

## CHOOSE ORCKESTRA TO POWER YOUR OMNI-CHANNEL EXPERIENCES 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, with hybrid options.



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



# ORCKESTRA COMMERCE

Powering omni-channel & global commerce experiences.

ORCKESTRA COMMERCE RUNS ON OUR UNIQUE COMMERCE ORCHESTRATION™ PLATFORM BUILT FROM THE GROUND UP TO ORCHESTRATE YOUR DIGITAL ECOSYSTEM AND CUSTOMER INTERACTIONS 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 power, agility and scalability of cloud deployment.

## WELCOME TO COMMERCE ORCHESTRATION™

### THE PLATFORM THAT POWERS NEW, TRUE OMNI-CHANNEL

- ▶ Complete integration of online and offline systems and touchpoints for seamless, context-driven customer experiences across “one orchestrated channel”.
- ▶ Streamlined Product, Marketing, Customer and Order 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 orchestration console.

### COMMERCE IN THE CLOUD

- ▶ Power your global commerce on a single platform.
- ▶ Orchestra's Commerce Orchestration™ architecture securely and reliably supports all the efficiencies of cloud technology for flexibility and fastest possible implementation.

- ▶ 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 that offers maximum extensibility to grow with your business needs.

### ALL-IN-ONE COMMERCE SOLUTION FOR ANY BUSINESS MODEL

- ▶ Implement any business scenarios for today's commerce reality including complex retail, grocery, multi-banner, franchise, corporate stores and even combinations.
- ▶ 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.



Blending technology, innovation, strategy and creativity, Orchestra 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.

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LEARN MORE AT  
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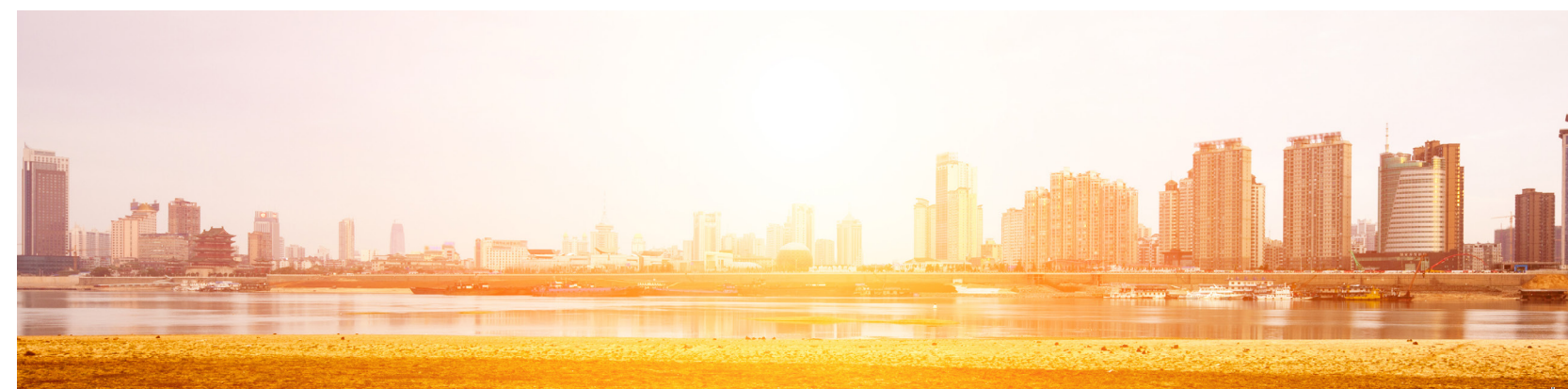
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### CONNECT WITH US



THAT'S COMMERCE  
ON YOUR TERMS.





# ORCKESTRA COMMERCE AND ORCKESTRA PIM...

The true power of omni-channel commerce comes when your Product, Marketing, Customer and Order information are seamlessly orchestrated on a single platform, in a single view, for all business users across the organization.

## ORDER MANAGEMENT

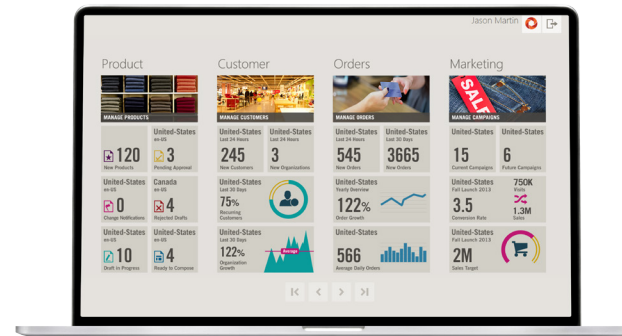
- ▷ Order Wizard for rapid entry, review and editing of orders all in one place.
- ▷ Optimized for high-volume scenarios natively supporting shipping, delivery, in-store pickup, split shipments and order-on-behalf.
- ▷ Designed for optimal CSR-customer experience with advanced search filters, customer cart history and open order status.
- ▷ Out-of-the-box integration with payment provider or easy integration with 3rd party of your choice.
- ▷ Customizable fulfillment workflows and validation rules.
- ▷ Natively integrated Pick & Pack solution optimizes omni-channel order fulfillment.

## MARKETING ENGINE

- ▷ 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.

## CUSTOMER MANAGEMENT

- ▷ 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.



## ORCHESTRATION CONSOLE

- ▷ 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 COMPLETE PACKAGE FOR ENTERPRISE OMNI-CHANNEL EXPERIENCE.

## ORCKESTRA PRODUCT INFORMATION MANAGEMENT (PIM)

- ▷ **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.
- ▷ Gain control & agility and decrease cost of ownership with cloud deployment or hybrid options.
- ▷ Access your enterprise commerce ecosystem as one integrated infrastructure.
- ▷ Open new markets significantly faster and at reduced costs.
- ▷ Manage any business scenario with multi-brand, multi-region, multi-language, multi-currency capabilities.
- ▷ 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
- ▷ Commerce in the cloud deployment models
- ▷ Cost-effective scalability & global reach
- ▷ Vendor-agnostic connectivity to extend your ecosystem
- ▷ Scalable Commerce services orchestration architecture

