Overture

OVERTURE COMMERCE

Powering omni-channel & global commerce experiences.

OVERTURE IS A UNIQUE COMMERCE PLATFORM BUILT FROM THE GROUND UP TO ORCHESTRATE EVERY CUSTOMER TRANSACTION ACROSS ALL TOUCHPOINTS AND DRIVE SEAMLESS OMNI-CHANNEL EXPERIENCES.

Plus, it empowers you to do it globally — much faster and at significantly lower cost — with the agility to deploy on premise, in the cloud or hybrid.

WELCOME TO COMMERCE FREEDOM

COMMERCE ORCHESTRATION™ THE NEW, TRUE OMNI-CHANNEL

▷ Complete integration of online and offline systems and touchpoints for seamless, context-driven customer experiences across "one orchestrated channel".

▷ Synchronized Product, Customer, Order and Marketing data flows across the customer lifecycle, presenting in a single channel-agnostic view.

▷ Real-time omni-channel customer transactions brought to life in a user-friendly, intuitive dashboard bringing hidden commerce patterns into plain sight.

ON-YOUR-TERMS DEPLOYMENT MODELS

▷ Overture's .NET architecture securely and reliably supports any deployment model that suits your needs – on premise, cloud or hybrid.

▷ Integrate with any external and legacy back-end systems while expanding and adapting your current ecosystem to address very different and sometimes very specific enterprise needs and requirements.

▷ Maximize your investment with a scalable, agile solution and the ability to replatform on the same platform.

ALL-IN-ONE COMMERCE SOLUTION FOR ANY BUSINESS MODEL

▷ Implement any B2B, B2C or B2B2C scenario with Overture's flexible and extensible enterprise capabilities.

▷ Assess and launch new markets in a fraction of the time and cost compared to the industry standard.

▷ Extend your offline/online reach with unique global marketing segmentation functionalities for multi-brands, multi-languages and multi-regions.
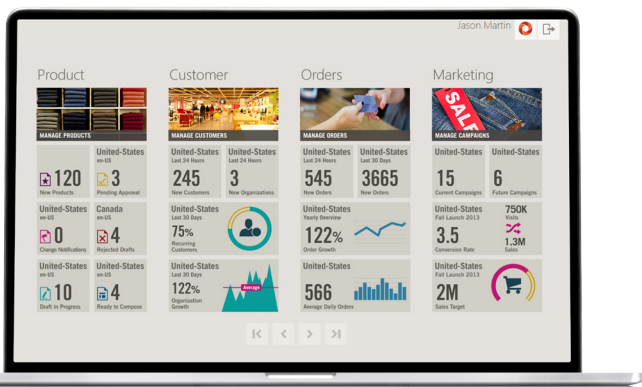
OVERTURE COMMERCE AND OVERTURE PRODUCT DATA MANAGEMENT...

Overture powers omni-channel commerce through a modern, easy-to-use Customer, Ordering and Marketing system designed to optimize and simplify the complexities of any B2C, B2B or B2B2C business model.

THE OVERTURE CUSTOMER MODULE

▷ View the customer journey including current carts, past and current orders, wish lists, etc.

▷ Simple self-serve and administrative account management, including address book and payment options.

▷ Native support for defining and linking custom, stores, organizations and segments profiles.

THE OVERTURE DASHBOARD

▷ Intuitive and customizable for role-based relevant tasks and live updates.

▷ Hidden patterns are exposed so you can rapidly adjust your marketing efforts to maximize results.

▷ Easy access to a configurable set of real-time analytics and KPIs.

THE OVERTURE ORDER MODULE

▷ Enter, review and edit orders all in one place.

▷ Optimized for high-volume scenarios natively supporting shipping, delivery, in-store pickup, split shipping and Order on Behalf.

▷ Ecosystem of payment providers for authorizations and fraud detection.

▷ Built-in tax calculators or simple integration with external providers.

THE OVERTURE MARKETING MODULE

▷ Define and easily set-up highly targeted marketing campaigns and promotions by scope.

▷ Multi-brand, multi-region, multi-language, multi-currency capabilities.

▷ Extensive promotion options based on price, percentages, cart, shipping, etc.

▷ Powerful native couponing engine.

▷ Reusable customer segments for upsell, cross-sell bundling and other marketing scenarios.
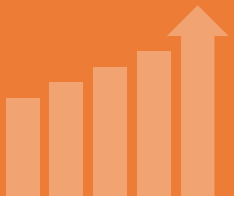
...THE COMPLETE PACKAGE FOR ENTERPRISE OMNI-CHANNEL EXPERIENCE.

OVERTURE PRODUCT DATA MANAGEMENT

▷ **Centralized repository of your unified global product offering** including linked editorial content, media and images. Launch new products and markets in record time through a simple user interface to build, manage and maintain unique offerings with advanced inheritance rules and customizable price lists for every targeted market and scope.

▷ **Exclusive Business Modeler** enables you to map your markets and stores in a visual, logical hierarchical structure to define unique, profitable segments and catalog requirements.

▷ **Powerful search and faceted navigation throughout internal application and commerce sites** includes real-time synchronization with product updates, dynamic merchandising rules to promote relevant products and content, and advanced "did you mean", type-ahead keyword suggestion and term correction capabilities.

Real benefits that drive results.

▷ Deliver seamless, context-driven omni-channel customer experiences.

▷ Access your enterprise commerce ecosystem as one integrated infrastructure.

▷ Manage any business scenario with multi-brand, multi-region, multi-language, multi-currency capabilities.

▷ Gain control & agility and decrease cost of ownership with cloud, on-premise or hybrid deployment.

▷ Open new markets significantly faster and at reduced costs.

▷ Expand and adapt your current ecosystem without ripple effect.

▷ Protect and maximize your investment by replatforming on the same platform.

UNIQUE FEATURES

- Omni-channel as "one orchestrated channel"
- Unified operational & user experience
- Commerce Business Modeling
- On-your-terms deployment models

- Cost-effective scalability & global reach
- Vendor-agnostic connectivity to extend your ecosystem
- Scalable Commerce services orchestration architecture

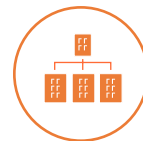# CHOOSE OVERTURE TO POWER YOUR OMNI-CHANNEL COMMERCE WHEN YOU:

Want to unify global commerce operations & user experiences to boost efficiencies across your organization.

Must rapidly adapt your current ecosystem by leveraging existing technology with the ability to replatform on the same platform.

Need a flexible commerce solution that is seamlessly deployable in the cloud, on premise or hybrid.

Manage a complex product portfolio that extends across multiple markets which require individual scenarios with sophisticated segmentation.

THAT'S COMMERCE
ON YOUR TERMS.

Orckestra

Blending technology, innovation, strategy and creativity, Orckestra represents the new commerce generation of companies offering products, solutions and services that converge online with in-store experience. Passionate about our mission to enable great brands to adapt, perform and innovate in the digital economy, we have built an undisputed reputation for delivering excellence and ensuring client satisfaction.

Overture

Overture Commerce is a highly flexible, adaptable and cost-effective enterprise .NET commerce platform. Its scalability, extensibility and flexibility bring to market a unique approach named Commerce Orchestration™. Overture fuels next-generation commerce solutions geared for global deployments, multiple brands and multiple market scenarios, while providing the very best digital customer experiences. It is the fabric of agile businesses.

LEARN MORE AT
orckestra.com

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