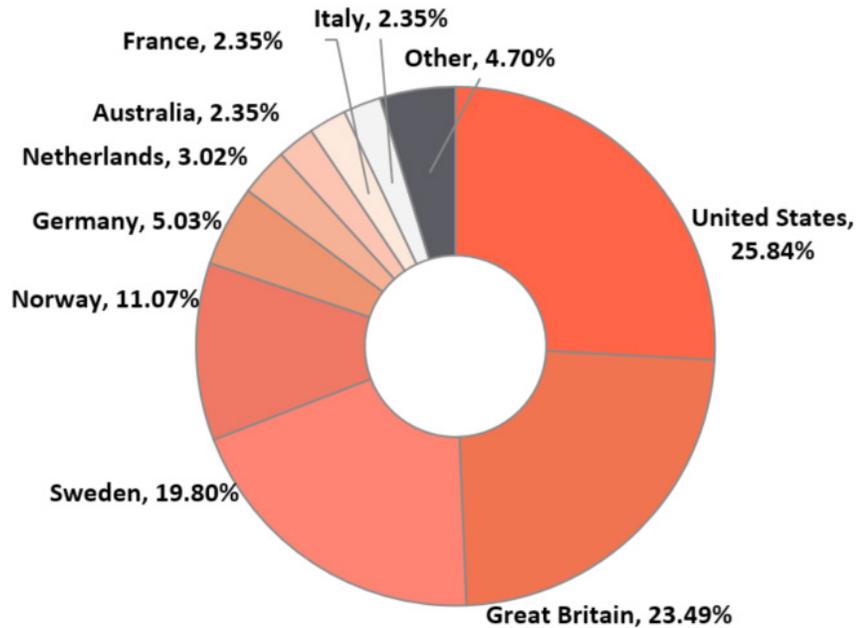


The Episerver Experience

Episerver is the only eCommerce platform that creates unique digital experiences for retailers by bringing together the best of digital commerce and digital marketing.¹ This simple concept makes Episerver one of the best systems to provide retail customers with personalization, that goes beyond the norm, across a number of different channels. And with 75% of customers more likely to buy from a retailer that recognizes them by name, makes recommendations based on past purchases or knows their past purchase history, personalization can be a game changer.³ In addition, Episerver is a truly global company with almost an evenly split customer base between North America and Europe. This ensures that no matter where you are, Episerver has you covered. This is why you should choose to utilize them; to make your business a success.

Retailers want to make sure to provide customers with a complete seamless retail journey - from awareness, to purchase and finally, efficient fulfillment. This, while ensuring the bottom line does not get affected. To do it properly, you need to integrate a world-class order management solution with the Episerver system. But there is currently a myriad of retail technology solutions in the market place. It makes finding the best partners for a exceptional eCommerce and Content platform such as Episerver a challenging venture. Choosing the right partner has to be a carefully considered journey. You need advanced order management features. However, it is equally important that the two systems combine together to form an efficient, powerful and unique Unified Commerce solution, to draw in more sales opportunities.



Graph 1: Episerver Deployment by Country²

Advanced Order Mgt Features You Want

Making the most of the Episerver Digital Experience Cloud, you want it connected to an advanced Order Management System:

1) Intelligent Order Routing: Extend your Episerver solution by offering customers even more choices. From Buy Online, Pickup In-Store to Ship from Store and Reserve Online, Intelligent Order Routing enables flexible order fulfillment. Combine this with Episerver's unique elements such as creating shoppable catalogues from User-Generated Content and you can truly offer the options to buy from anywhere, and fulfill from anywhere.

2) Inventory Visibility: The retail industry moves at warp speed, and marketers have to be able to respond to changes in an instant. With Episerver, retail marketers can quickly upload and edit online content. Now, add a best-of-

breed Order Management System that can show real-time Inventory Visibility down to the store level. Specials, sales and discounts can be developed in no time, while keeping inventory positions and locations top of mind and optimized.

3) Returns Management: Episerver helps retailers perform effective merchandising with an intelligent campaign tool. But being able to effectively merchandise is like walking a thin line. You don't want too much inventory or you will have to discount to sell it through, but too little could mean you lose sales opportunities. However, things returns makes the whole balancing act a challenge. A robust Order Management System offers returns management that will instantly re-inventory merchandise for resale, making sure you don't lose your balance.



Unique Combined System

Choosing the right order management solution to go with your Episerver system provides customers a highly context-sensitive eCommerce experience, with the flexibility to purchase and receive goods by the channel and means that is most convenient for them. Still, making sure you get an advanced Order Management System with the above features, is only half the battle. Not only do retailers need an advanced Order Management System, but a system like OrderDynamics, which connects seamlessly with the power of the Episerver commerce platform. You want:

Quick Deployment



You can't wait to get your online store up and running, giving the competition time to shoot past you. Connecting to your Episerver system, makes sure your order management vendor can deploy within 90 days. In today's retail space, this is a necessity. Retail customers expect a seamless buying journey from the moment they look up the product they want to buy on your eCommerce site. Be ready to fulfill the order, now.

Mass Scalability



Enhance your unlimited capacity and elastic scalability from Episerver with a solution that handles any peak period that retail brings; be it Black Friday, Boxing day or otherwise.

An advanced Order Management System has to scale fast, and efficiently, with no capital costs to you. Your solution should handle peaks over 400k+ Orders/Hour when needed. Don't stumble on a capacity issue when you need it most.

Seamless Integration



Make sure that data integration is streamlined for simplified retail fulfillment scenarios. In fact, 45% of retailers state their omni-channel struggles result from poor data quality, making this a top priority.⁴

Your Order Management System should be easily integratable with the Episerver platform, ensuring a smooth deployment with no unexpected surprises.

Recommendation

Episerver Digital Experience Cloud is a great choice for an ecommerce platform. It provides unique features to retailers by combining content management and commerce. It lets retailers create an immersive experience for customers, which engages and sells.

Compliment your Episerver commerce platform with the right advanced Order Management System to provide a fully immersive, and robustly complete Unified Commerce solution. A well chosen Order Management System brings the omni-channel buying journey to life. Combining the Episerver and OrderDynamics systems provides all the power, flexibility, and robust capabilities that any retailer needs for a converge commerce experience.

Deliver online sales effectively. Drive more in-store traffic with a click and collect offering. Show online shoppers a real-time inventory view to get them to buy from you. All this with a well integrated solution, making omni-channel retail a reality.

Don't settle for less. Build the omni-channel system your retail brand deserves!

\$18 BILLION

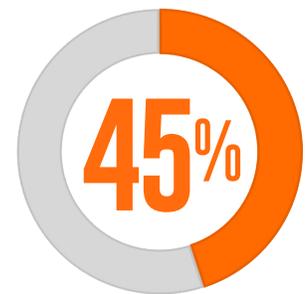
Episerver influences more than \$18 Billion in omni-channel revenue⁵



of customers are more likely to buy from a retailer that recognizes them by name, make recommendations based on past purchases or know their past purchase history³

30 000

Websites powered by Episerver⁵



Retailers stating their omni-channel struggles result from poor data quality⁴

Contact Us:

Connect with OrderDynamics for a quick demo or to discuss how we can help you!

Info@OrderDynamics.com

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