

VTEX for Consumer Packaged Goods Companies

Unlock new revenue and growth opportunities by becoming a digital-first organization through a collaborative commerce approach.

Consumer goods companies (CPGs) are experiencing an unprecedented transformation led by shoppers whose attention has shifted to the immediacy, convenience, and value of online shopping.

Digital commerce was the number-one growth driver both globally and locally in the United States in early 2020, and it was initially forecast to capture 25 percent of all U.S. retail chain sales by 2024. However, due to the impact of COVID-19, digital commerce became a critical shopper lifeline, capturing



27 percent share of U.S. retail sales four years ahead of schedule.

The digitization of shopper behavior, and the surge in ecommerce as a way of life, has ushered in a promising new future for consumer goods companies.

From Challenge to Opportunity

The backbone of the CPG business model was stable for decades: shoppers consumed emotion-based advertising, were enticed to visit specific stores that advertised low prices, browsed the aisles for the items they knew in advance that they wanted, and often discovered new products by other brands in the process.

Everything is different now. Shoppers would rather research products on their own, and they trust non-pushy content marketing more than traditional advertising. Hardly any physical store can compete with the 24/7/365 convenience of online shopping. And especially during COVID-19, many consumers would rather stay home and have products shipped to their house than visit a physical store. The new normal will last long enough that many buyers who were resistant to online commerce before will become habituated to it and will continue purchasing online even when they no longer feel like they have to.

So while the challenge for CPGs is clear, the virtually unlimited growth potential is too.



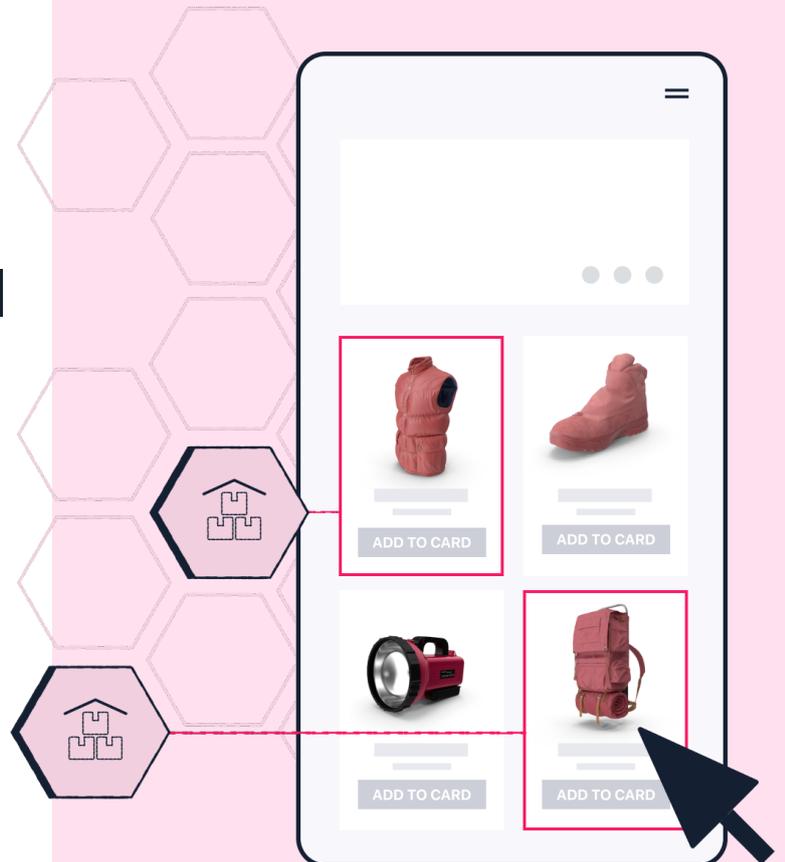
The Need for Channel and Business Model Flexibility

More options for consumers means more opportunity for sellers, but CPGs struggle with deciding where to invest. Should they launch a direct to consumer storefront, launch their own marketplace, test out third-party marketplaces like Amazon and Walmart, or create a B2B ecommerce experience? The answer for many is “All of the above.”

Factor in the retail stores closures, supply chain disruptions, and a completely new set of consumer needs and preferences caused by COVID-19 and digitally-anchored selling and inclusion of ecommerce in CPG strategy is a necessity.

Historically, making big changes in these areas required a great deal of time and resources, the two things that many CPGs no longer have. But

that’s okay, with the right ecommerce technology, CPG’s can quickly enable new ways of selling to retailers, distributors and consumers 24/7/365, unlocking growth opportunities across retail, B2B and DTC segments of their business. Now more than ever, CPGs need solutions that enable business models and channel flexibility.



Leverage VTEX to Grow Sales Today

VTEX delivers the world's first and only fully integrated commerce, marketplace, and order management solution.

The VTEX Commerce Platform is a flexible enterprise SaaS solution platform built on a microservice-based and API-first architecture. It delivers deep commerce and marketplace capabilities, eliminating the need for complex and risky integrations of disparate solutions. With VTEX, CPGs can power all their digital and channel selling experiences on a single platform in a fraction of the time and cost of other commerce solutions.

Direct-to-consumer

Direct to consumer is a huge opportunity for brands to get into retail, establish consumer relationships and collect first-party customer data. For the consumer, it satisfies their appetite to buy directly from their favorite brands, locate hard to find products and create subscription orders that build loyalty and drive recurring revenue for CPGs.

VTEX Commerce Cloud delivers all the tools CPGs need to create and deliver direct to consumer experiences for all their brands across any channel or customer touchpoint.

- .Product information management
- .Customer experience management
- .Master data management
- .Product and service bundles
- .Advanced pricing
- .Payment and tax integrations
- .Subscriptions and digital goods
- .Catalog syndication
- .Online marketplace
- .Intelligent search
- .AI-driven product recommendations
- .Advanced promotions
- .Customer Service and Clienteling
- .Global inventory visibility
- .Omni-channel fulfillment
- .Analytics and reporting
- .Mobile optimized experiences
- .Social selling

B2B Self-Service

Traditional selling of consumer packaged goods requires retailers to navigate complex distribution networks to access supply and stock their shelves. For this reason, your brands and products may not be accessible to all retailers. However, with B2B self-service you can easily scale your distribution operation to grow revenue by reaching more markets and consumers. VTEX Commerce Cloud enables CPGs to manage the complexities of B2B selling and eliminate channel conflict at the same time.

With capabilities built specifically to model B2B organizations, manage customer specific pricing and support how retailers buy, you can make it easy for any retail partner to sell your products, including the bodegas and other owner-operated markets and convenience stores that your distribution partners miss.



Account management

Controlled access with account management and buyer organizational hierarchy.

Shared multi-cart

Enable multiple carts that can be shared across the buyer organization.

Advanced payments

Support for B2B payment and commercial terms - credit, PO and split payments.

Bulk order and quick reorder

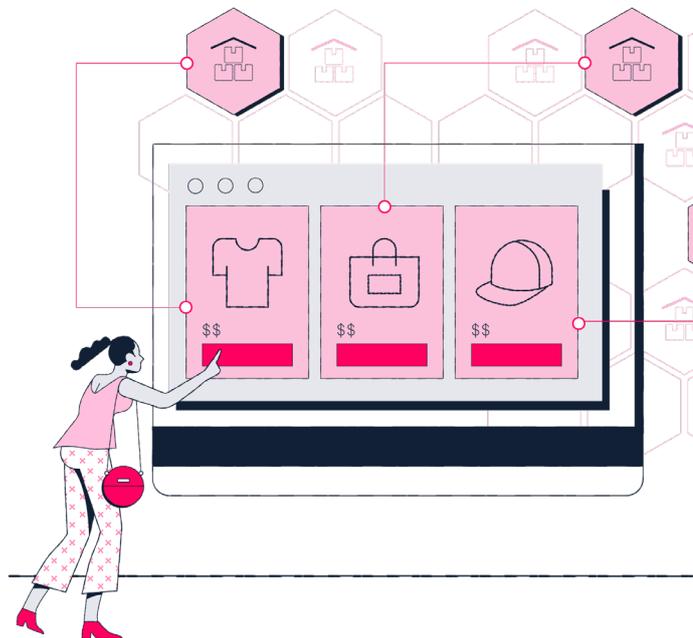
Make it fast and easy for businesses to place orders.

Channel Management and Online Marketplaces

Channel complexity and managing channel conflict are top of mind for CPGs as they engage in direct to consumer selling. The last thing CPGs want is to disrupt their existing business by disintermediating their channel partners. That's where VTEX, with its marketplace capabilities, can help.

By utilizing a marketplace business model, CPGs can create frictionless direct to consumer buying experiences by embracing their network of distributors and retail partners. Consumers can research products and place orders directly with their favorite brands and have those orders fulfilled by the channel.

Marketplaces can help solve a number of pressing challenges for CPGs in their quest to better serve and establish a direct relationship with customers. By launching an online marketplace, CPG's can:



. More easily manage direct to consumer selling of their entire portfolio of brands and categories by creating a marketplace where each of their brands is a seller and can manage their own products, inventory and fulfill orders received.

. Sell third-party products alongside their own to drive incremental and customer loyalty by meeting more of the customers needs.

. Enable B2B2C business models by creating a marketplace of their distributors and retailer partners so consumers can order directly from their favorite brands and have those orders fulfilled by channel partners.

With native marketplace capabilities, VTEX Commerce Cloud helps CPGs unlock new revenue opportunities and explore new business models without creating channel conflict and risking their existing business.

Operator dashboard

Automate supplier management and product approval.

Supplier self-service

Enable suppliers to onboard and manage products and track sales and orders with ease.

Seller governance

Manage supplier commercial terms and SLAs and ensure compliance.

Multi-seller order management

Manage shipping and fulfillment and gain visibility to the entire order lifecycle.

Product data management

Manage product data from various sources to maintain accuracy and consistency.

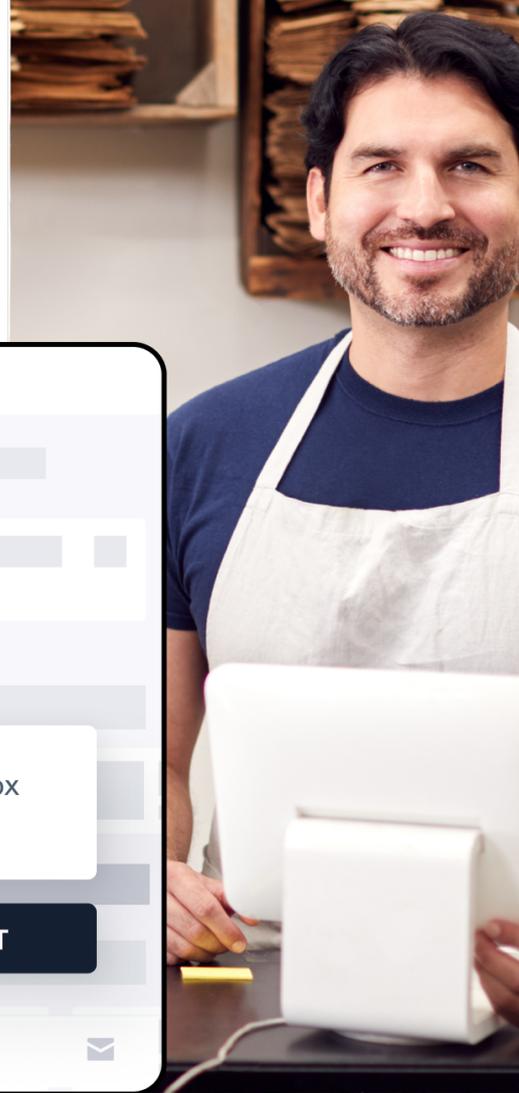
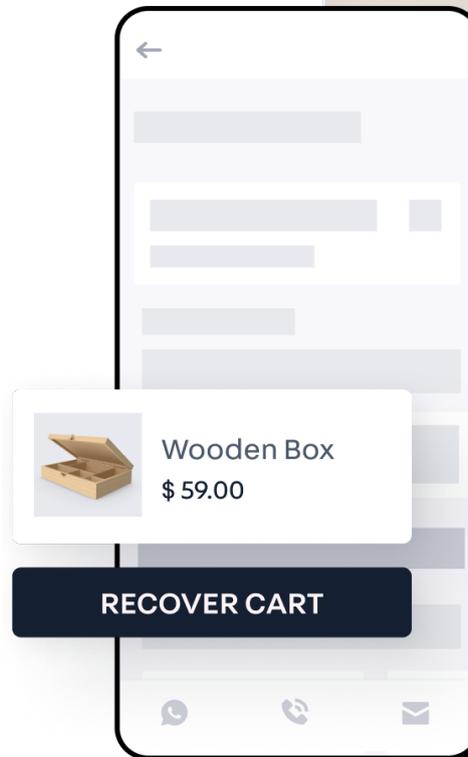
Commissions management

Track and manage commission payments to third-party sellers with ease.

Order Management

The VTEX Commerce Platform has native order management capabilities with the business logic needed to handle the increased complexity of inventory visibility, order management, and fulfillment that comes with operating an online marketplace.

Sell and fulfill from anywhere and meet customer delivery promises in the most efficient and cost-effective way possible with built-in enterprise order management.



Global inventory visibility

Complete visibility into inventory across the entire network of warehouses, distribution centers, brick-and-mortar locations, and suppliers.

Order orchestration

Monitor and manage the entire order lifecycle and communicate order changes to customers.

Order insights

Track overall order growth and monitor business performance for different time periods, channels, and business segments.

Fulfillment optimization

Ensure the most efficient fulfillment of orders across the extended network, including owned inventory, suppliers, and drop-ship partners.

Store fulfillment & curbside pickup

Leverage brick-and-mortar locations as pickup points and fulfill orders from any channel.

Order splitting and routing

Manage orders that contain line items from multiple third-party sellers.

Modern Technology and Architecture

VTEX delivers the best of both worlds with a MACH-L architecture that provides the agility of microservices, the flexibility of APIs and headless commerce, and the speed and ease of the cloud, with no upgrades required, ever.

API-Enabled Platform

VTEX is 100 percent API-enabled to support any headless commerce configuration, integration with your ecosystem of systems and applications, and the ability to extend and customize commerce any way you like.

Software-as-a-Service

As a true multi-tenant SaaS solution, the VTEX Commerce PlatformCloud delivers the performance, reliability, scalability, and low overhead you need to grow your business without limits.

Microservice Architecture

With a microservice-based architecture, VTEX delivers continuous innovation to your business with powerful ecommerce, marketplace, and order management services that are always up to date.



ADD TO CART

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Next Steps

For any CPG company that seeks to transform how it engages consumers and sells by unifying direct to consumer, business to business, and channel selling on a single software solution, VTEX offers the first and only commerce platform with built-in marketplace and order management capabilities.

Talk to us today to take your business to the next level and find out why more CPGs VTEX to accelerate their digital transformation.



VTEX provides the world's first and only fully integrated marketplace-commerce-oms solution.

To learn more, visit: vtex.com



Accelerate
Commerce
Transformation