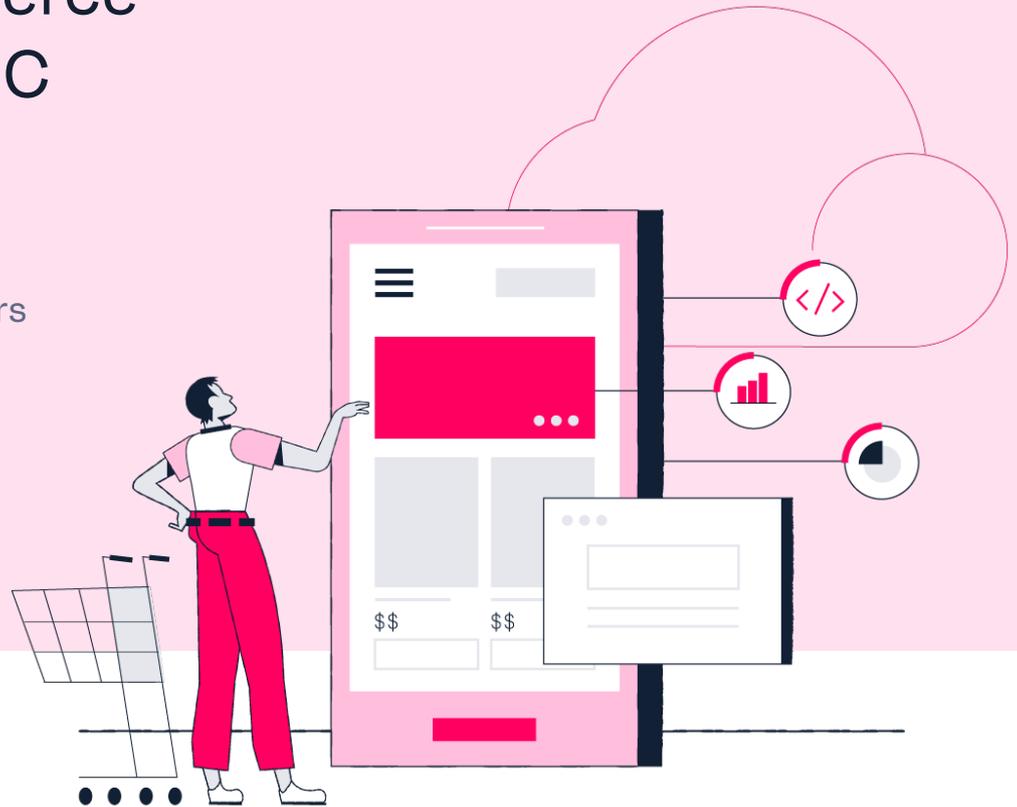


VTEX Commerce Cloud for B2C

Grow your business by collaborating with and inspiring your customers and suppliers



More than ever before, the modern buyer has access to a multitude of shopping channels. Personal voice assistants, delivery apps, social media platforms and marketplaces emerge with regularity. This digitization of the shopping experience was suddenly thrown into hyperdrive by COVID-19, forcing merchants to adapt fast and vividly exposing every business model and operational weakness. Seemingly overnight, stores closed, supply chains snapped, and customer needs and preferences pivoted overnight.

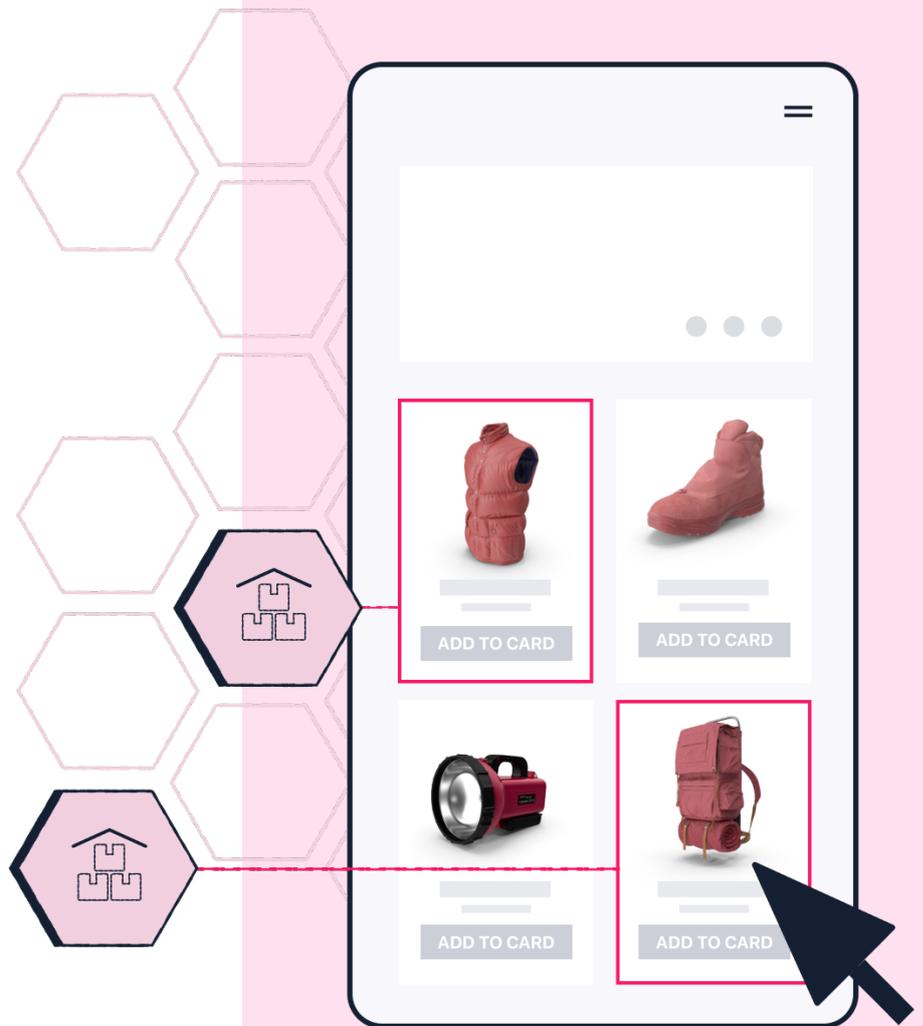
To thrive in today's environment and build a future-proof business, merchants need to think beyond the traditional ecommerce business models; embracing the rise of marketplaces as go-to, and one-stop-shop destinations, for example, if they want to grow revenue, attract new customers, and maintain the loyalty of the customers they already have. This solution brief outlines opportunities attainable through an innovative approach to commerce and customer experience as a whole.

The Need for Flexibility and Agility

More options for consumers means more opportunity for sellers, but merchants struggle with deciding where to invest. Should they double down on their online store, launch their own marketplace, test out third-party marketplaces like Amazon? The answer for many is “all of the above.”

While businesses digest all this, they likely have to develop new skills if they want to master the complexities of today’s ecommerce, multichannel selling, and marketplaces. Many are finding the technology they invested in ten or more years ago can’t manage the complexities of today’s business; nor can it provide the flexibility businesses need to adapt when a global crisis hits or new channels and business models like marketplaces emerge.

Historically, making big changes in these areas required a great deal of time and resources; the two things that many businesses no longer have. But that’s okay because, with tools to quickly launch online marketplaces and enable dropshipping, merchants can expand product assortment and add new suppliers at blazing speed, without the need to hold inventory or build new logistics networks.



Leveraging the VTEX Commerce Platform for a Fashion Business

VTEX delivers the world's first and only fullyintegrated commerce, marketplace, and order management solution, VTEX Commerce Cloud, that enables the marketplace model as part of a modern ecommerce strategy.

VTEX Commerce Cloud is a flexible SaaS enterprise commerce platform that enables brands to create remarkable customer experiences, gain inventory transparency, eliminate the need for complex integrations and de-risk their commerce investment. This is accomplished through comprehensive, fullyintegrated commerce, omnichannel, and marketplace capabilities. With VTEX, brands can offer unified commerce experiences in a fraction of the time and cost of the typical commerce implementation.

Through a marketplace business model, VTEX Commerce Cloud offers distinct advantages to merchants selling directly to consumers. VTEX enables merchants to expand product assortment via online marketplaces, and to sell products that are fulfilled by third-parties, eliminating the need for owned inventory and costly fulfillment and logistics. With VTEX, you can also make omnichannel strategies a reality by seamlessly connecting your digital and physical stores.

And, for manufacturers, VTEX creates seamless buyer journeys that incorporate dealers, distributors, and retail partners, while also eliminating channel conflict and complexity.

VTEX B2C Commerce Capabilities at a Glance

.State of the art online store framework that is mobile ready

.Clienteling

.Endless Aisle

.Omnichannel: BOPIS, BORIS, Curbside pick up

.360 degree view of inventory

.Mobile checkout

.Contactless ordering & delivery

.Drop-ship partnerships

.Selling on third-party marketplaces

.Multi-seller online marketplace buying experiences

Commerce Experiences Unlike Any Other

.Product information
management

.Endless aisle

.Analytics and reporting

.Product and service
bundles

.Customer experience
management

.Master data management

.Subscriptions and
digital goods

.Catalog syndication

.Payment and tax
integrations

.Intelligent search

.AI-driven product
recommendations

.Online marketplace

.Customer service
and clienteling

.Global inventory visibility

.Advanced promotions

.Omnichannel fulfillment

With VTEX, you will:

Become that brand that offers amazing experiences to their customers.

Unify your channels and experiences through VTEX Commerce Cloud to offer one brand across customer touchpoints.

Accelerate time to revenue and personalize the customer journey with a commerce solution designed from the ground up for omnichannel.

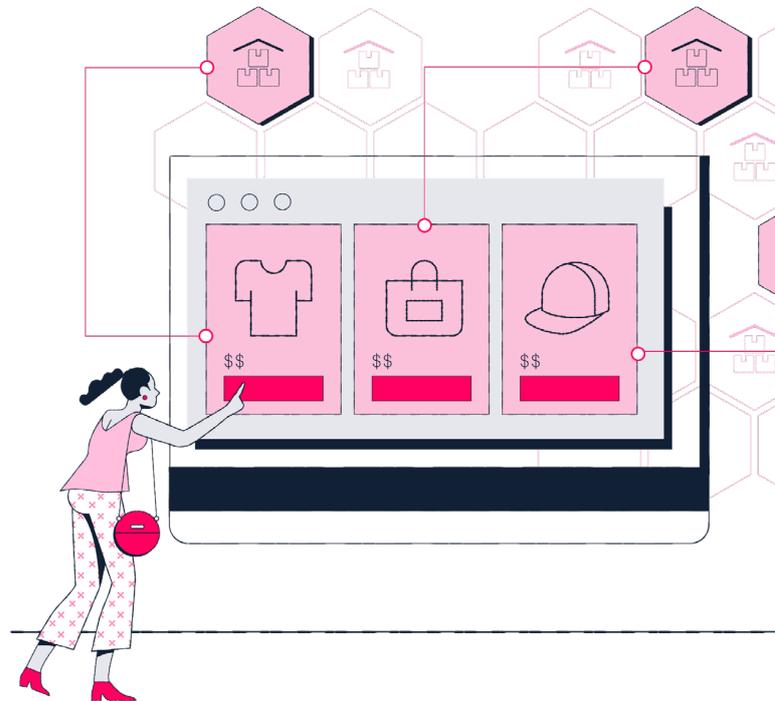
Launch Online Marketplace for Accelerated Growth

A marketplace is an ecommerce site where products and services are offered by multiple third-party sellers. Unlike traditional ecommerce, in which the site owner is the only seller, through a marketplace merchants can sell their own products and services along with products from third parties or create a platform where buyers and sellers can find one another.

By launching its own marketplace, a brand will drive additional revenue by meeting more of their customers' needs without the cost, overhead, and logistics of owned inventory. With a marketplace, merchants can extend

Expand assortment, capture additional revenue, and streamline channel selling with VTEX Commerce Platform's marketplace capabilities.

product assortment by collaborating with partners and suppliers to sell their products. The merchant controls the experience, captures orders, and processes the transaction, but the third-party seller is responsible for fulfillment and shipping.



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.

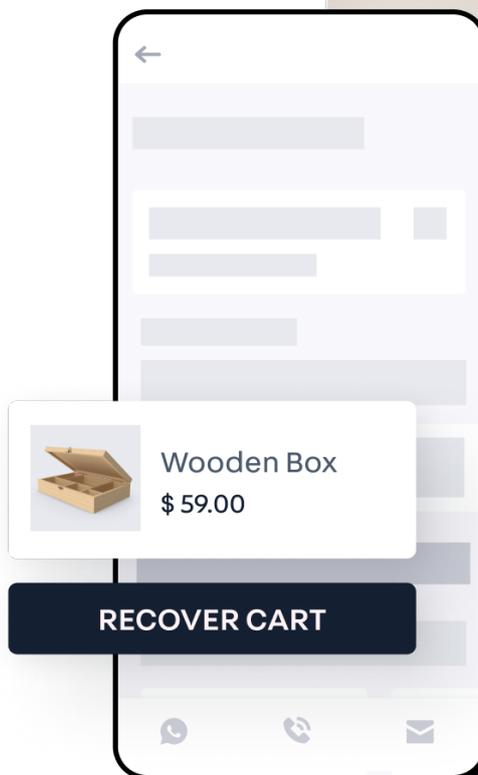
Product data management

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

Tap into Omnichannel Order Management

Enterprise order management enables brands to orchestrate complex fulfillment scenarios from any channel and meet customer delivery promises in the most efficient and cost-effective way possible.

Sell and fulfill from anywhere with VTEX Commerce Cloud enterprise order management.



Global inventory visibility

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

Fulfillment optimization

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

Order orchestration

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

Store fulfillment & curbside pickup

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

Order insights

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

Returns

Process returns and refunds.

Empower Sales Associate and Customer Service Representatives

Although most buyers prefer to place and manage orders on their own, there are often situations that require consultation and collaboration with customer service representatives (CSRs) and store associates.

With VTEX Commerce Cloud your associates and CSRs will have the power to provide truly personalized one-to-one experiences through a 360° view of the customer and access to purchase history, offers and promotions, making them the customers' trusted advisor.

Also, by enabling store associates you will unify online and in-store experiences, to increase customer satisfaction and loyalty, and keep customers coming back time and again.

Give your store associates and CSRs the tools to offer remarkable experiences to customers in-store and when they call with a question or an issue.

Customer service

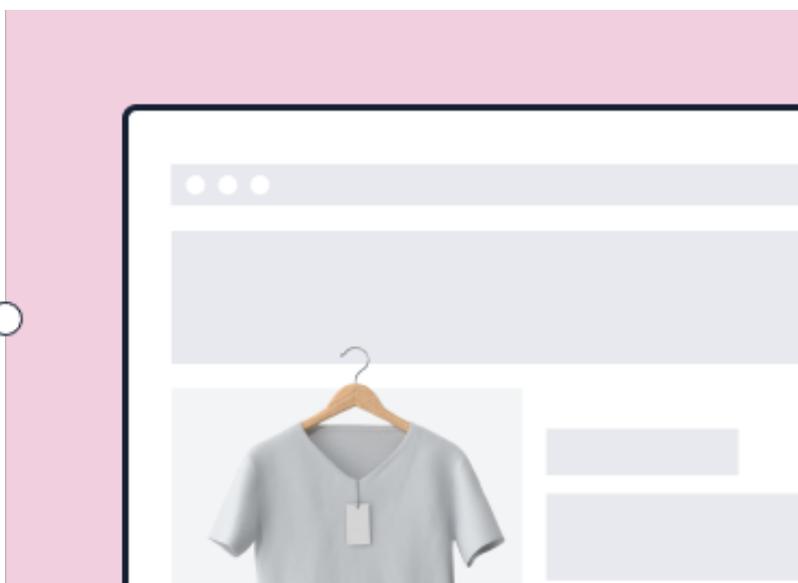
Gain a complete view of account and buyer data for across the entire organization.

Persistent cart and shareable cart

Let sellers take over the shopping cart and complete orders on the customer's behalf.

Quoting

Respond to customer requests for quotes.



Headless Commerce

Digital transformation is a game of speed and flexibility and brands are turning to headless commerce to help them keep up with changing customer preferences and build commerce experiences for any touchpoint – mobile apps, shoppable social media, voice commerce, live-streaming, IoT commerce experiences and more.

However, without the proper skills and resources, a headless approach to commerce can be a complex and expensive undertaking. For brands that want the best of both worlds, the flexibility of headless and speed to market, VTEX simplifies and accelerates headless commerce with easy-to-use developer tools and prebuilt commerce components.



With VTEX Commerce Cloud, you can quickly and cost effectively compose any commerce experience, bringing headless commerce within reach for every brand.

API-first

Built from the ground up for headless commerce.

Low-code

Build faster with easy to use developer tools and prebuilt commerce components.

Commerce components

Accelerate headless with prebuilt apps and commerce components.

Serverless

Build commerce experiences, skip the servers.



Modern Technology and Architecture

VTEX Commerce Cloud is where tailor-made meets scale. It provides the agility of microservices, the flexibility of headless commerce, and the speed and ease of multi-tenant SaaS – no upgrades required, ever.

API-Enabled Platform

The VTEX Commerce Platform is 100 percent API-enabled to support any headless commerce configuration.

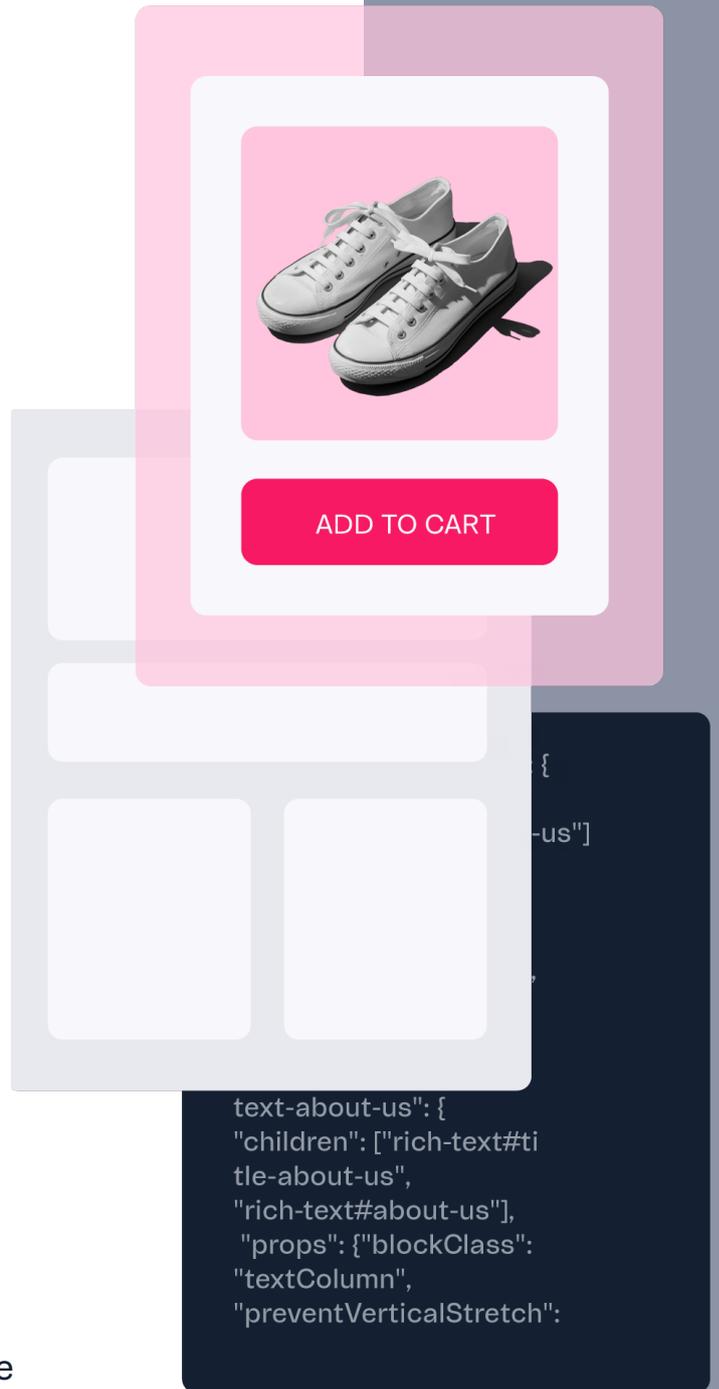
It enables integrations with your ecosystem of systems and applications and gives you the ability to extend and customize commerce any way you like.

Software-as-a-Service

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

Microservice Architecture

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



Next Steps

For any business that seeks to transform how it engages customers, streamline operations, simplify channel management, or test new business models like an ecommerce marketplace, 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 businesses are choosing 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