

# OPTIMISING ECOMMERCE IN CLOUD

Provide a great and powerful customer experience  
to your consumers.

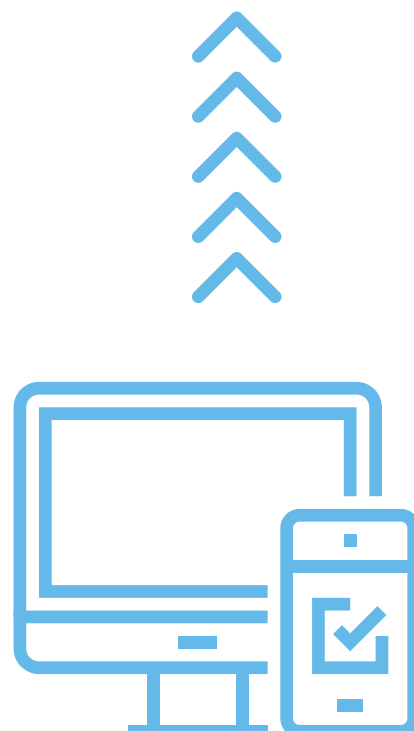


In the last decades, the rise of eCommerce has revolutionized commerce. Customers expect a great experience when they buy from an Organisation. They want what they need, anywhere, at any time and on any device.

To provide a great and powerful customer experience, organisations needs to be faster, more innovative and more competitive. A cloud eCommerce platform is the solution to every problems.

A Cloud ecommerce Platform allows meeting customers' expectations and delivering a great experience to gain customers loyalty.

Today many companies are facing the decision whether to select an on-premise or a cloud-based eCommerce platform.



# WHY CHOOSE A CLOUD ECOMMERCE PLATFORM

The adoption of a Cloud eCommerce Platform allows you to benefit of many advantages given by Cloud:

- **Cost of ownership:** Cloud eCommerce platforms are Software as a Service (SaaS). The provider hosts and manages the software and the IT infrastructure, and is responsible for data security
- **Business continuity:** Technical application maintenance and system update are directly managed by service provider with no downtime granted
- **Focus on strategy and innovation:** IT team can focus on strategy and innovation, rather than spending time on maintaining and managing systems
- **Predictive and cognitive analytics:** Cloud technical solutions are completed by embedded data collectors and analytics tools. Predictive models may be put in place
- **Focus on business:** Company can focus on drive business without concerns about servers
- **Integration with suite of Marketing automation:** it's possible to extend base Cloud eCommerce solution with the adoption of a Marketing Automation solution, in Cloud as well, based on data collected by the online service and on the eCommerce strategies designed
- **Continuous upgrading:** cloud providers continue to enhance their solutions and upgrade the systems
- **Growth and agility:** cloud allows company to be faster, more competitive and more innovative. Flexibility permits to boost the system during high traffic periods or peak events, with no impact



# OUR SERVICES

Reply supports Companies to achieve the highest level of quality in delivering eCommerce services.

We offer the full spectrum of services:

- eCommerce business processes analysis
- eCommerce Business Strategy consultancy
- Solution Design
- Tailor made B2B and B2C ecommerce services development
- System integration (with Stock, ERP, external PIM, DAM)
- Full integration with the payment gateways
- Search engine optimization
- Recommendation engine strategy configuration
- Web site design
- Mobile app design and integration
- Marketing automation support
- Performance Analytics design and support
- Post go-live support
- Secure hosting
- 24/7 Application maintenance



# WHY REPLY

Reply, thanks to its network of highly specialised companies, helps organisations to gain an edge with the Cloud to optimise its eCommerce service, increasing its business and creating the experience customers expect.

Reply provides end-to-end approach, from strategy to development, through its basic competence:

- System integration in Cloud, using proprietary and vendor solutions, for order management, content delivery management, supply chain management, marketing automation, and much more.

Reply provides also specialised services as:

- User experience monitoring
- Performance monitoring and management
- Real-time monitoring of business / selling performance driven by real-time data collection

Reply works with different providers of eCommerce Platform in order to give the best solutions to satisfy all the customer's needs, as: SAP Hybris Commerce, IBM commerce, Magento, Oracle Commerce Cloud.

Customizable and scalable



Integrates with systems you already use



Outstanding search and navigation functionality

Ideal for global commerce



Web Content Manager capability for easy updates



Training materials for your team

Robust Product Content Management options



Customer - focused delivery and fulfillment across channels



Complete inventory visibility

**REPLY** specialises in the design and implementation of solutions based on new communication channels and digital media. Reply is a network of highly specialised companies supporting key European industrial groups operating in the telecom and media, industry and services, banking, insurance and public administration

sectors in the definition and development of business models enabled for the new paradigms of big data, cloud computing, digital media and the Internet of Things. Reply services include: Consulting, System Integration and Digital Services.