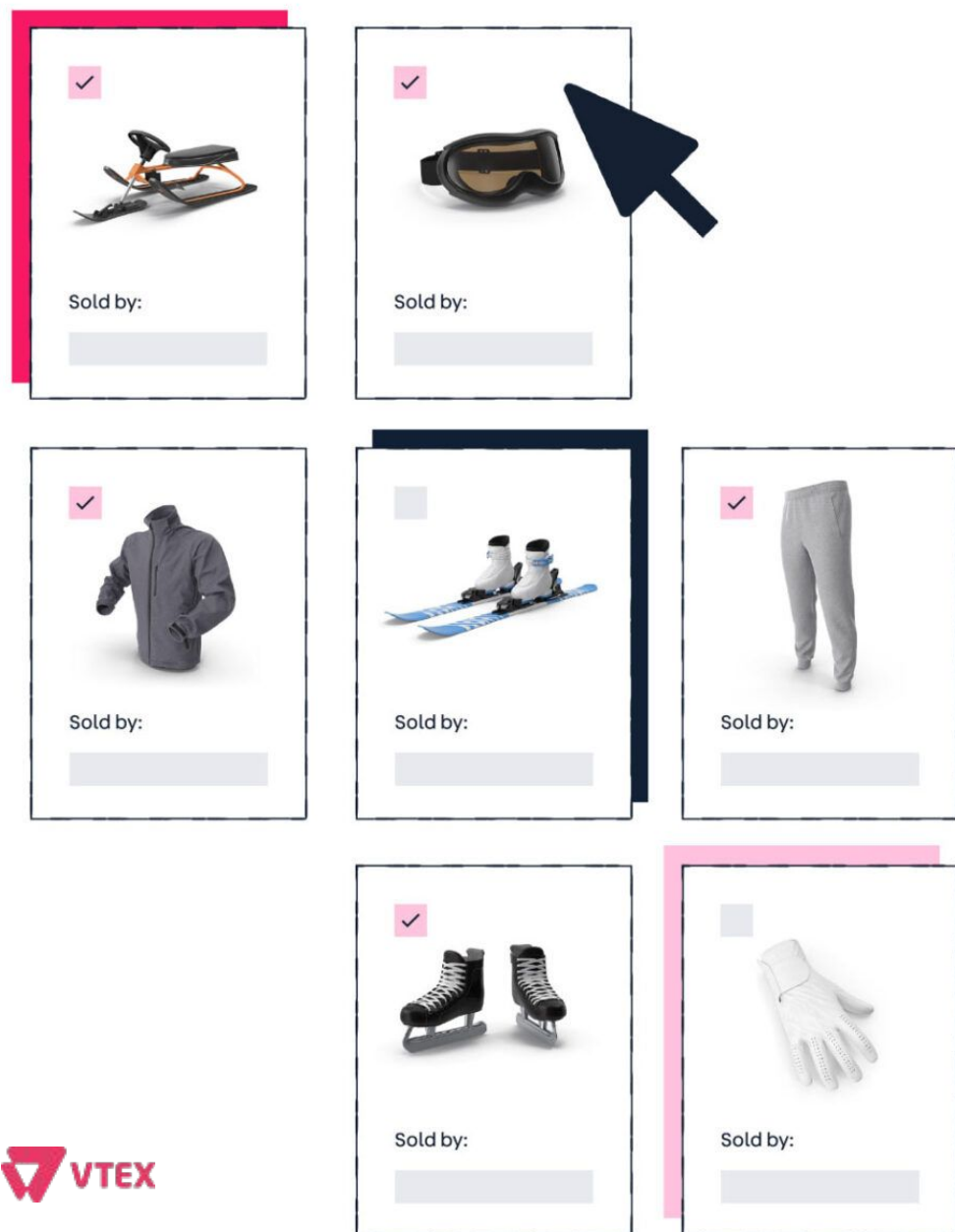
- Marketplace operator dashboard
- Seller registration and onboarding
- Unified inventory visibility
- Marketplace PIM and catalog syndication
- Supports subscriptions and commissions
- 5000+ promotion options and layaway payment methods
- 100 pre-Integrated payment providers
- Advanced taxation and shipping rules
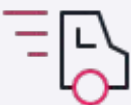
Accelerate Commerce Transformation

Use cases

B2C Retailers

Expand your market reach and offer and become essential to your customer.

B2B Wholesalers and Manufacturers

Create a distribution platform, dealer network and other experiences to enable collaboration with channel partners

B2C Retailers

Become a
one-stop-shop
for customers.
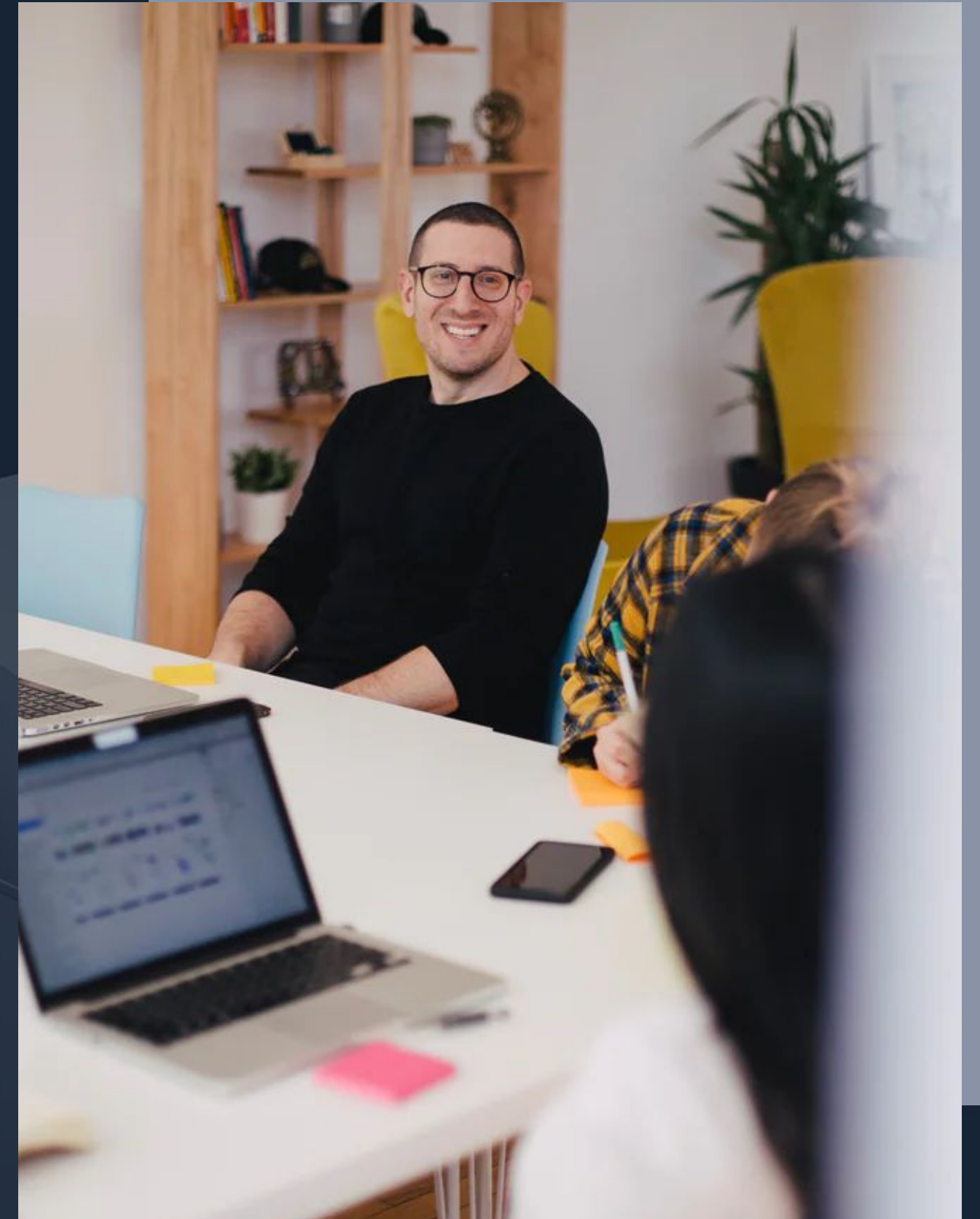
Expand your market reach and reduce overhead with a marketplace.

Grow revenue

Quickly and easily add new products and services from a myriad of third-party sellers.

Be essential to customers

Create a one-stop-shop for everything your customers need in a single location.

Reduce cost and risk

Eliminate the additional inventory and supply chain costs of adding new brands and product categories to your portfolio.

Drive incremental revenue.

Create a one-stop-shop for everything your customers need - marketplaces give buyers convenience, price transparency and more product and seller options across categories.
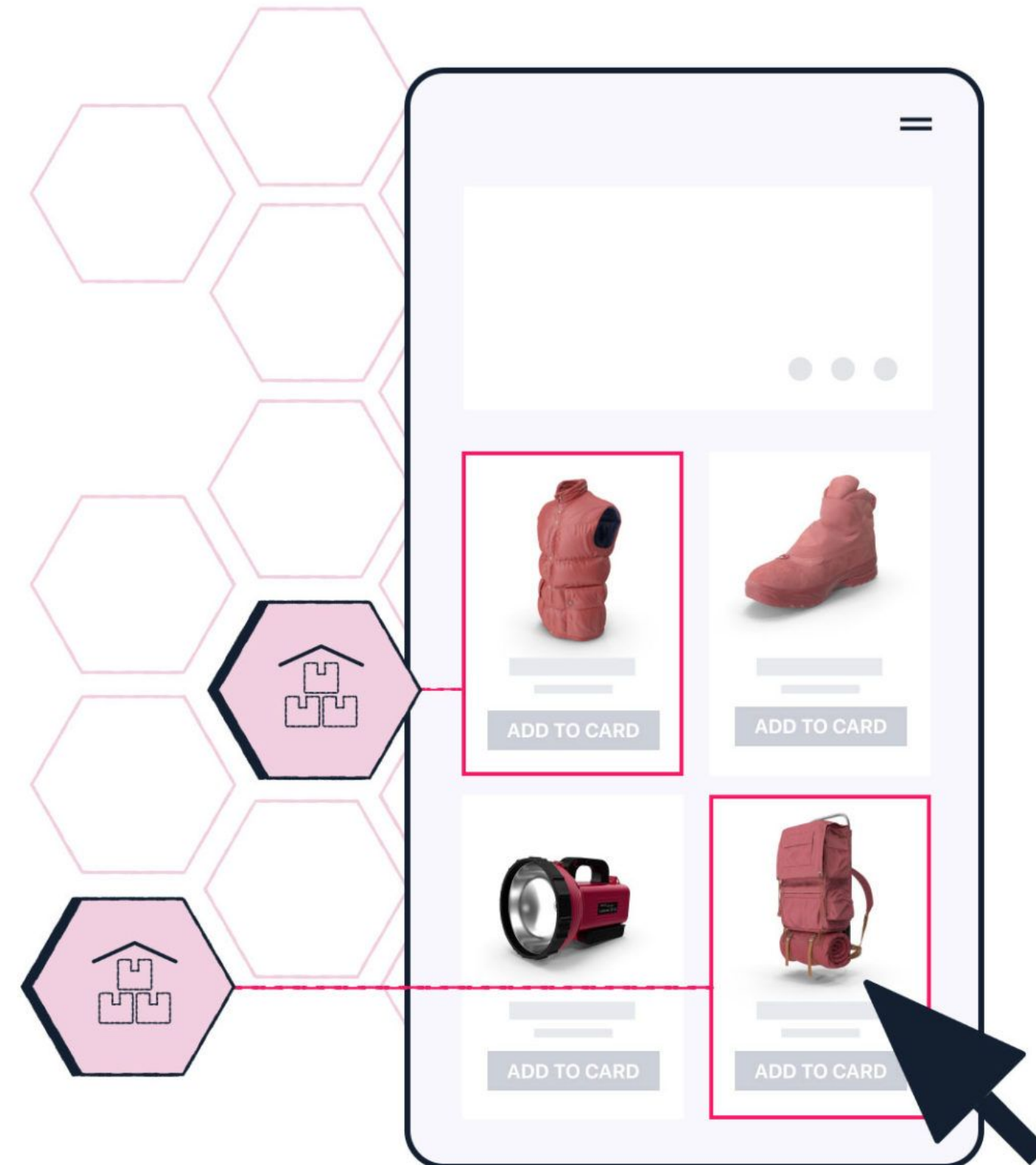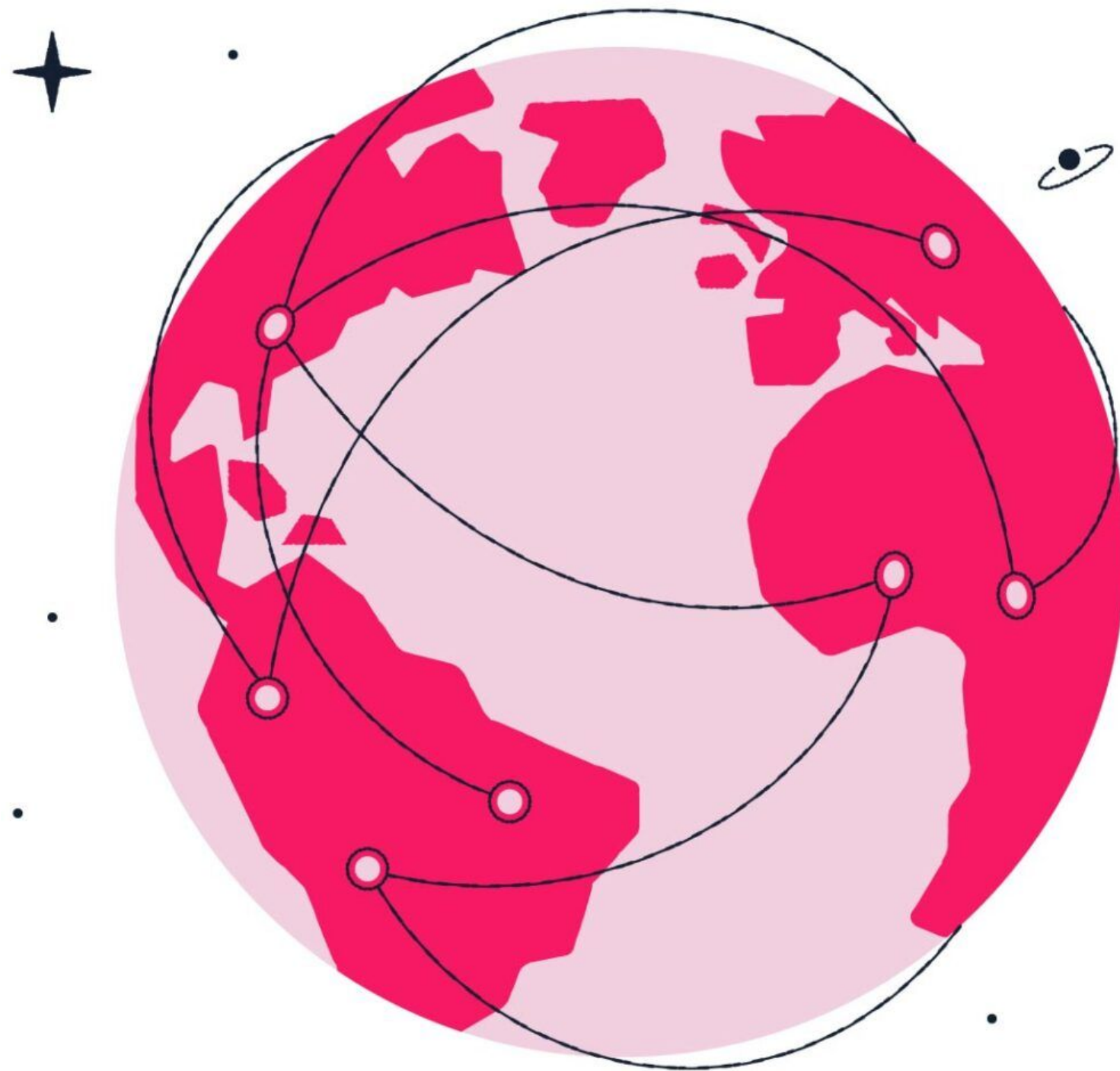
Leverage a network of established sellers globally.

Quickly launch a marketplace by easily onboarding new sellers and automatically synchronizing products and inventory.

VTEX
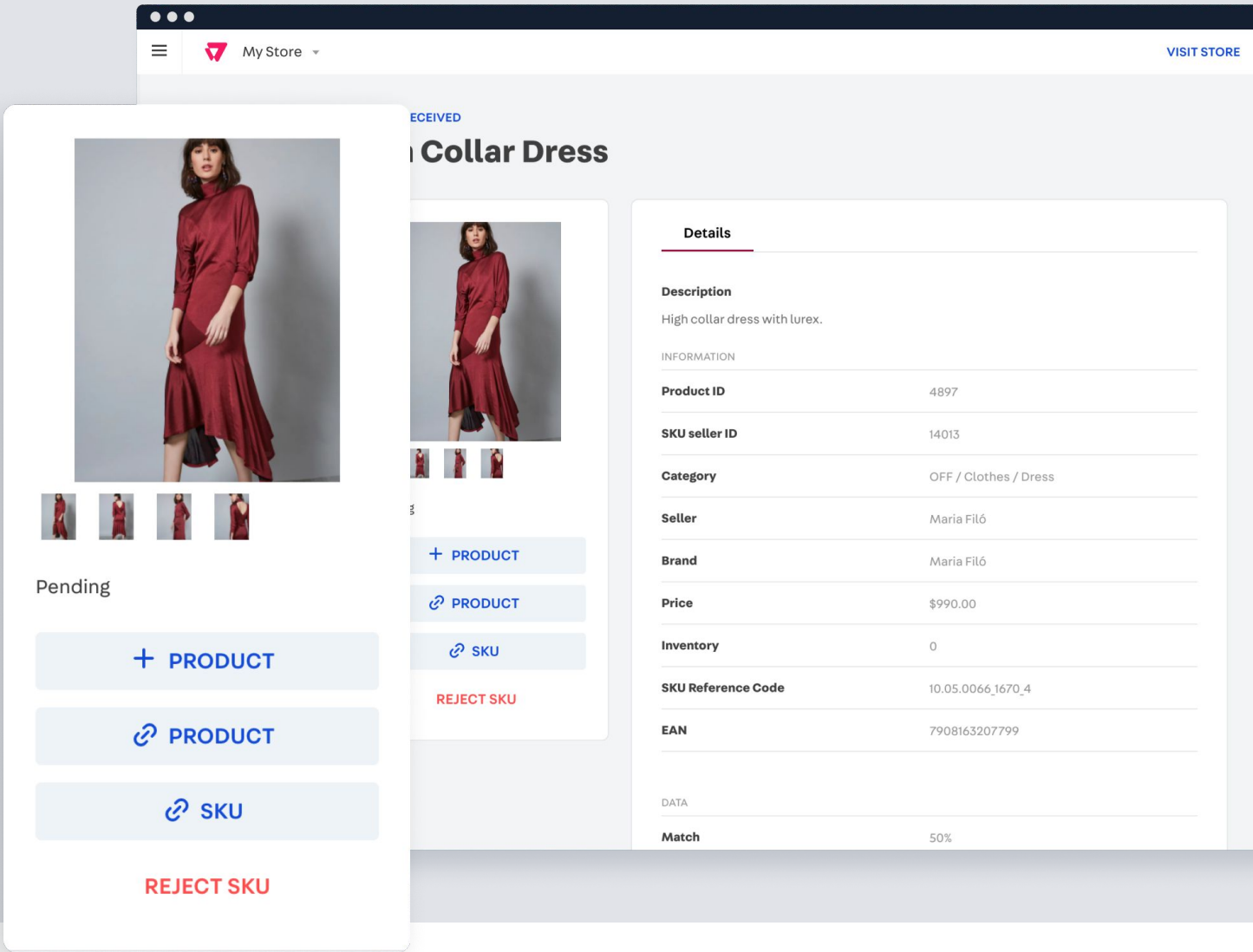
B2C Marketplace
Capabilities
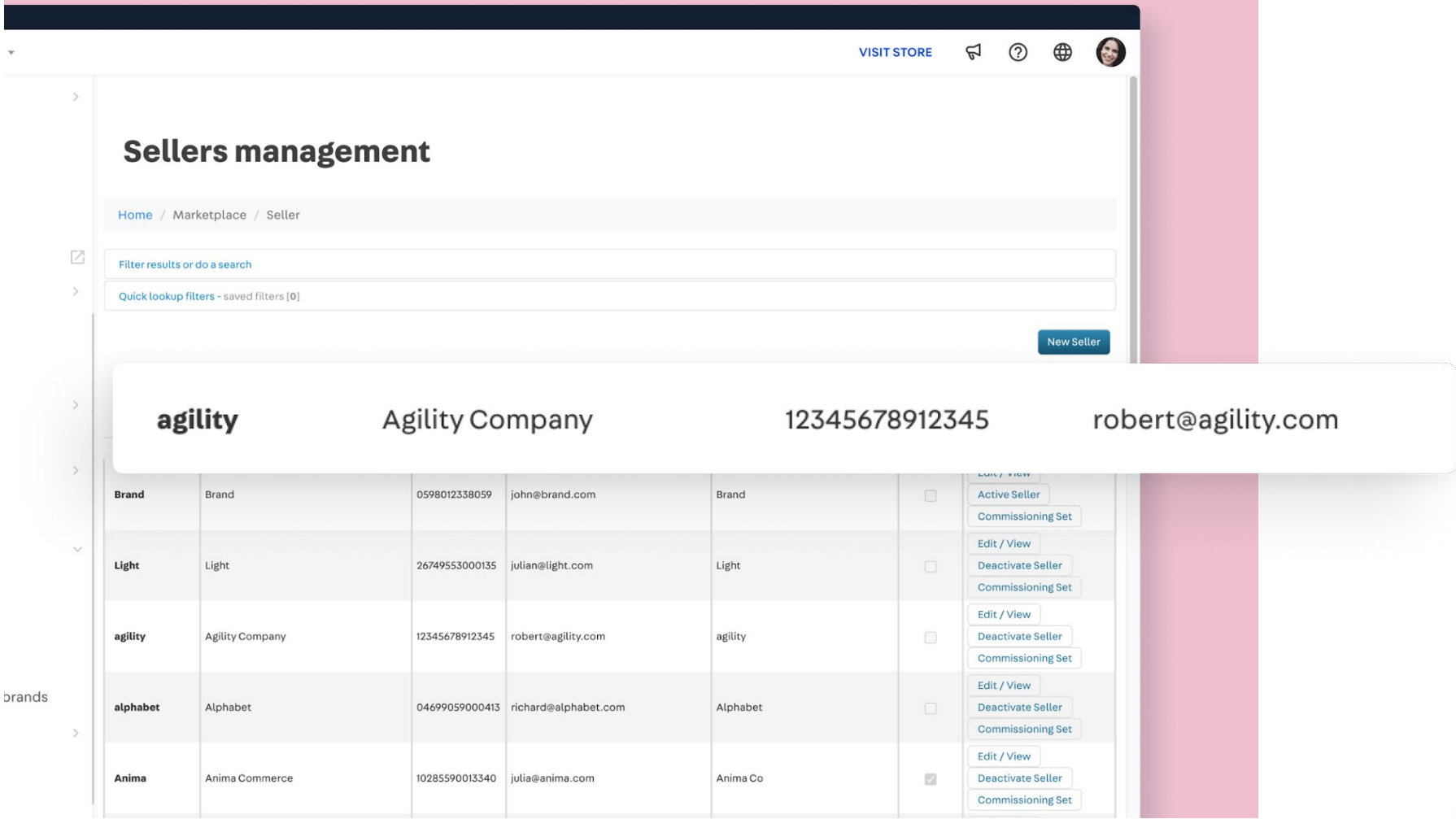
Product approval

Automate approval of seller submissions by defining rules for categories, brands, and products and automatically correlating sent SKUs with existing products.

Seller onboarding

Reduce the time and cost of adding sellers and SKUs with tools for onboarding, management, and product acceptance.

APPROVE AS NEW PRODUCT
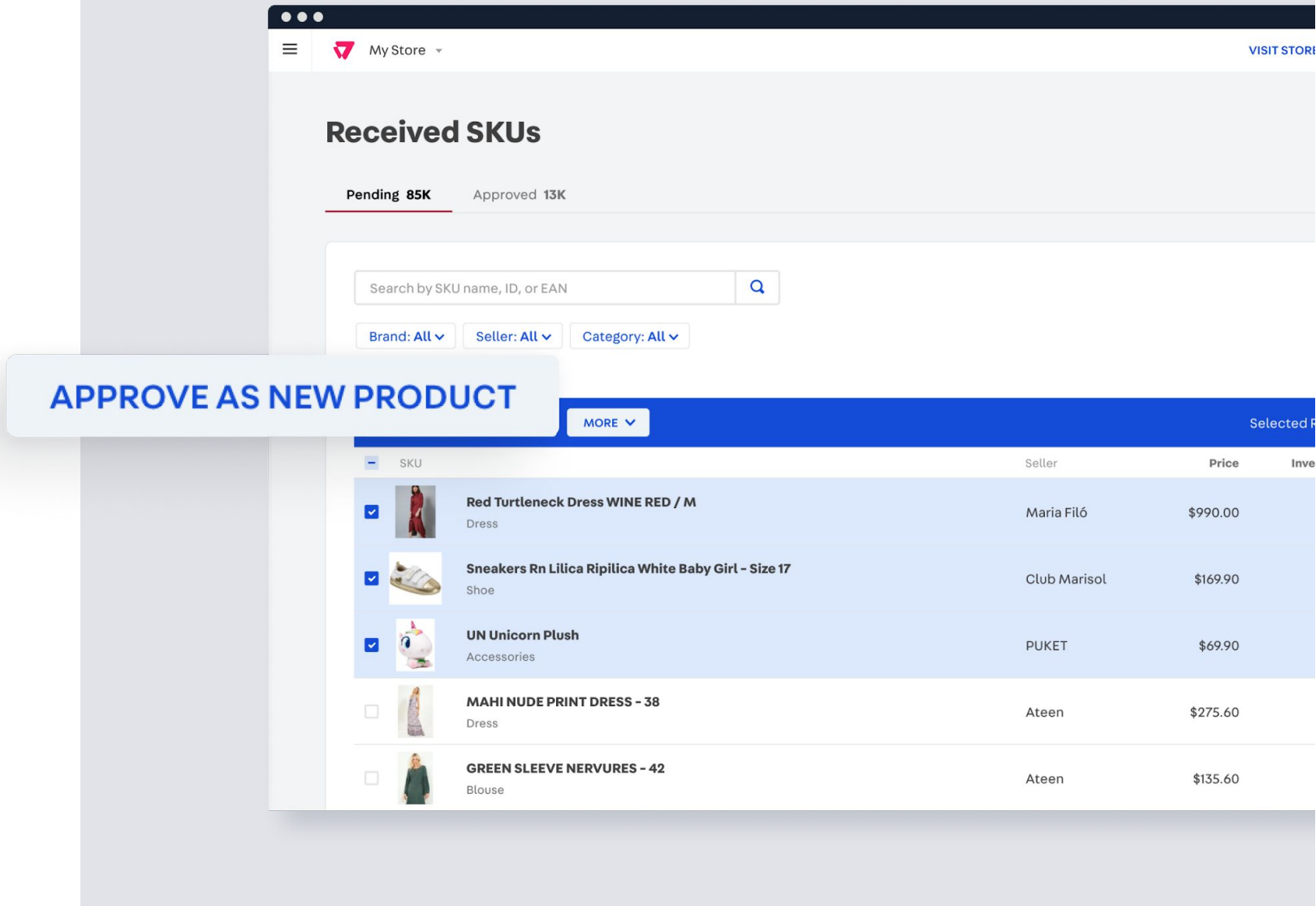
Catalog Preview

Preview and accept SKU submissions in bulk by associating them with existing products or by easily creating a new one. Filter and sort submissions by inventory availability, price, category, brand, and seller.
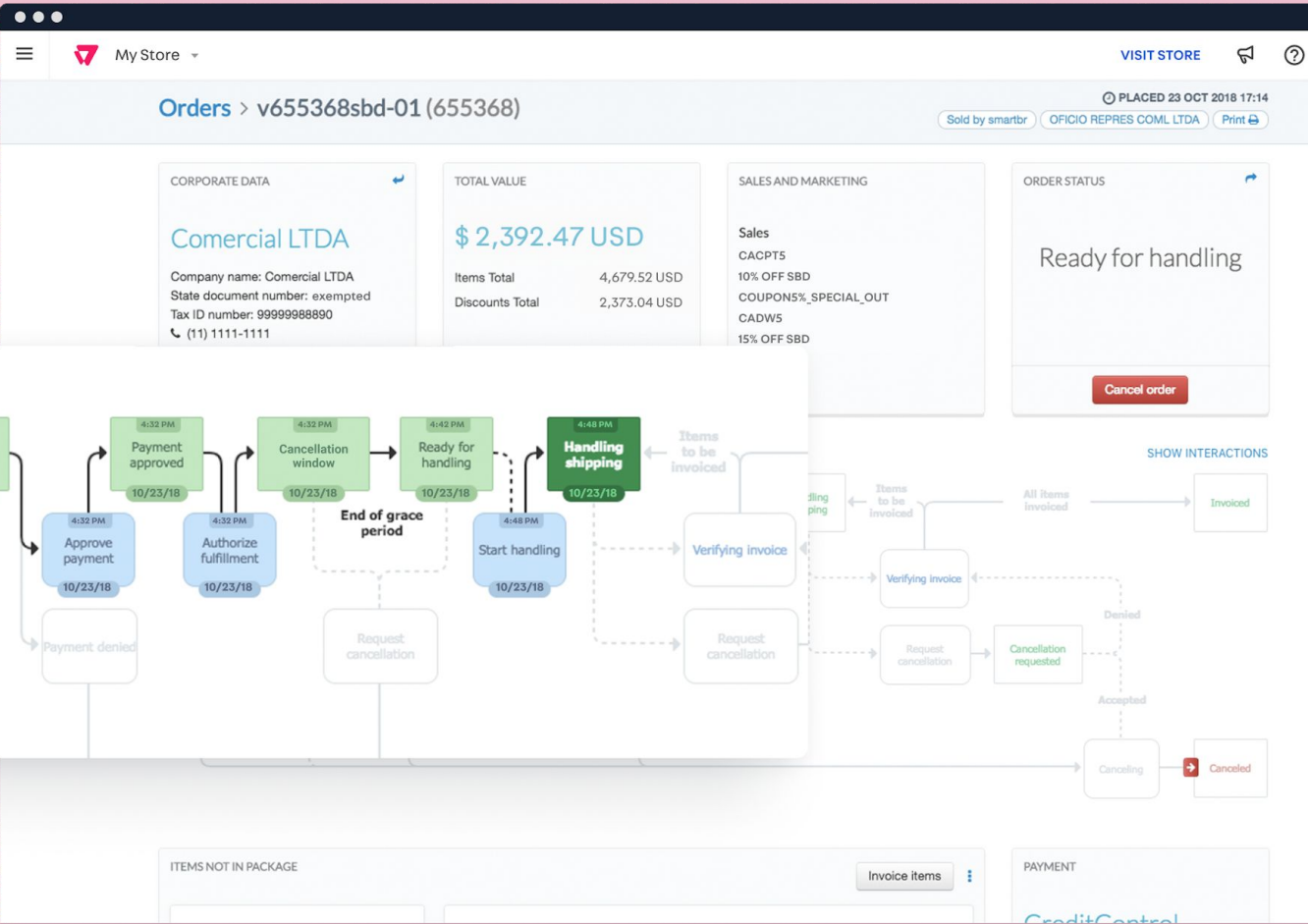
My Store

...RECEIVED

Collar Dress

Pending

+ PRODUCT

🔗 PRODUCT

🔗 SKU

REJECT SKU

+ PRODUCT
🔗 PRODUCT
🔗 SKU
REJECT SKU

Details

Description
High collar dress with lurex.

INFORMATION

Product ID	4897
SKU seller ID	14013
Category	OFF / Clothes / Dress
Seller	Maria Filó
Brand	Maria Filó
Price	$990.00
Inventory	0
SKU Reference Code	10.05.0066_1670_4
EAN	7908163207799

DATA

Match	50%

Orders > v655368sbd-01 (655368)
PLACED 23 OCT 2018 17:14
Sold by smartbr   OFICIO REPRES COML LTDA   Print

CORPORATE DATA	TOTAL VALUE	SALES AND MARKETING	ORDER STATUS
Comercial LTDA	$ 2,392.47 USD	Sales	Ready for handling

Cancel order

FLOW

Order management

Orchestrate orders from multiple channels and distribute them to third-party sellers for fulfillment. Monitor the order lifecycle, and communicate order changes to customers.

VTEX

Accelerate Commerce Transformation
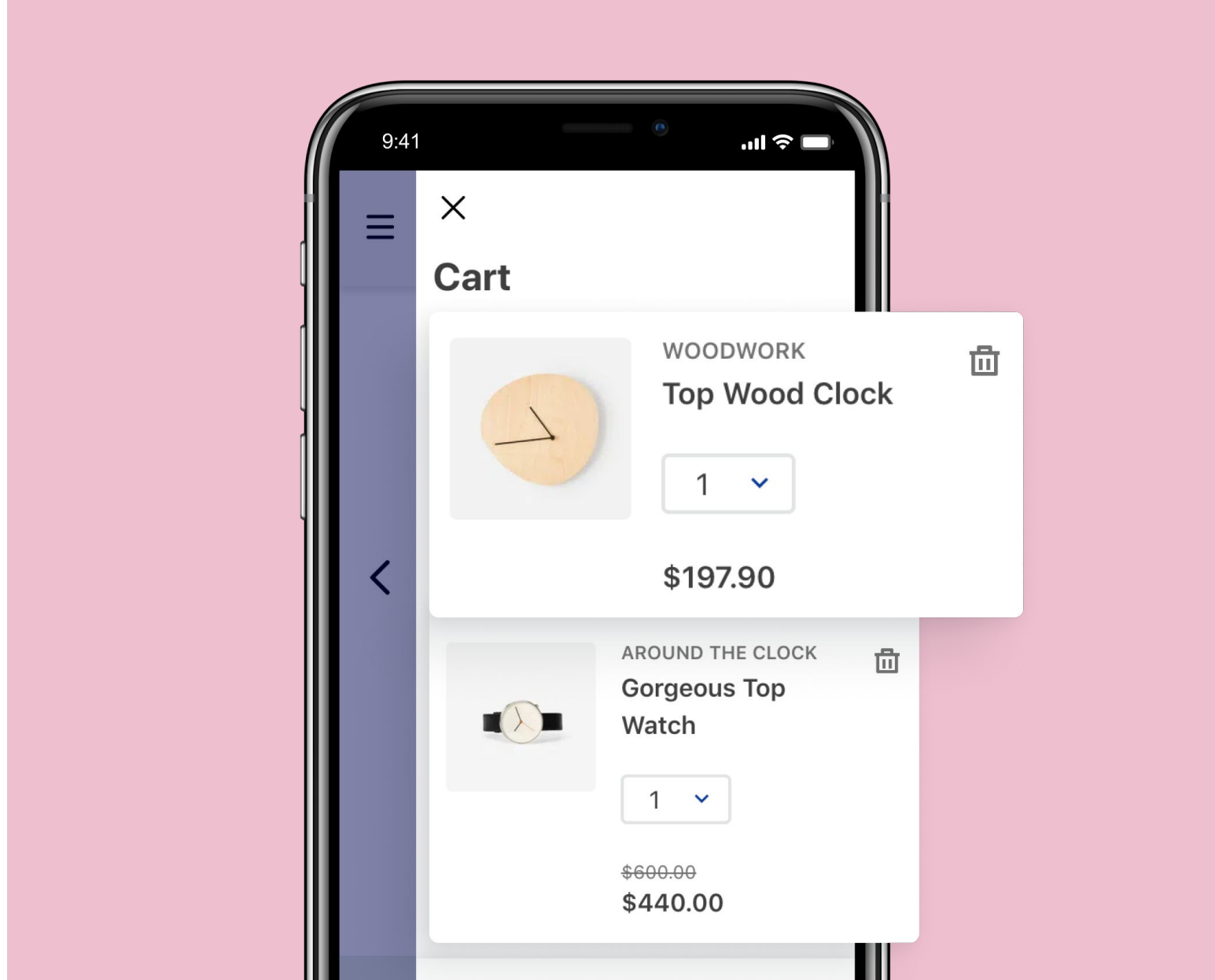
Order splitting

Split a single purchase with products from multiple sellers into multiple orders, while the buyer only has to manage one cart and insert one payment method.

Order reallocation

Ensure orders can be delivered, even if the original seller runs out of stock or cancels the order. Easily select a new third-party seller to fulfill the order while VTEX automatically allocates payment.

Multi-currency and multi-language

Expand your footprint with multiple storefronts to support different languages and easily manage local currencies and payment conditions.
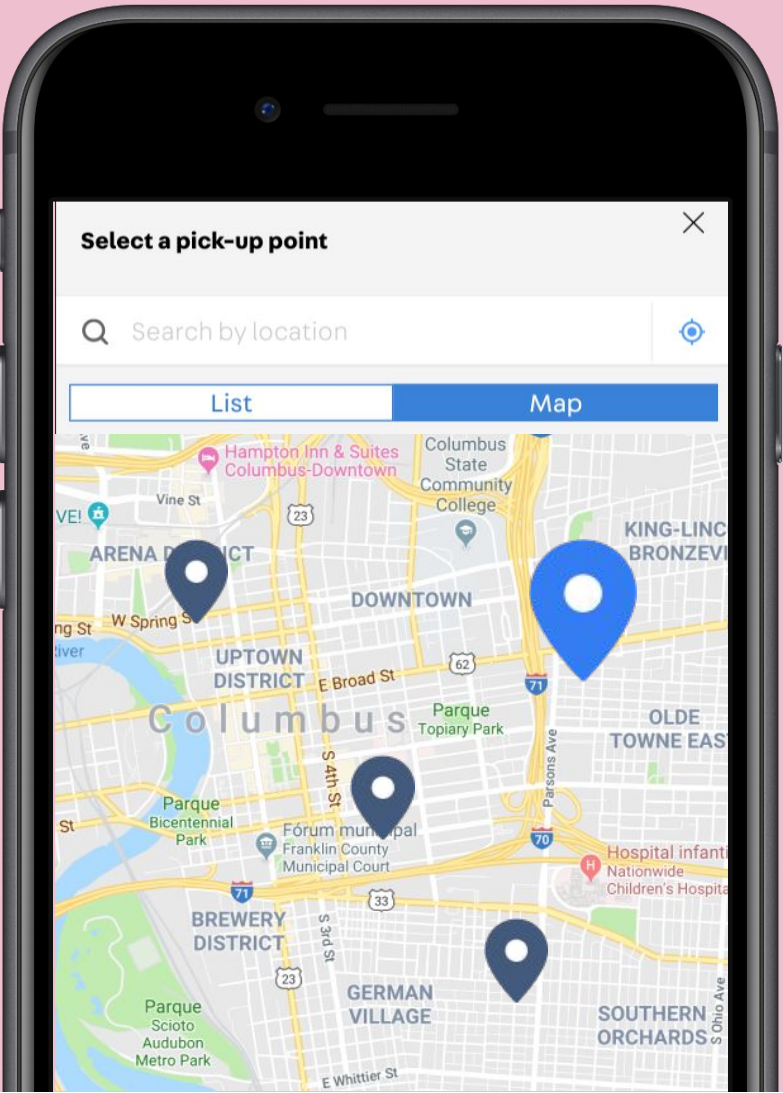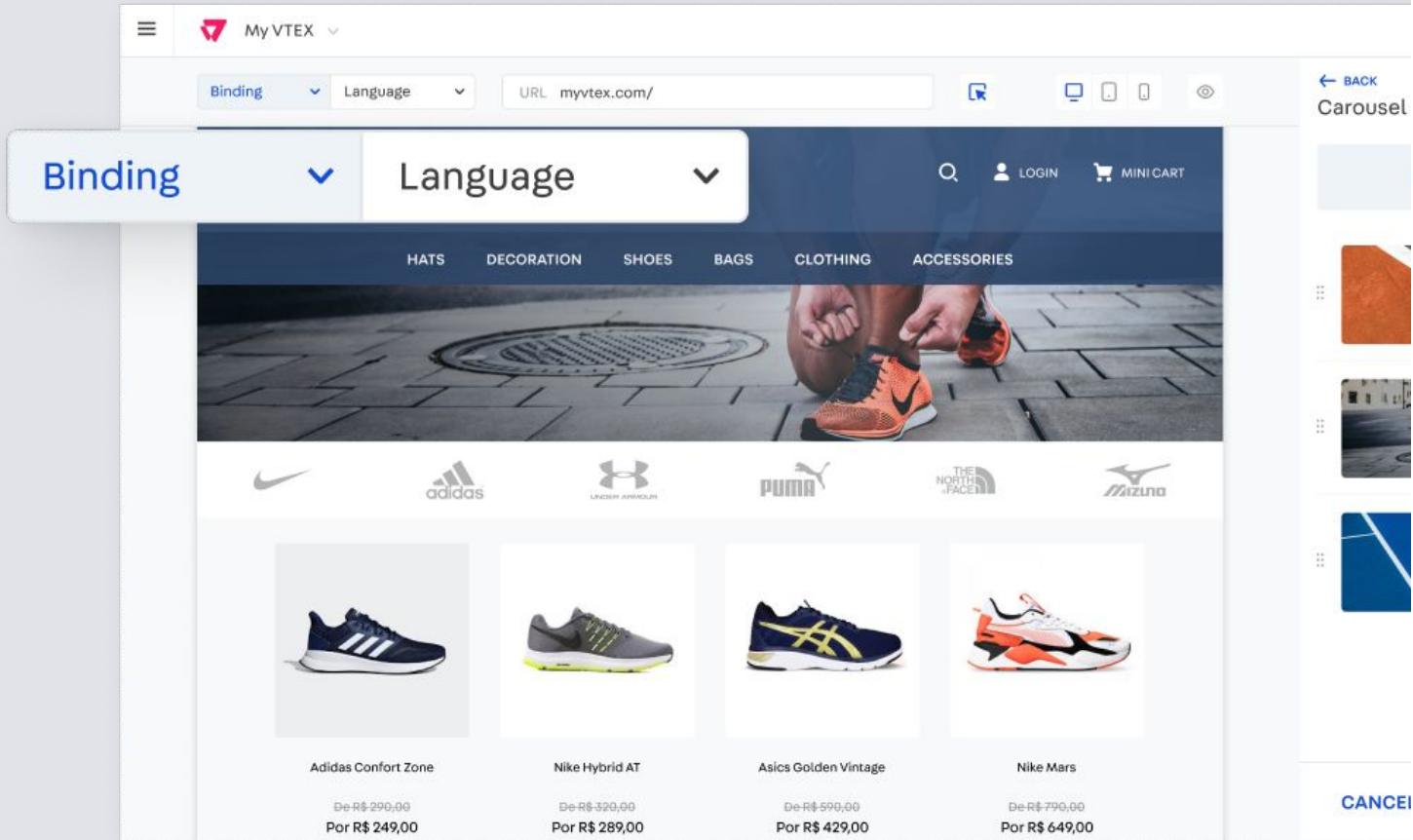
Omnichannel ready

Deliver the click & collect experience by transforming merchant stores into pick-up points and create endless aisle experiences with our native inStore application.

VTEX

Accelerate Commerce Transformation

B2B Wholesalers and Manufacturers build customer-centric channels.

VTEX

Accelerate Commerce Transformation

Embrace the network effect and eliminate channel conflict.

Grow revenue

Quickly and easily add new products and services from a myriad of third-party sellers.

Get customer insights

Control the full consumer experience for brand consistency and learn from all buying behaviour.
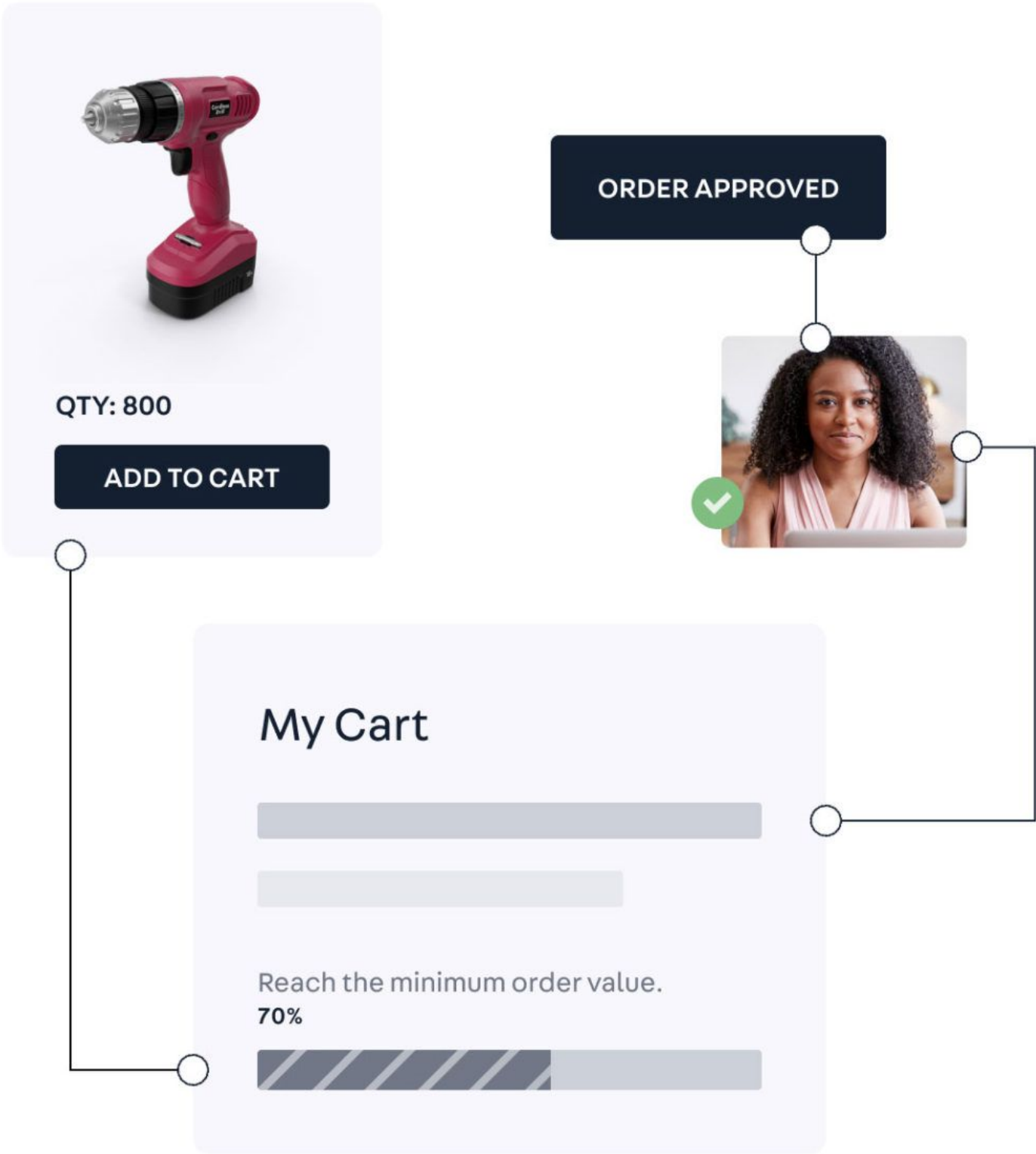
Eliminate channel conflict

Join with your suppliers and sales partners to eliminate channel conflict and create a seamless experience.

Deliver business model and channel flexibility

Connect channels and enable partner collaboration to automate selling and streamline operations.

QTY: 800

ADD TO CART

ORDER APPROVED

My Cart

Reach the minimum order value.
70%

VTEX

Accelerate Commerce Transformation

Create purpose-built experiences

Tailor experiences for your business and how, when, and where customers buy.

ADD TO CARD

Enable buyer and seller collaboration

Accelerate the sales cycle by empowering field sellers and channel partners with the tools they need to assist customers.
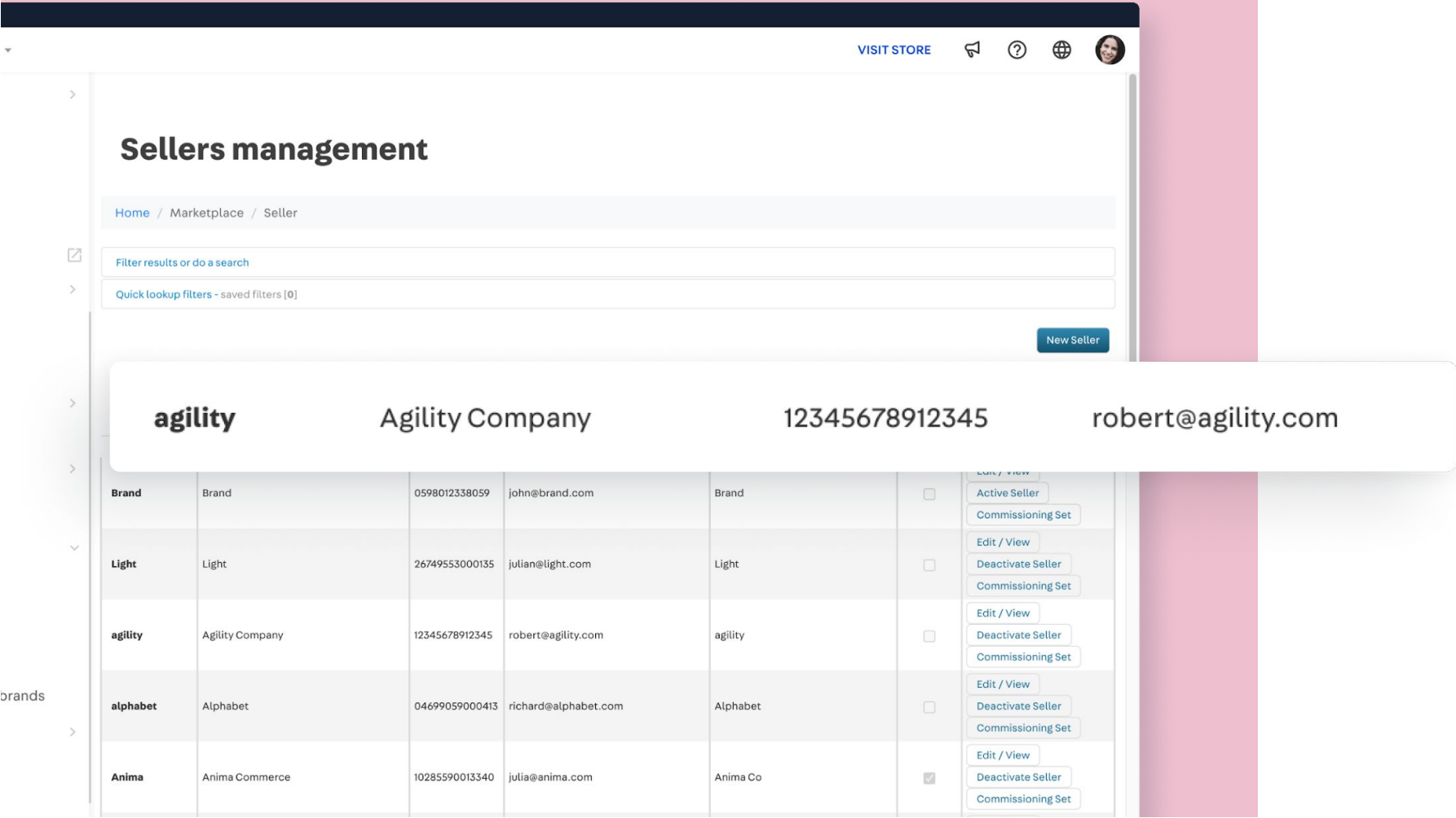

Goal
$15,000.000

Accomplished
$7,500.000

Top Clients
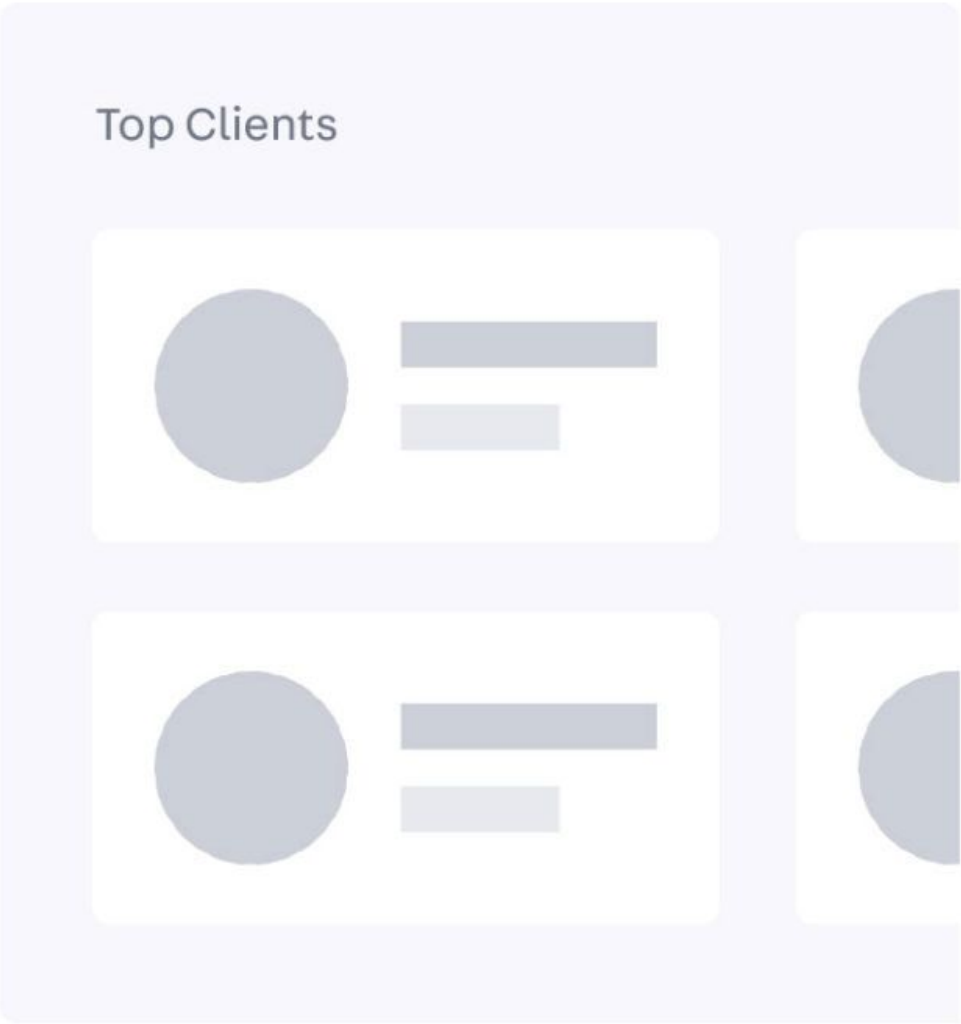
# B2B Marketplace
Capabilities

Product quality management

Automate approval of seller submissions by defining rules. Preview and accept SKU submissions in bulk by associating them with existing products or by easily creating a new one.

Seller and partner onboarding

Reduce the time and cost of adding sellers and SKUs with tools for onboarding, management, and product acceptance.
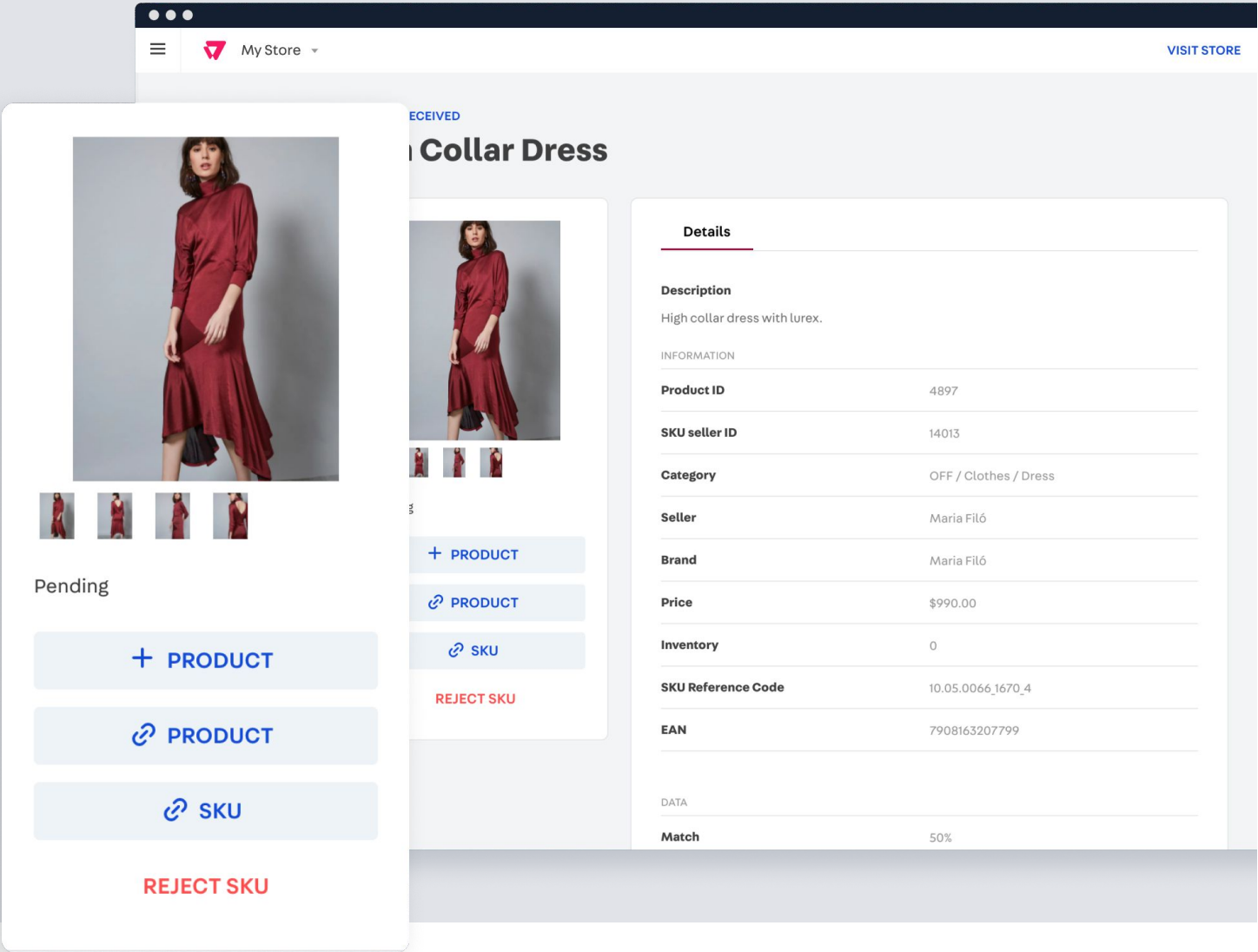
Price and catalog segmentation

Enable customer-specific prices on a variety of different levels: organization, company, or department, and manage product entitlement for each.

COMPANY
Metaldata Com e Tec LTDA

CITY
São Paulo

DCD796D2-B2 - Parafusadeira / Furadeira de Impacto 1/2'' (13 mm) 20V MAX*...

U$ 298

— 1 +   ADD

COMPANY
Armazena Alim Mag LTDA

CITY
Belém

DCD796D2-B2 - Parafusadeira / Furadeira de Impacto 1/2'' (13 mm) 20V MAX*...

U$ 356

— 1 +   ADD

Order management

Orchestrate orders from multiple channels and distribute them to third-party sellers for fulfillment. Monitor the order lifecycle, and communicate order changes to customers.

Accelerate Commerce Transformation

Tailor-made experiences

With a flexible store framework and CMS, organizations can define experiences and purchase flows to deliver customer self-service or sales rep experiences tailored for their business.

Sneaker POD S3.1

$295.00

or 10 installments of $ 29.50

Color

Size

| 36 | 37 | 38 | 39 | 40 | 41 |

Quantity

− | 1 | +

Store - Magic Bay ...

0,6 km   110 East Broward Blvd Suite 1700, Fort Lauderdale FL 33301 Miami

Free   Delivered in 8 days

Small
Medium
Large   NOT AVAILABLE

Where do you want your Delivery?

Street, city, state

Order on this address

Find a pickup point instead

Recurring customer?

Insert your phone and save time!

+55 (21) 99424-3562

FIND MY DATA

My Store

VISIT STORE

← ACCOUNTS

Account details

Holder		Status		Manage
Status		Available Credit		Credit Limit
Open		$0.00		$30,000.00
Id		Total due		Tolerance
020003_CNPJ		$0.00		0%
Document				
02.000.3 / -				
Email				
john@scompany.com				
Registered in				
Feb 27, 2018, 9:00 AM				
Latest update				
Mar 10, 2020, 3:41 AM				

Manage

Credit Limit

$30,000.00   EDIT

Tolerance

0%   EDIT

Invoices

Due date ↓	Observation	Order Id	Value	Status
Jan 27, 2020	Order id: 786842317180		$87.50	Expired
Feb 3, 2020	Order id: 80086054543		$10.07	Expired

B2B payment solutions

Set and manage customer credit across multiple organizations and buyers. Enable customers to self-manage open invoices.

VTEX   Accelerate Commerce Transformation
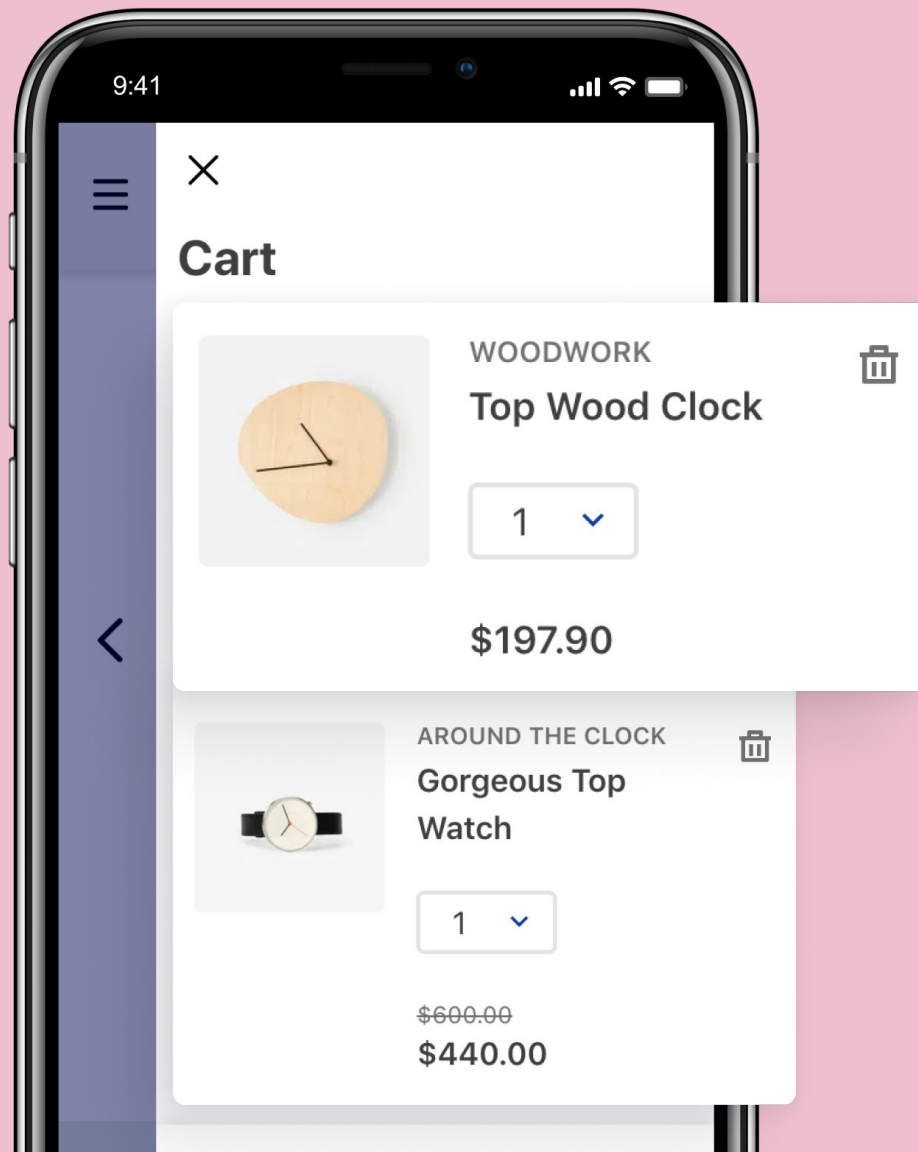
Order splitting

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Order reallocation

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Accelerate Commerce Transformation

Customer Stories

Accelerate Commerce Transformation

grupo **éxito**
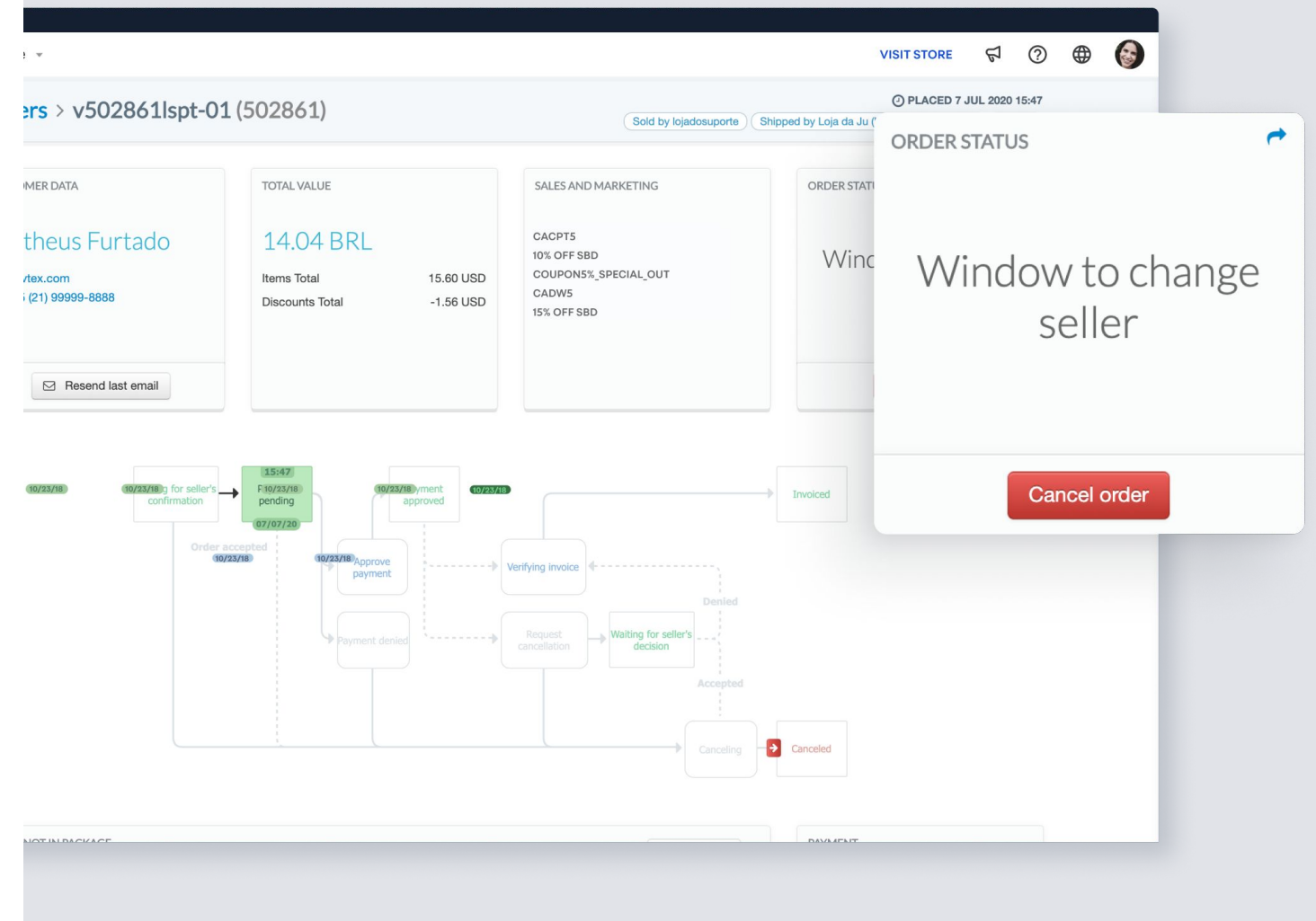
Largest retail group in Northern LATAM: Leapfrog ahead in their omnichannel strategy.

Unified front end with multiple inventory sources covering fashion, electronics and grocery segments reduces CAPEX and freight costs

Multiple business models supported under one solution ie. direct to consumer eCommerce, local and international marketplaces

+45%
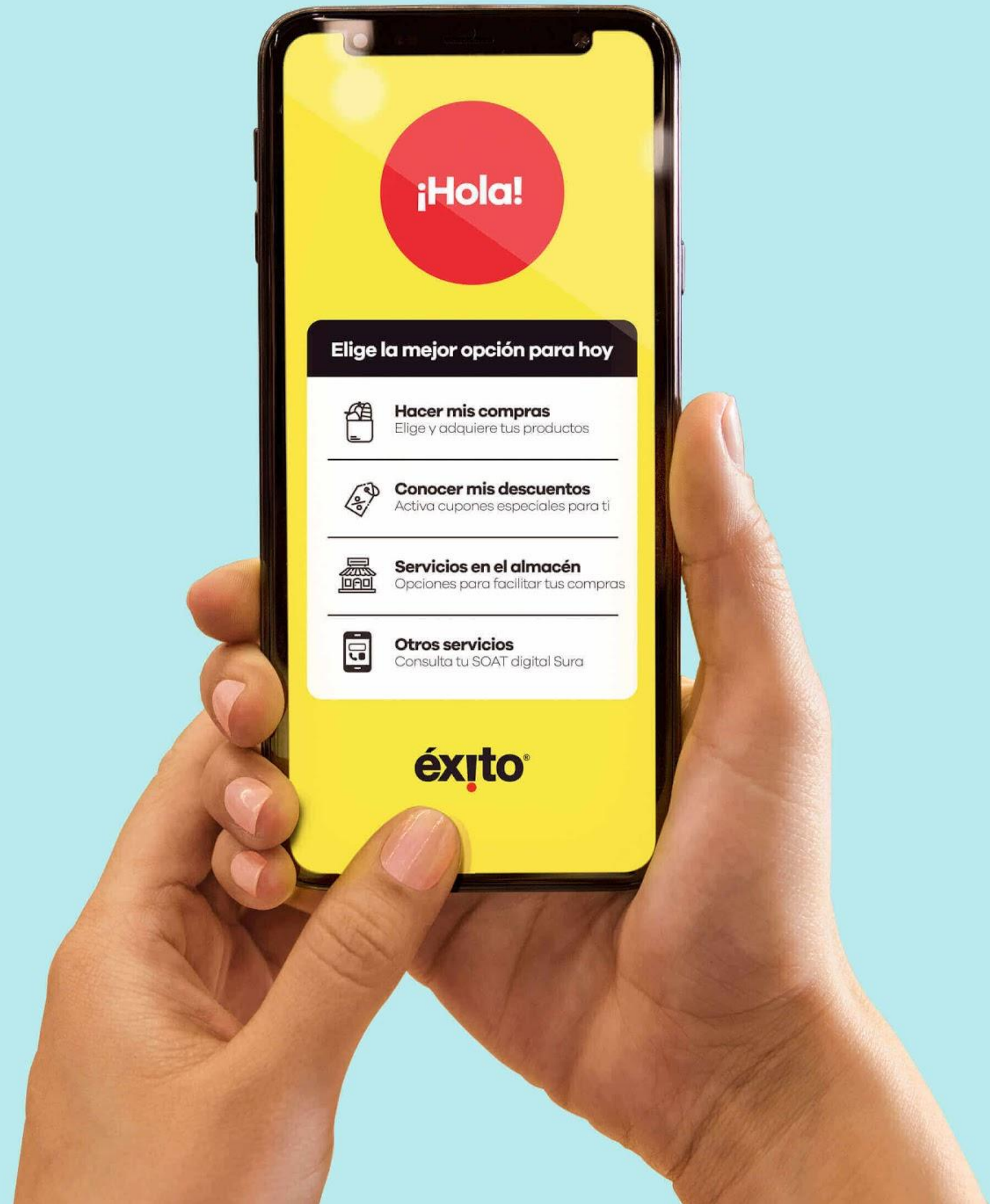Growth during Black Friday 2019

0
Successful DNS attacks

+25%
Orders through physical stores

"VTEX is the center of the omnichannel strategy; (...) Now we can focus our team on sales, we don't have to spend time working on infrastructure"

VTEX

elektra

Large retail & banking group in Central and North America.

To address some of the most pressing issues in Elektra's business, VTEX uses its SmartCheckout solution, simple configuration of payment methods and a logistics module.
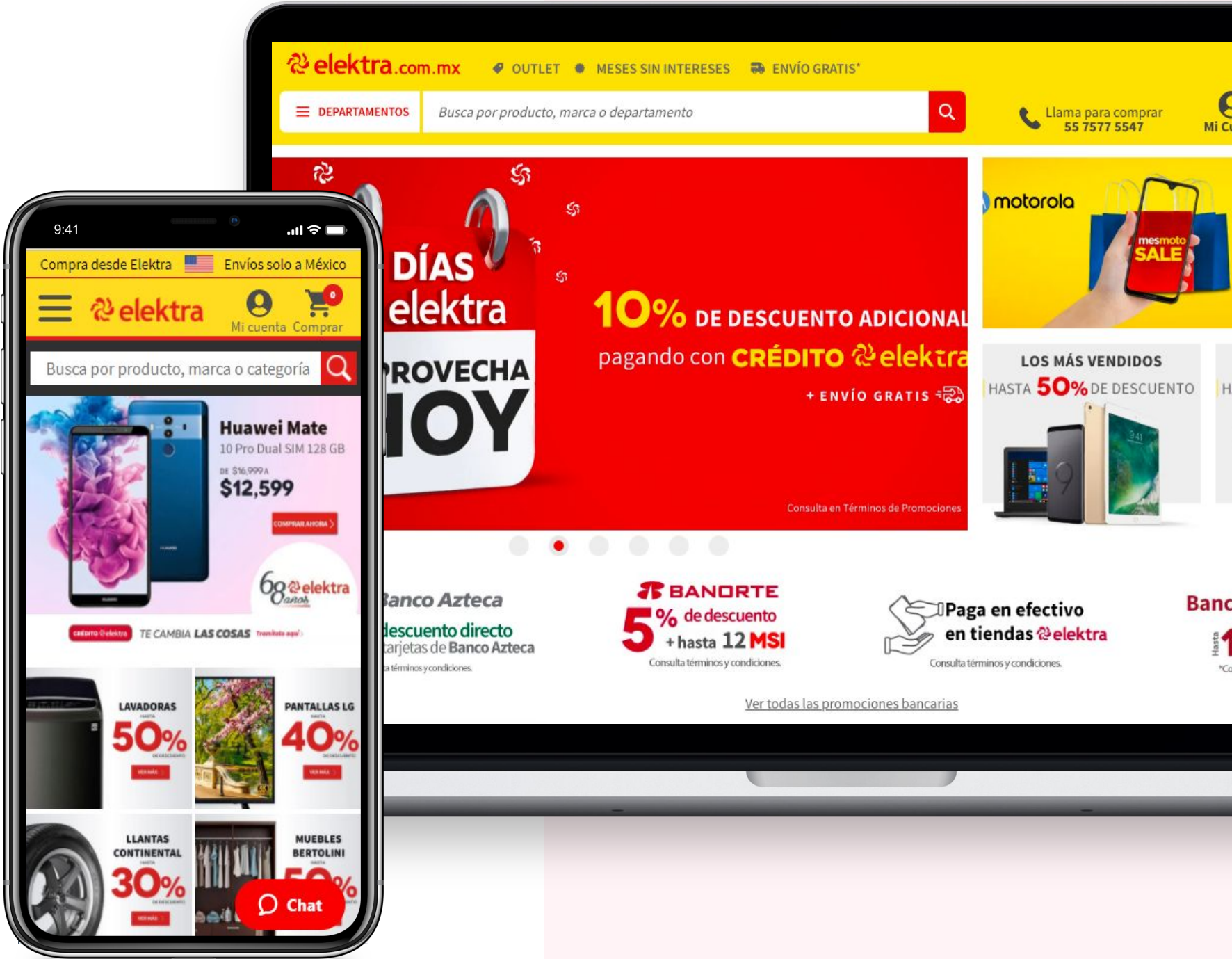
99%
Increased conversions

378%
More transactions

204%
New Users

VTEX

Accelerate Commerce Transformation

Saraiva

The Largest bookstore in Brazil

Omnichannel Vision

Saraiva wants to soon start offering ship from store which is a native capability at VTEX.

Marketplace

Amplifying their Marketplace operation adding sellers and boosting sales.
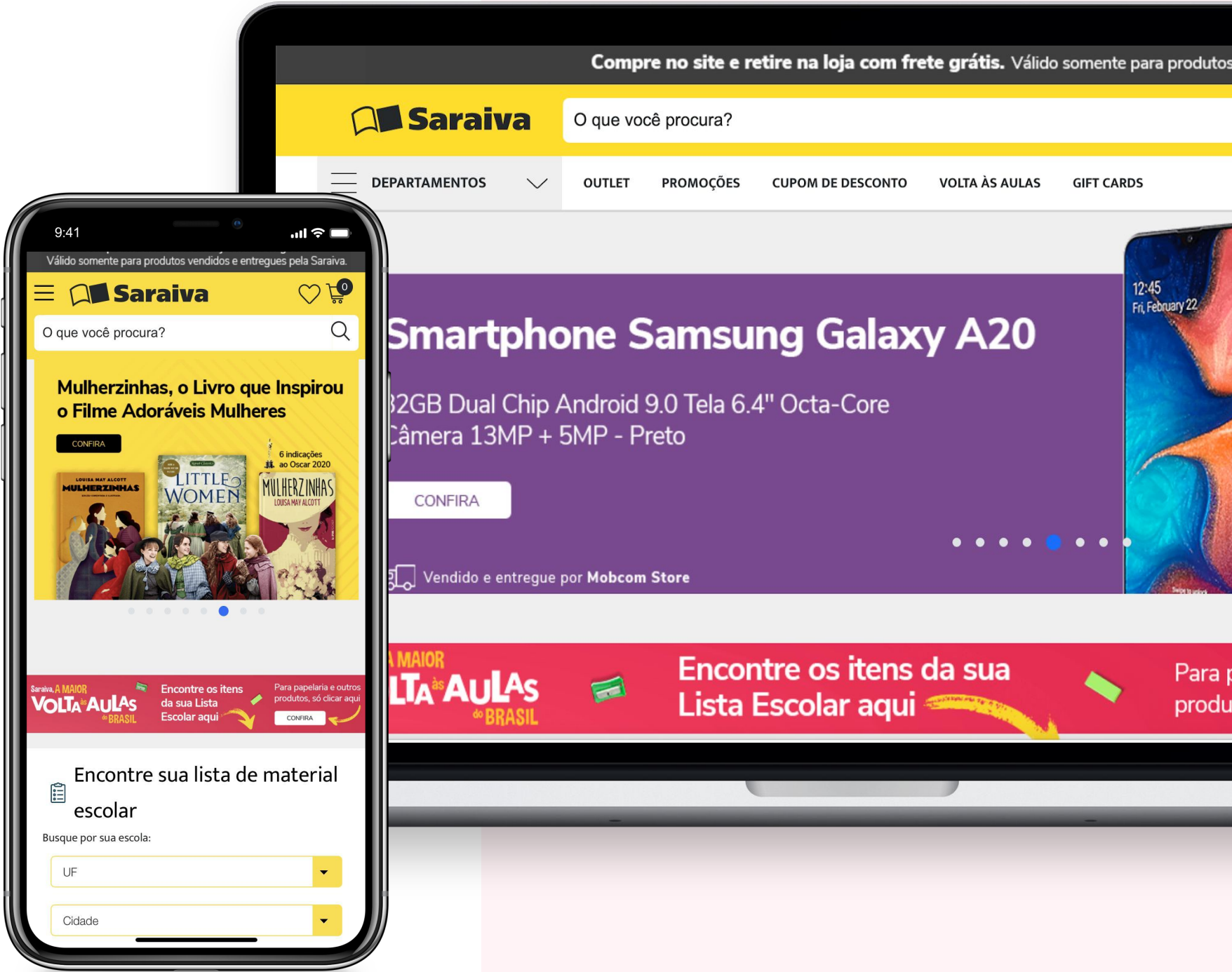
40%
Cost reduction

3M+
Product SKUs

"In addition to offering a lighter infrastructure, the solution has processes directed to maximizing sales. They have more strength and agility to respond to the demands of digital retail and be aligned with the sales of our consumers"

Felipe Pavoni, E-Commerce Director at Saraiva

Accelerate Commerce Transformation

E-commerce & Marketplace for truck parts.

Marketplace

The factory is the portal administrator and defines offers, products and conditions. The dealers are the sellers and the logistics operators.

Pricing & Promotion

Pricing modules offers the flexibility to easily customize promotional strategies for end customers and impact them in a segmented way.

+1000
Available products

50K
Monthly visitors

95%
Satisfied customers

"VTEX played an important role in the development of the portal and infrastructure, as well as support and know-how of the platform. Presenting solutions for questions of operation and use, always seeking the best result for the end customer."

Carlos Banzatto -
Commercial Manager

Accelerate Commerce Transformation
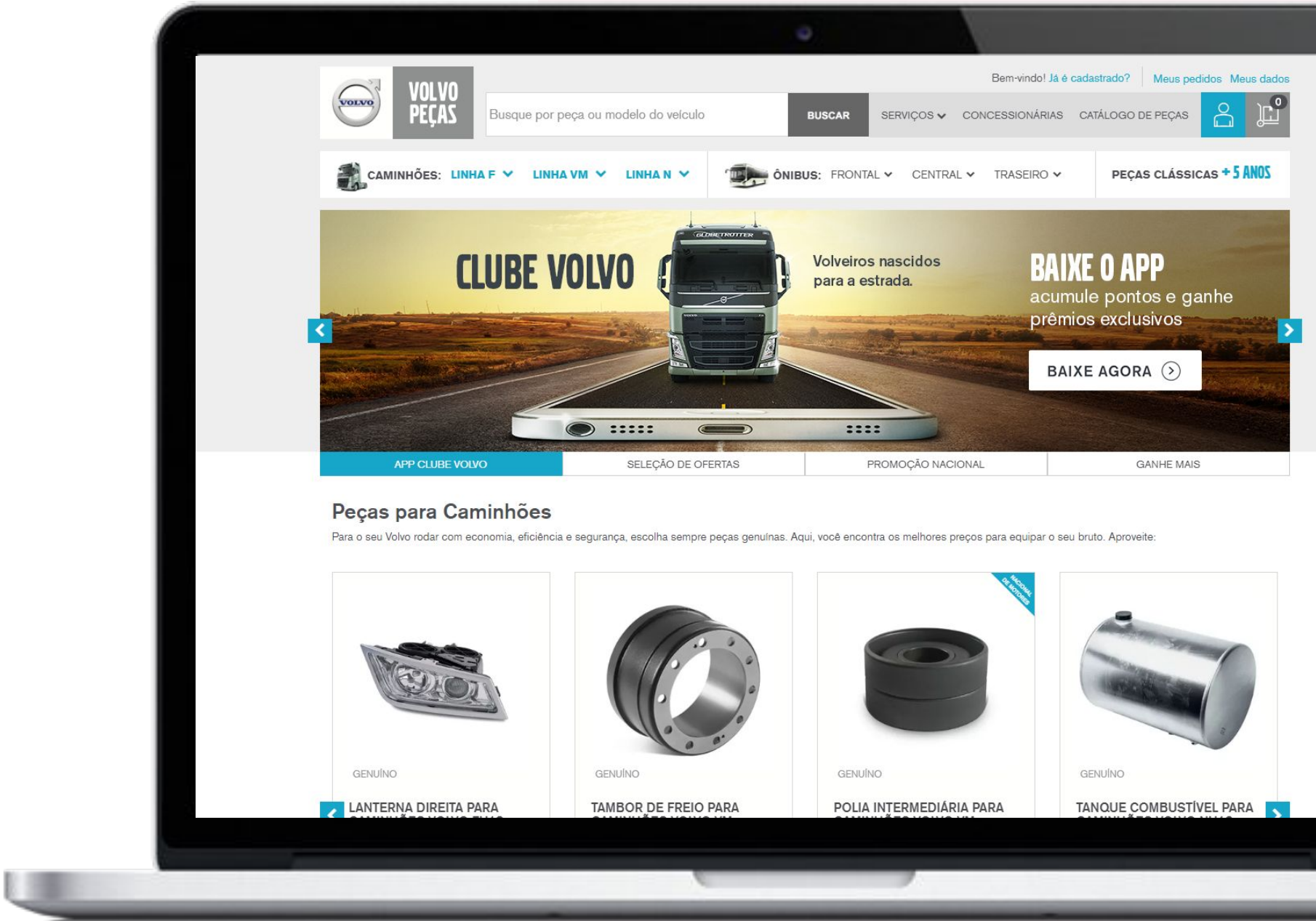
ShopFácil.com
Uma empresa Bradesco

The official marketplace from Bradesco, a top 3 leading bank in Brazil.

ShopFácil is a pure-player marketplace with a need for a reliable seamless solution for charging, invoicing and delivering products purchased on its site.
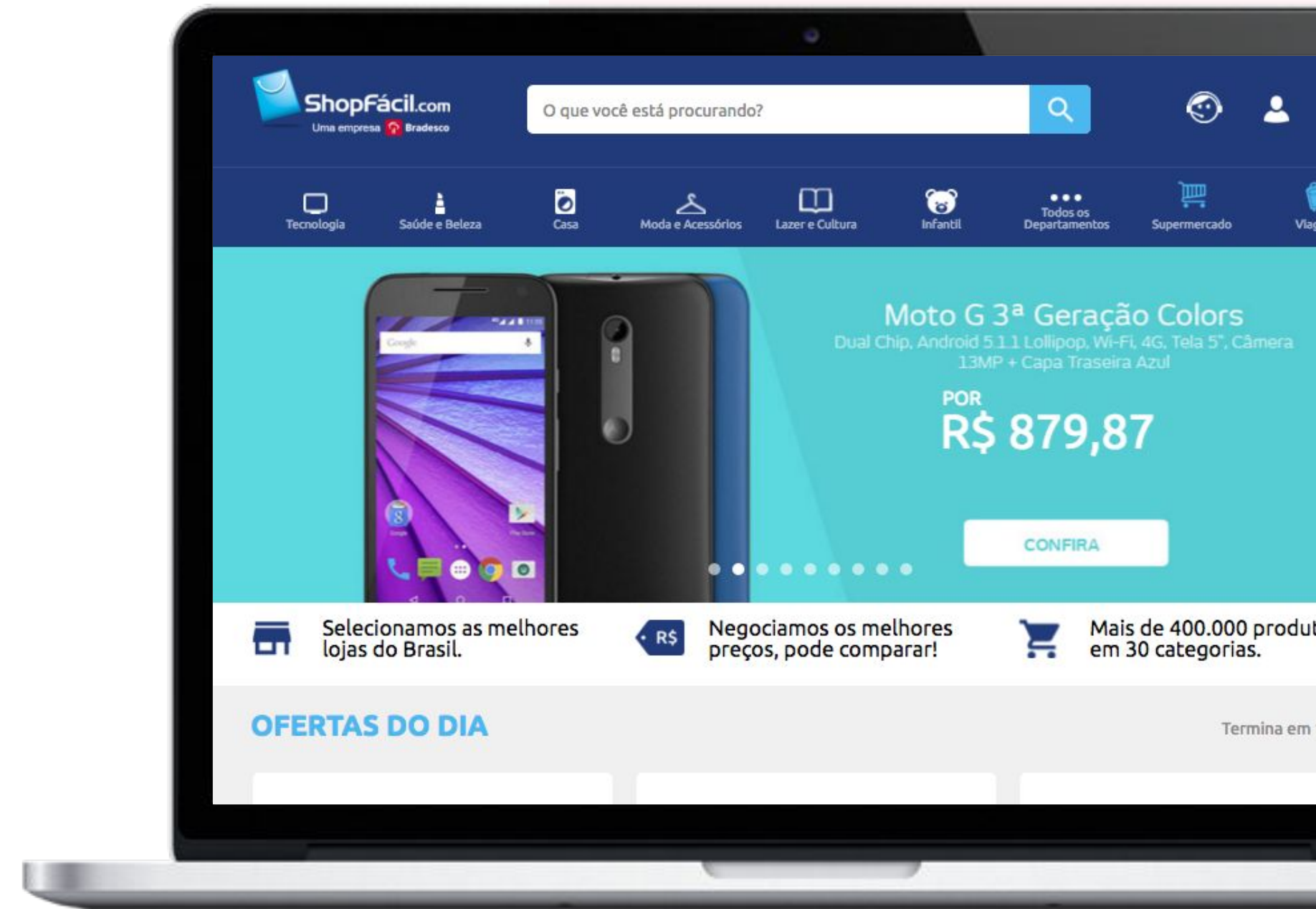
30
Days for successful migration

700%
Increase in conversion rates

250%
Increase in organic traffic

Accelerate Commerce Transformation

VTEX

Thanks!

cristi.movila@vtex.com
+40.765.250.943

VTEX

Accelerate Commerce Transformation