



ALL-CHANNEL COMMERCE: REINVENTING SHOPPING



Enabling Customer Engagement at Every Touch Point By Transforming “Multi-Channel” Strategies into a Single All-Channel Platform Approach

 RedPrairie®

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All-Channel Commerce: Reinventing Shopping

For retailers, the New Millennium brought with it the realization that consumers were beginning to shop their brands across multiple channels. Driven by data showing these cross-channel shoppers were actually bigger spenders (and ultimately more profitable) than their traditional counterparts, retailers understandably put their chips down on building out their “multi-channel” capabilities.

Much of the past decade has seen retailers focused on deploying “multi-channel” solutions, which were originally designed to extend their sales capabilities from stores to online and direct channels such as catalogs and call centers. The investment in the cross-channel shopper has proven a smart bet, with recent 2010 Retail Systems Research (RSR) showing 39% of retail executives viewing cross-channel shoppers as significantly more profitable than single channel shoppers - up from 18% in 2007.

However, more than a decade later, many of the same merchants who invested in multi-channel solutions are still struggling to serve shoppers consistently across channels. Part of the challenge for these retailers has been that the solutions they originally implemented wound up to be effective serving one specific channel, but ineffective at both engaging consumers across different channels and – even worse – at integrating the critical data needed to ensure seamless interactions across channels.

Illustrating this ongoing misalignment between retailers’ desires to engage the cross-channel shopper and their inability to synchronize internal departments and systems, RSR’s recent “Cross-Channel Wake-Up Call” report found retailers reporting “internal challenges preventing us from delivering cross-channel capabilities” as their top cross-channel challenge.

In fact, what has emerged from the initial wave of “multi-channel” investments has often been a series of disconnected point solutions that actually make it more difficult to provide shoppers with a consistent brand experience from one to channel to the next. From an operational standpoint, multiple channels often unwound into multiple systems, multiple databases and often multiple divisions.



39% of retail executives view cross – channel shoppers as significantly more profitable than single channel shoppers (up from 18% in 2007)

Channel Challenges

Keeping pace with today's connected consumer requires retail brands to engage customers at all touch points and in all channels. "Multi-channel" is now mere table stakes. Progressive retailers have evolved well beyond simply selling across channels to an All-Channel Commerce strategy, which fosters personalized sales and service interactions with customers when, where and how each customer chooses to shop.

Consumers are not only expecting the ability to shop brands across channels, they are demanding the flexibility to purchase and fulfill from whichever channel is most convenient for them on a particular day.

The 2010 Shopper Experience Study published by RIS News found cross-channel capabilities are expected within the store environment, with 73% of shoppers expecting fulfillment options at checkout, and 53% looking for the same options at a kiosk. The study also found cross-channel expectations are especially high among Gen X and Y, who expect consistency at all touch points and are most sensitive to channel conflicts, especially in pricing.

However, without a platform and the ability to quickly add new channels and touch points, retailers run the risk of being left behind by the next generation of shoppers.

Due to the lack of a platform for All-Channel Commerce, retailers typically end up disappointing the customer. In many cases today, consumers still encounter frustrations such as:

- Inability to shop when, where, and how they choose
- Impersonal – and therefore inefficient – shopping experiences
- Inability to put their social graph to work helping them shop
- Inventory available online, but not in-store
- Price & promotions are inconsistent across channels
- Order status is either incorrect or unavailable
- Return options restricted to channel purchased
- Limited pick up options, even when item out of stock

The RIS News Shopper Experience Study supported these pains as well, with three of the top five consumer gripes about the shopping experience centering around cross-channel shortcomings, including inconsistencies in pricing and promotions.



> *Shoppers expect fulfillment options at checkout*

> *Shoppers look for the same options at a kiosk*

Channel Challenges

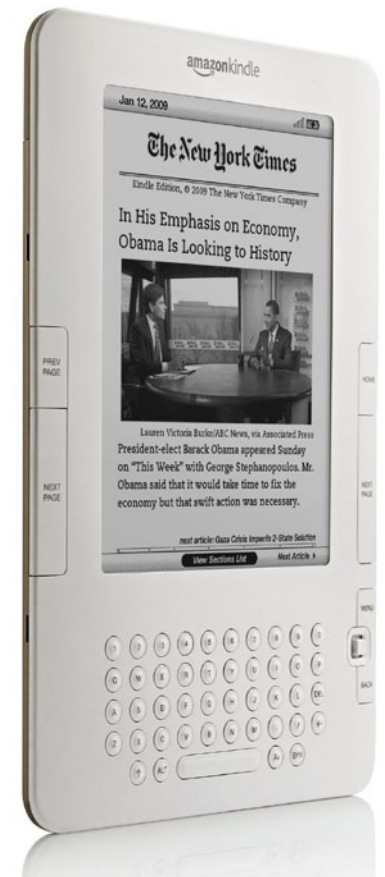
The decade-old dilemma of selling across multiple channels has been further complicated in the last few years by a steady stream of new consumer touch points, which have continued to reinvent the way consumers communicate and consume.

While many retailers thought the expansion of e-commerce over the last decade was difficult to keep up with, the explosion of potential new shopping channels popping up over the past three years--from now-ubiquitous mobile and social channels to emerging channels like location-based marketing and social games--has been enough to make an executive's head spin.

To fully appreciate the relentless transformation retailers have faced over the past decade, consider the impact these transformational products and platforms have had on the economy and the retail landscape:

- The Netflix subscription service for flat-rate home delivery of DVD rentals was first introduced in 1999. By February 2007, Netflix had marked its 1 billionth DVD delivery. By 2009, while traditional market leaders including Blockbuster were reorganizing, Netflix's library had grown to 100,000 titles and the company had more than 10 million subscribers

- Launched in 2001, Apple's iPod quickly revolutionized the way music was purchased and consumed. By 2010, Apple CEO Steve Jobs announced the company had sold more than 250 million of the devices and left a whole channel of brick and mortar retailing in its wake.
- Amazon debuted the Kindle portable e-book reader in 2007. The Kindle gave birth to a whole new product category of e-readers, as well as a brand new headache for already struggling book merchants. The software, hardware and network platform revolutionized the way readers shop for, download, browse and read books, newspapers, magazines, blogs and other digital media.



NETFLIX MARKS ITS
1 BILLIONTH DVD DELIVERY

Channel Challenges

- The Apple iPad, launched in April 2010, has rewritten the rules of new product launches, growing twice as fast as the iPhone in its first year. The touch-screen tablet has reportedly already sold more than 8 million units in its first year and has spawned a flurry of different applications for consumers and businesses alike.

The expansion of these game-changing products and platforms blindsided and obliterated entire sectors of retail, as companies failed to engage their consumers within the new media and formats they were migrating towards.

Those retailers who remained stuck on the way business had always been done, rather than looking for ways to reinvent their brands around the new ways consumers are engaging, simply got run over.



800 MILLION
IPADS SOLD IN THE FIRST YEAR

Channel Challenges

The new reality for retailers is that simply extending a brand into new sales channels and new touch points is no longer enough to drive relevancy and engagement. The shopping experience has been reinvented and redefined by e-commerce leaders like Amazon and Zappos, who have trained consumers to expect to be recognized when they arrive and engaged with personalized recommendations and offers based on past purchases and visits.

Keeping pace with these rising consumer expectations is another reason why an All-Commerce platform is a necessity for retailers today. Brands like Amazon have not only reset the bar in terms of customer expectations, they continue to move the needle by integrating new touch points and forms of engagement. Amazon's recent integration with Facebook enables customers to engage their friends to identify popular items, build collections, evaluate products, and – most importantly -- significantly influence purchasing decisions.

When you consider the millions of customers who have shopped Amazon, it's hard to ignore the influence Amazon now has on consumer preferences and shopping patterns. Therefore, it is imperative that progressive brands keep pace by building an All-Channel platform strategy that enables them to deliver a consistent, personalized shopping experience across the web, mobile, social, and direct channels in addition to the physical store.

In order to acquire and retain a loyal customer base in this competitive and fast-moving environment, retail brands must deliver relevant content, assortments, promotions and offers in all channels. While many retailers have attempted to recognize customers returning to their websites, the overwhelming majority of merchants fail to repeat this 1 to 1 experience in their stores, call centers or on social media.

Consumers are now comfortable with receiving personalized recommendations based on their past purchases and sharing suggestions based on the shopping carts of consumers with similar profiles.

THE SHOPPING EXPERIENCE
HAS BEEN REINVENTED AND
REDEFINED BY INNOVATORS LIKE

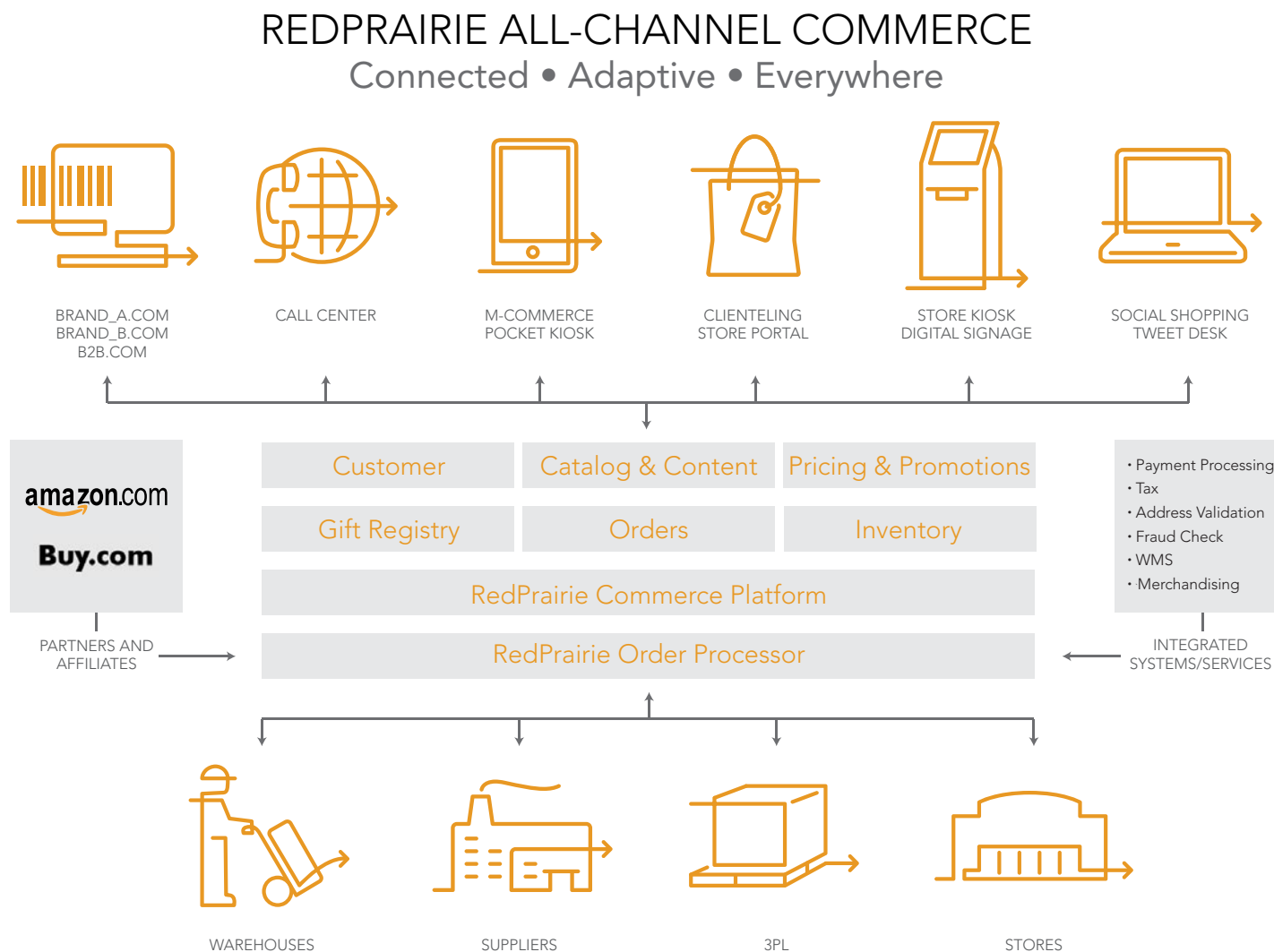
amazon.com


Zappos

.com

ALL-CHANNEL COMMERCE IN ACTION:

Building Around an Open Commerce Engine at the Core



ALL-CHANNEL COMMERCE IN ACTION:

Building Around an Open Commerce Engine at the Core

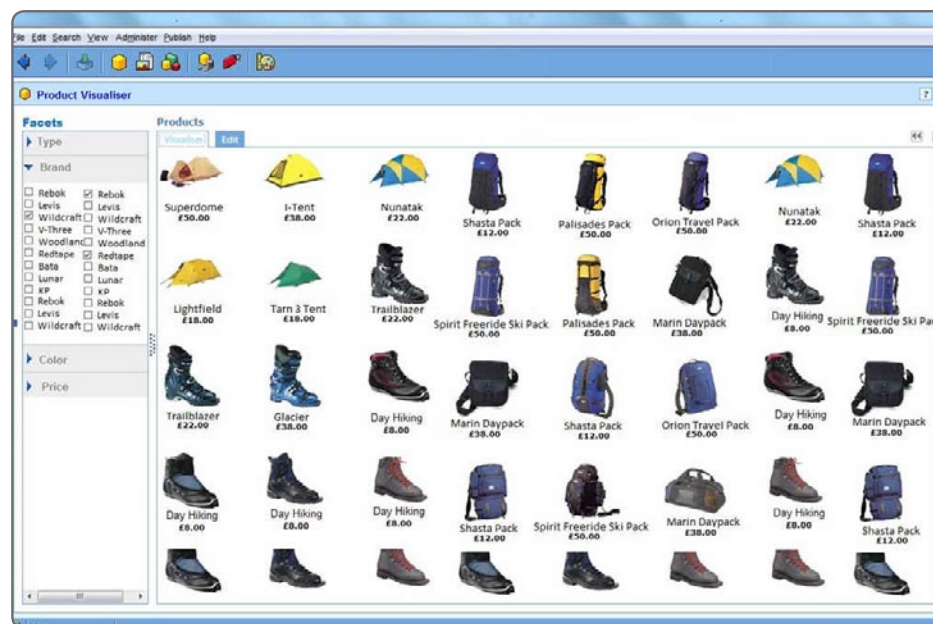
For most progressive retail brands, their website is often the first point of contact with a consumer and really serves as the hub between all other channels. Before they visit a store location, consumers often start by visiting the web. Consumers connecting through emerging channels such as social media and mobile, typically navigate back to the web for a wider look at shopping options. Even in the direct channels like catalogs and call centers, shoppers are often steered to a brand's website to track order status or other purchase details.

Given the website's role as the centerpiece for the brand, it is essential that retailers select an e-commerce engine that drives sales and brand loyalty by delivering personalized experiences that are relevant to each shopper's history, preferences, and social graph.

RedPrairie's e-Commerce platform is an open, scalable, channel-agnostic solution that enables retailers to deliver both an outstanding web shopping environment as well as a highly personalized vehicle for delivering store, merchandise, marketing and service information.

By providing uniquely intuitive and rewarding interactions for shoppers, the RedPrairie e-Commerce engine helps convert browsers to buyers, enabling retailers to capture every sale possible while simultaneously reinforcing brand loyalty. Designed to address the complexity of managing multi-brand, multi-national websites, RedPrairie's Commerce platform helps retailers target, manage, and publish the right products, content, promotions, and messages easily and consistently, regardless of the channel.

Further, RedPrairie's e-Commerce platform enables the personalized shopping experience consumers now demand. An integrated Relationship Marketing engine personalizes content, assortments, promotions and offers across every channel and touch point.



RedPrairie's powerful business user tools, like the Product Visualizer shown here, make it easy to deliver dynamic, interactive, and compelling web experiences.

The New Rules of Engagement: Social Shopping

The pace of change in retail is showing no signs of slowing, and in fact is likely accelerating. Consumers today are constantly connected, and their access to information is fluid. In an age where there is an app for almost everything, consumers are used to doing everything from downloading movies to banking, in real-time, from any device.

With consumers now trained for this instant access, shopping is being redefined and retailing reinvented, and transparency is the baseline expectation. Engagement is mandatory to break through the noise, and retail brands must actively take part in the conversation, otherwise their customers will do so without them.

Rather than simply trying to sell across multiple channels, the new challenge for retailers is to develop engagement strategies that account for an ever-expanding array of channels, devices and touch points.

> **Social Media:** The explosion of social media, for example, has dwarfed the growth rate of any other media in history, with Facebook now topping 500 million users and Twitter reaching 175 million. Social media has become so pervasive in consumer's lives that they are now looking to incorporate and share their shopping experiences in every channel with friends and family.

From the ability to simply "like" a brand or product to viewing the collections, preferences, reviews and opinions of friends, the social

media explosion is reinventing how consumers discover and select products. Consequently, social media has emerged as another channel critical to a comprehensive All-Channel Commerce strategy.

The power of social and mobile is ushering in other new technologies, applications and engagement opportunities, including:

> **Social Gaming:** With popular games such as Farmville and Mafia Wars dominating Facebook, it is estimated that more than 60 million US consumers are involved in social gaming. NPD Group recently estimated 1 in 5 Americans age 6 and above are now active in social gaming.

Some progressive retailers are already tapping into this new engagement medium. Apparel retailer H&M recently ran a gaming application that tied virtual goods to real-world discounts and promotions for real goods on sale at nearby locations for consumers who checked-in to an H&M location. Through the promotion, H&M delivered 10.6 million impressions to mobile users checking into the MyTown location-based mobile game.

1 IN 5 AMERICANS AGE 6 AND ABOVE
ARE NOW ACTIVE IN SOCIAL GAMING

500 MILLION
FACEBOOK USERS

175 MILLION
TWITTER USERS

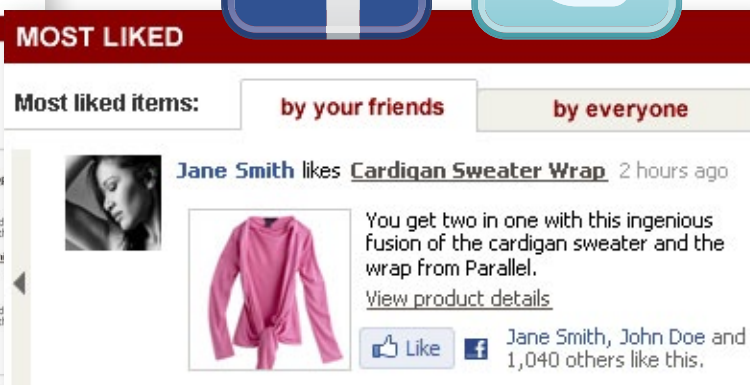
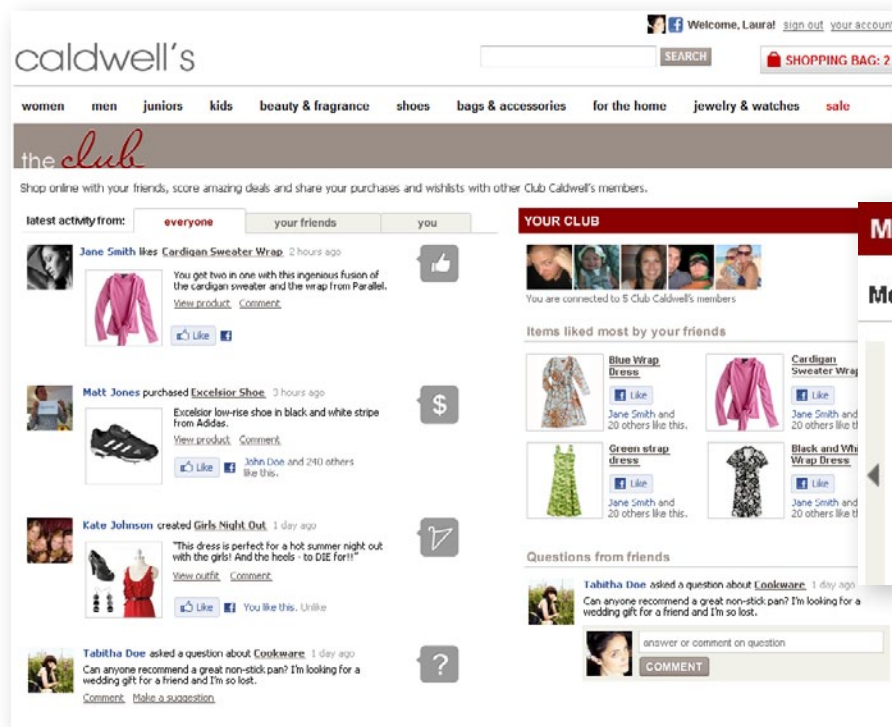
ALL-CHANNEL COMMERCE IN ACTION: Enabling the Shared Shopping Experience

As shoppers' browsing habits evolve, RedPrairie's e-Commerce social media integration tools ensure that all shopping paths are still clear, connected, and integrated.

RedPrairie's Commerce platform provides an easy extension to social shopping by providing Shopping on Facebook functionality as well as "Share on Facebook and Twitter" options. But the RedPrairie Commerce platform also goes a level deeper by integrating the shopper's social graph into the other channels. Shoppers can now

share comments and collections with their friends, survey their friends' collections, and solicit feedback and opinions, all within the product catalog – on the website, on the mobile phone, and in the store.

In addition, the platform allows retailers to stay on top of Twitterverse with TweetDeck capabilities integrated into the Contact Center to monitor, reply, and send direct messages, as well as the ability to create cases of Tweets when follow-up service is required.



RedPrairie integrates your customers' social networks into the product catalog to put their friends to work helping you close more sales.

Reinventing Shopping for Smaller Screens

With U.S. mobile e-commerce revenue forecasted to reach nearly \$24 billion in 2015, retailers simply can't afford to ignore this emerging channel.

The popularity of the iPhone and Google Android OS devices have made the mobile Web an engagement channel no retailer can afford to ignore. It's estimated that more than 70 million iPhones have been sold since the product's launch in 2007. Google CEO Eric Schmidt recently said about 200,000 Android devices are being sold every day.

Whether browsing, completing online transactions, sharing options with friends, or seeking detailed product and inventory information while in your store, today's on-the-go shoppers are looking to the small screen for a rich, meaningful brand interaction.

With Nielson data showing 120 million mobile U.S. consumers now owning smartphones, retailers are realizing the power of influencing consumers while they are either in or nearby a store. In order to engage these connected consumers, retailers are rapidly adopting location-based applications.

24 BILLION
2015 U.S. MOBILE
E-COMMERCE
REVENUE FORECAST

> **Location-Based Marketing:** Although still in the early stages of development, location-based marketing is emerging as a powerful new connecting point and intersection between social, mobile and brick and mortar channels. New data from the Mobile Marketing Association shows one in four adults already use mobile location-based services. Participation is significantly higher among the more active smartphone platforms, with 63% of iPhone owners using location services at least once a week. Consider just a few of the recent location-based initiatives:

Shopkick, a San Francisco-based startup, is a new app picking up on the Foursquare concept of checking in. Consumers who sign up for the Shopkick app can automatically earn "Kickbucks" rewards just for walking in partner stores. The app can also be configured to guide shoppers from department to department, and reward them for typical shopping behaviors like scanning the barcodes of featured products. Its early partners include nationwide chains like Best Buy, American Eagle Outfitters, Macy's, and Sports Authority, as well as shopping-mall owner, Simon Property Group.

Smartphone app **Loopt** launched a mobile loyalty program in June 2010 that will enable consumers to win rewards from partner retailers such as Starbucks and The Gap.

Location-based ad and alert companies **Placecast and Location Labs** have teamed up to send shopping alerts to more than 180 million consumers across multiple cell phone networks. The companies are creating ShopAlerts, which are location-triggered text messages sent from brands to consumers who opt into the service. The companies claim they can use the service to reach as many as 60% of U.S. consumers. The two companies are working on ShopAlert brand campaigns for retailers such as The North Face.

Facebook recently launched Facebook Places, which now gives location-based marketers access to 500 million users, with the bonus capabilities inherent in the companion product, Facebook Deals.

ALL-CHANNEL COMMERCE IN ACTION:

Putting The Power of e-Commerce into the Hands of Brick & Mortar Shoppers

RedPrairie's Pocket Kiosk empowers consumers with the rich information and features of online shopping, all in the palm of their hand – at the shelf.

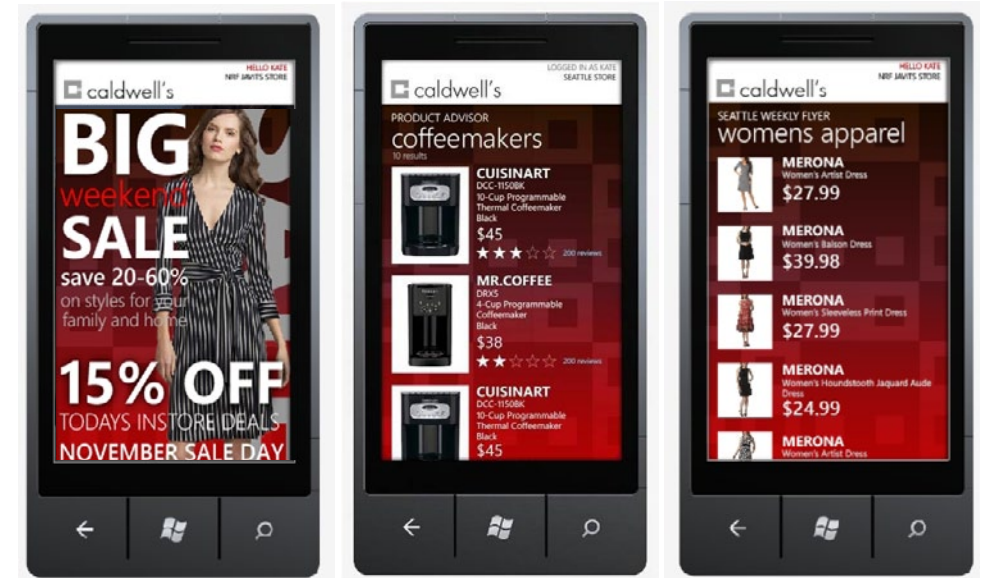
Many of today's in-store shoppers are no longer satisfied making purchase decisions based upon a brief description on product packaging or shelf labels, so they either go home to do more research online, or they use their Smartphone to shop online.

Pocket Kiosk helps retailers reinvent the brick & mortar experience and addresses the reality that shoppers have more options and choices for information than the physical channel, and the chances of closing the sale diminish greatly if the right information isn't supplied.

Pocket Kiosk delivers consumers the rich content and convenience shoppers need - in an intuitive and personalized mobile interface – to help influence purchase decisions in your favor by keeping them in the context of your brand.

RedPrairie's Pocket Kiosk combines existing product content and digital assets with each shopper's all-channel history to help retailers convert more store shoppers to buyers by providing information including:

- Product details, features, and specifications
- Customer reviews
- Inventory availability in other stores
- Personal and local promotions
- Recommendations based on others who bought this item
- Loyalty-based promotions and offers



RedPrairie's Pocket Kiosk application helps you close more sales in the store with easy and efficient access to assortments, inventory, rich product details, personal and local promotions, wish lists, registries, order history, and more.

The New Reality

Considering this ongoing transformation of consumer consumption, the reality is that a “multi-channel” strategy is no longer enough to succeed as a 21st Century retail brand. Progressive retail brands are realizing they need to move from multi-channel to All-Channel Commerce. Leading brands such as Apple, Netflix and others have proven that All-Channel success is all about the platform.

By building a platform strategy, these retailers have consistently been first-to-market with transformational delivery models, products and commerce options. This platform approach has allowed these brands to establish a single view of their customers, inventory, assortments, etc.

For example, within a single iTunes account, an Apple customer can purchase music on their laptop, apps on their iPhone, books on their iPad and movies through their Apple TV set-top box. The device the consumer is using, their physical location or type of media they are selecting is irrelevant. All of the applications and products Apple offers are connected – from the commerce engine to product libraries to customer history – via the platform.

By making the delivery of movies to any device seamless, Netflix has had a similar impact on reinventing the shopping experience. When Netflix first launched back in 1999, the company helped to transform the DVD rental market by providing its customers with home delivery.

As content streaming has become more and more important to the home viewing experience, the company has continued to reinvent and redefine channels and distribution of movies by extending its reach to nearly every device and channel where consumers consume entertainment. For example, consumers can now access Netflix

on the following devices:

- Online on a PC
- Smartphone
- iPad/Tablet Devices
- Video Game Consoles
- Wi-Fi Enabled Blu-Ray Players

While other new DVD rental options including Redbox kiosks have also changed the landscape, Netflix has made it so easy and convenient for their customers to access their products they have essentially rendered all of their competitors obsolete.

Netflix has achieved market dominance by maintaining a relentless commitment to

developing API's that countless other systems and devices can use to access their applications. Other merchants could argue that Apple and Net-flix are working within proprietary environments, but the seamless experience they provide in the delivery of software and entertainment is what consumers have now come to expect from all retail brands.

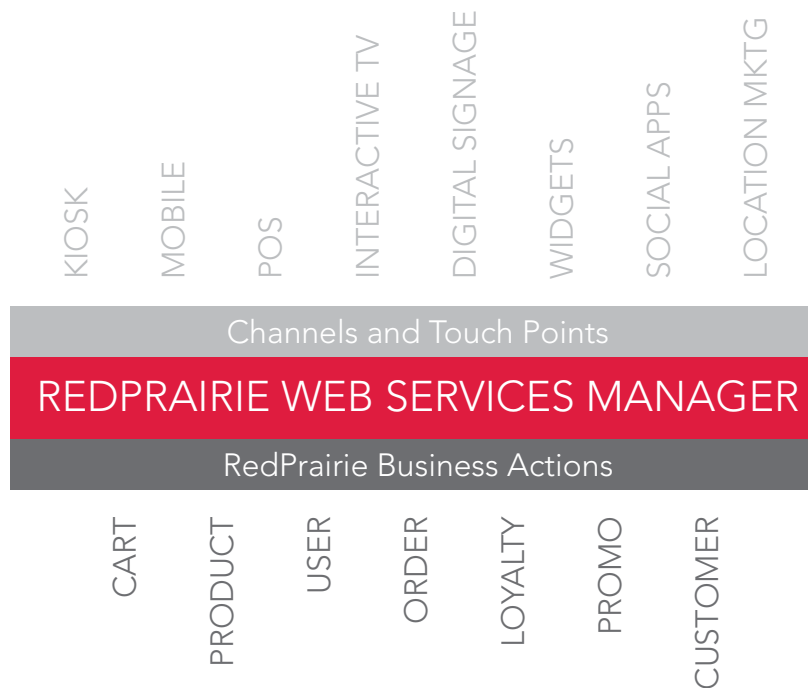


Integration: The Key Ingredient to All-Channel Commerce

In addition to adding the ability to connect to new devices and channels, an even more critical point of an All-Channel Commerce platform is the ability to integrate the intelligence and data to internal departments. As brands such as Netflix have demonstrated, all-channel integration is really the insurance policy brands need to ensure they will be relevant as delivery models and touch points continue to change and evolve.

With an integrated All-Channel Commerce platform, retailers are able to address the new ways their customers are reinventing the shopping experience and provide the types of seamless interactions that keep customers coming back. Some of the key performance benefits enabled by the internal integration of All-Channel Commerce platforms include:

- A single view of customer, order, inventory, assortments
- Easy, efficient management of channel-specific promotions and offers
- Real-time, enterprise-wide inventory availability and reservation
- All-Channel fulfillment options
- Complete All-Channel customer history, ensuring seamless, personalized experiences in every channel



RedPrairie Web Services Manager powers All-Channel Commerce with easy integration of all the richness of your commerce engine to any channel, any device, any platform.

ALL-CHANNEL COMMERCE IN ACTION:

Enabling Internal Integration of Siloed Systems

Similar to the open approach of market leaders like Netflix, RedPrairie's Web Services Manager enables retailers to easily and quickly expand channels as they become relevant to their target customers, from new in-store technologies to consumer living rooms via interactive TV.

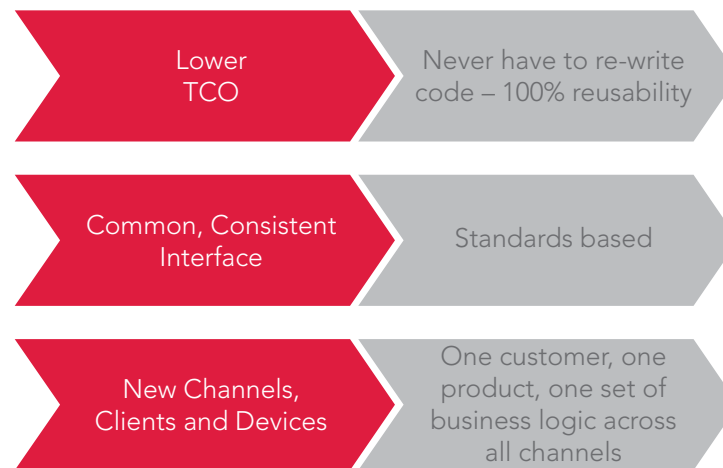
RedPrairie's Web Services Manager provides the layer of architecture needed to allow retailers to easily integrate their core departments – from marketing and merchandising, to every corner of the organization – and ultimately, to the fulfillment network, whether it's their warehouses, stores, or suppliers and third party logistics services. From an internal perspective, the Web Services Manager provides a platform that's connected, adaptive, and puts the brand everywhere customers want it to be.

The Web Services Manager is critical in delivering RedPrairie's All-Channel Commerce Platform by leveraging a common, shared set of services across all the channel touch points. Every RedPrairie service works seamlessly across channels – a single customer, catalog, shopping cart, orders, pricing, promotions, content and inventory shared across every channel. Even in addressing unique promotions and pricing by channel, the shared services allows retailers to create, maintain, and make them available across all touch points at once.

By enabling an open approach, the Web Services Manager enables retailers to easily connect to core channels such as kiosks, POS, and also to begin engaging and selling across emerging devices and channels such as Interactive TV or a 3rd party affiliate relationship.

Now, rather than developing separate disconnect applications for smartphones, tablets and social media channels, retailers can simply build upon the same open platform, resulting in consistently seamless, personalized, and social shopping experiences in every channel.

COMPREHENSIVE BENEFITS OF WEB SERVICES MANAGER



Connecting the Points of Service

As customers demand more personalized and satisfying shopping experiences, those retailers who offer an informed, seamless point of human contact across every channel will enjoy increased loyalty, market share – and sales.

Retailers attending a recent Deloitte conference on cross-channel retail strategies concluded in fact that the call center is “reborn”. Attendees of the conference highlighted that call centers are playing an increasingly important role as a critical touch point with consumers. Successful cross-channel strategies embrace the call center as an important channel for consumer personalization as well as up-sell and cross-sell opportunities.



ALL-CHANNEL COMMERCE IN ACTION:

RedPrairie Contact Center Ensures Exceptional Integrated Service for Every Touch Point

By providing unparalleled access to order information across all points of customer contact, RedPrairie has helped the world's most successful retailers reinvent their total shopping experiences with a robust and full-featured call center as their integrated service hub.

RedPrairie Contact Center was designed from the onset to provide the robust set of features required to support the cross-channel retailer in reinforcing their brand reputation via exceptional service and support in every channel. CSR's have real-time access to the entire RedPrairie Commerce platform, ensuring they have everything they need – from rich product information, customer history, promotions, offers, and cross-sell information to real-time order status and advanced search capabilities – to ensure exceptional service every time the phone rings.

Agents can capture and modify orders, answer questions about order status, update customer profiles, and create returns. Whether it is an order that has not yet been submitted on the web or an order that is sitting in a drop-ship supplier's warehouse awaiting shipment, agents have full visibility to line item status and can make any modifications necessary to ensure customer satisfaction.

Agents also use Contact Center to track all customer issues requiring follow-up by creating and managing cases and tasks, ensuring that customer issues remain front and center until they have resolution. Automatic escalation trees and alerts are utilized to eliminate any disconnects due to employee turnover or illness.

The screenshot displays the RedPrairie Contact Center interface. At the top, there is a navigation bar with tabs for Home, Search, Customers, Orders, Quotes, Registries, Catalog, Cases, Tasks, User Manager, and Twitter. The user is identified as Thomas, Charlie, with options for My Profile and Logout. The main content area is divided into several sections:

- Home Tasks:** A list of actions including 'Create an order', 'Create a quote', 'Create a registry', 'Create a business', 'Create an individual', 'Create a case', and 'Create a task'.
- Learn More About:** A section with expandable links for 'Interface conventions', 'Orders', 'Cases', 'Tasks', and 'Using keyboard shortcuts'.
- Home:** Contains two main search forms:
 - 'Create an order for an existing customer' with a 'Contact/Individual #' field and a 'Create' button.
 - 'Find an order' with an 'Order Number' field and a 'Search' button.
- Find a customer:** A section with radio buttons for 'Individual Account' and 'Business Contact'. It includes fields for 'Customer Number', 'E-mail', 'First Name', and 'Last Name', along with 'Search' and 'Clear Fields' buttons.
- My Cases:** A table listing customer cases with columns for Number, Description, Status, Last Modified, and Modified By.

Number	Description	Status	Last Modified	Modified By
13	Follow up with customer on why they cancelled	Escalate to Team Lead	04/15/2010 10:20:46	Thomas, Charlie
11	Customer had issues with product	Escalate to Supervisor	03/22/2010 16:02:46	Thomas, Charlie
10	Confirmation of Fitting	Order Status Check	03/14/2010 10:48:26	Thomas, Charlie
9	Customer wants shipping refund	Checking Info	02/17/2010 21:12:14	Thomas, Charlie
5	Credit Card Auth. Failure	Request Callback	02/09/2010 15:12:50	Thomas, Charlie
- My Tasks:** A table listing tasks with columns for Description, Number, Status, Last Modified, and Modified By.

Description	Number	Status	Last Modified	Modified By
Confirm In-Store Appointment for Design Follow Up	42,234	In Progress	10/09/2010 08:57:01	Thomas, Charlie

RedPrairie's Contact Center tools give CSR's a comprehensive view of all customer activity, in real time, in every channel.

Delivering on the Promise of All-Channel Commerce

The challenges of All-channel Commerce don't end when the order has been captured. It's often the capabilities of the underlying order management system that ultimately determine how well a retailer can deliver a satisfactory shopping experience to its customers. Today's retail environment presents a complex array of fulfillment options that require a flexible, scalable and real-time application managing all phases of the order lifecycle, and operational efficiency is no longer enough. The ability to effectively fulfill customer demand through a customer's channel of choice has become critical to securing both share of wallet and repeat business.

Several capabilities are critical to implementing a successful all-channel order management strategy, including real-time inventory visibility across channels, store integration, drop-shop fulfillment infrastructure, order brokering, and flexible pick, pack and ship capabilities, to name a few.

However, while the challenges of all-channel order management are indeed significant, the benefits can be equally significant:

- Preventing lost sales due to stock-outs
- Expanding choices and sales through "endless aisle" assortments
- Boosting margins by selling more with less
- Higher customer satisfaction from expanded options



ALL-CHANNEL COMMERCE IN ACTION:

RedPrairie Order Fulfillment Helps You Fulfill Every Expectation on Every Order, Every Time

RedPrairie Order Management has been designed from the ground up to focus on the unique dynamics of the all-channel retail business, and ensuring every customer transaction delivers a consistently high-level of service, increasing satisfaction and driving loyalty.

RedPrairie provides a stronger and more comprehensive set of OMS capabilities than some of the other vendors that provide only a separate OMS platform. RedPrairie delivers full Customer/Sales Order Management integrated with Visibility/Fulfillment capabilities as an embedded set of functionality within the RedPrairie Commerce Suite.

RedPrairie Order Management addresses all of the customer-specific services retailers provide in a common framework including:

- Website, Phone and Catalog Orders
- Endless Aisle orders in the store
- Special / Configured Product Orders
- Pick Up in Store
- Ship From Store
- Transfers of merchandise for a customer
- Alterations, Installation, Repair
- Requests for Information
- Returns

RedPrairie Order Management provides retailers the visibility and control required to seamlessly manage the full lifecycle of orders and services across multiple channels and fulfillment nodes.



RedPrairie Order Management is tightly integrated with RedPrairie Contact Center, e-Commerce and Clienteling functionality including order capture, order tracking, cancellations, returns, and refund processing. Extending beyond the traditional distribution center, RedPrairie Order Management allows the retailer to leverage their suppliers, partners and stores as additional vehicles for meeting customer demand.

By providing a holistic view of the retail fulfillment network, retailers can increase fill rates, lower the cost of inventory, reduce manual processes and respond faster to exceptions.

Keeping the Store at the Center of All-Channel Commerce

While most of the attention around All-Channel Commerce has been focused on e-commerce, mobile and other shiny new interactive sales channels, the reality is brick and mortar is still by far the largest sales channel. In addition, even as other channels are emerging, progressive retailers are positioning the store as the hub of all consumer interactions.

By offering services such as Order Online/Pickup In-Store, retailers are positioning the store channel as an integrated direct commerce channel whether that is from a selling channel standpoint or from a fulfillment source. When connected via an integrated commerce platform, the Store Pickup capability allows retailers to accept orders from any channel to be processed at the store, print packing lists, and send out timely e-mails through the customer pickup process.

Services such as Buy Online/Pickup In-Store are quickly becoming a competitive differentiator, according to recent research from Kurt Salmon Associates (KSA), which found several retailers reporting that 40% of their online purchases are now being picked up in-store.

In fact, in addition to simply offering the service, the KSA research said consumers are now paying attention to the turnaround for orders picked up in-store. KSA found the average promised turn time is two hours. While some retailers guarantee orders will be ready within four

“Once the offering is ubiquitous, speed will be the killer app. Consumers want instant gratification.”

Noam Paransky, Retail Strategist, Kurt Salmon Associates, discussing the emerging importance of Buy Online, Pickup in Store capabilities to the All-Channel consumer

hours, KSA pointed out that several brands have differentiated from the field by reducing turnaround guarantees to under an hour.

“Once the offering is ubiquitous, speed will be the killer app,” said Noam Paransky, a retail strategist at Kurt Salmon Associates, recently said in an interview with RetailWire. Paransky pointed out that tight inventory management and a near real-time inventory feed to the web store is critical for reducing the likelihood of service failures.

Paransky added that retailers will particularly benefit if they can effectively encourage a second in-store visit at the time of pickup. “Consumers want instant gratification,” said Paransky.

ALL-CHANNEL COMMERCE IN ACTION:

Positioning the Store as an Integrated Hub for All Channels

RedPrairie's integrated commerce platform provides retailers with full capabilities to capture orders whether it is placed through a self-serve kiosk or a sales associate -driven store portal process for save the sale and endless aisle capabilities. Inventory ATP is available from all fulfillment sources including stores, warehouses and vendors if available.

RedPrairie's All-Channel Commerce platform enables retailers to extend their store inventory options via endless aisle product information and inventory complemented by high definition content delivered through its RedPrairie's Store Kiosk application. In addition, RedPrairie's Store Portal provides store personnel visibility to all orders placed online for pickup in the store.

RedPrairie's Store Kiosk application delivers rich product and inventory information to enable Endless Aisle and Save the Sale capabilities, combined with high-definition video, promotional, and social content.



ALL-CHANNEL COMMERCE IN ACTION:

Personalizing In-Store Interactions on the iPad

As part of the movement to improve the in-store shopping experience, many leading cross-channel retailers are putting the power of real-time information into the hands of store associates.

RedPrairie's Clienteling solution has been providing associates at high-touch retailers with greater information about the customer for increased up-sells, cross-sells, store RSVP events, etc. All-Channel Commerce puts a true 360-degree view of the customer in the hands of store sales associates.

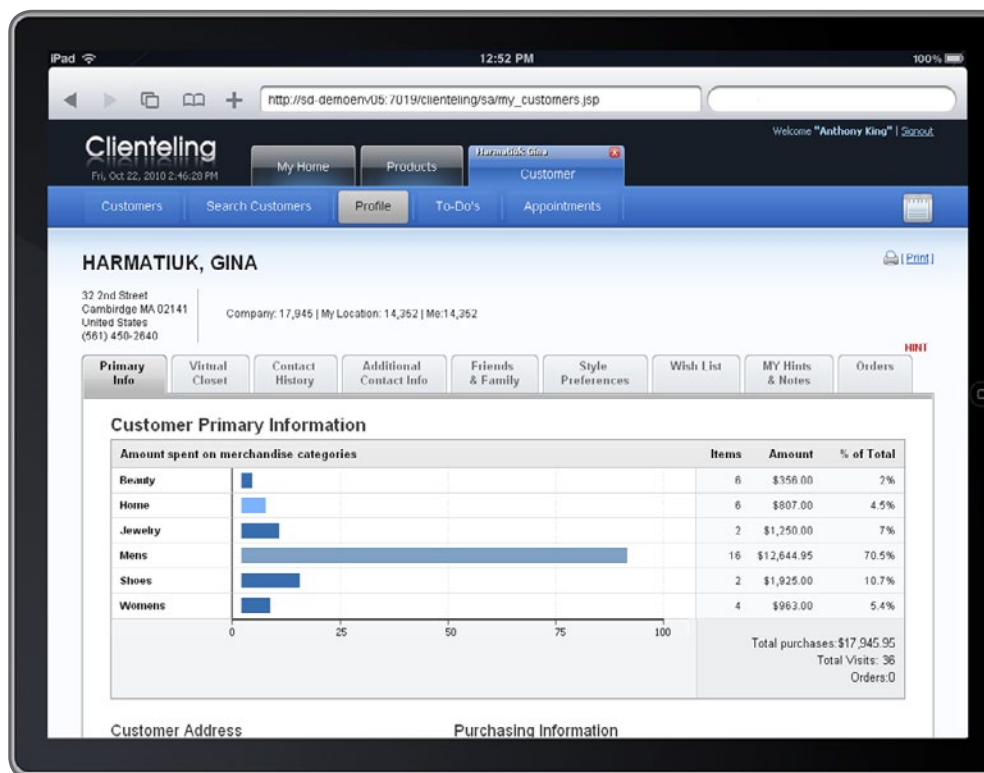
Tapping into the latest devices, RedPrairie's Clienteling solution is now available on the iPad. The application is designed to provide the salesperson with access to the entire assortment – not only what they sell across the chain – but access to inventory, product information, reviews and details, all the things that today's consumer really wants to know, and expects.

Tapping into the convenience of the tablet device, RedPrairie Clienteling on the iPad helps store associates to stay connected to their customer instead of leaving them to go to the POS station to access the information.

RedPrairie's Clienteling on the iPad application also empowers sales associates to escort shoppers throughout the store with real-time access to their complete history, preferences and recommendations.

Further leveraging the full power of customer relationship management, the Clienteling application allows store associates to access loyalty status, points and any customer communications through the iPad.

Deployed in a thin-client model and with open integration standards, RedPrairie's Clienteling solution can also be deployed on other devices and systems, including POS applications.



Conclusion: Building an All-Channel Commerce Blueprint for Future Relevancy

There have been fundamental shifts in the ways consumers shop and interact with brands. Merchants traditionally have had a 1-way dialogue with consumers where they pushed promotional offers at key times of the year and then sat back and waited for the shoppers to come and buy, but now the consumer is clearly in charge of the relationship.

With a plethora of information available at their fingertips from a constantly expanding array of devices, consumers can now access information on product, pricing, and availability and also gather feedback from friends and peers – all at the click of a button, from their home or while they are in the aisles.

Given these new realities, retailers can no longer afford to view and manage channels as independent operations. The connected consumer now expects and demands a seamless conversation with their favorite brands, as well as consistent product availability and pricing – whether they are engaging from an iPad, on their mobile phone, ordering from a catalog, or shopping in a store location.

Retailers can no longer afford divisional silos that disappoint the consumer and force them to turn to a competitor to fill their needs. In looking at the explosive growth of brands like Apple, Netflix and Amazon, one of the common denominators among these companies is their brands and products are ubiquitous in the consumer's lifestyle.

These companies have made it so easy and convenient for their customers to engage and make purchases, on what ever device or in what ever channel they choose, consumers make long-term commitments to their brands even as new touch points and delivery options emerge.

For example, while traditional brick and mortar brands tried to keep pace by offering home delivery of DVDs, Netflix had already leapfrogged their competitors by being first to market with movie rentals on computer, then on mobile devices, game consoles, tablet devices and now directly to wirelessly-enabled DVD players. Viewed purely from a channel expansion standpoint, this was not revolutionary, but because Netflix has a platform in place they can ensure that their brand experience is consistent across these new points and that the order capture and fulfillment taking place behind the scenes is seamless.

Similarly, Apple was not the first player in the tablet computing space. However, they once again lapped the competition with the introduction of the iPad, partly because they were able to immediately connect it to their existing iTunes commerce platform and tap into their base of application developers.

For other retailers looking to protect or build a dominant position within their market, the message is clear: it is now impossible to map out and deliver on an All-Channel Commerce strategy without a platform approach. Trying to tie together point solutions for each new different channel that emerges is simply too complicated and will only slow a retailer's response to new sales opportunities and bog down their engagement with the connected consumer.

Because it has been built as an open, scalable, channel-agnostic platform, RedPrairie's Commerce platform is the only solution that enables retailers to delivers a seamless shopping experience for the web, mobile web, and direct channels as well as a highly personalized store experience.

Conclusion: Building an All-Channel Commerce Blueprint for Future Relevancy

RedPrairie's platform provides the kind of personalized experience consumers have come to expect, helping to deliver relevant messaging and offers based on each shopper's history, preferences, and social graph.

In addition, RedPrairie offers the only integrated platform for the retail industry, connecting each point in the customer experience from searching for a product, processing the transaction, interaction with contact service agents and ultimately fulfilling the order through the most economical and efficient point in the distribution network.

While the alternative of piecing together various point solutions may have allowed retailers to clear the early hurdles of multi-channel

retailing, this patchwork strategy ultimately is increasingly breaking down. Merchants lose valuable response time as they sort through organizational silos and disparate databases in order to recognize and engage customers across channels.

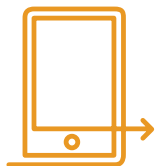
Every aspect of shopping has been transformed over the past decade and the rate of change is only accelerating. Therefore, retailers need to keep pace with consumers and a platform approach is essential to All-Channel Commerce strategy, or they run the risk of being left behind on the long list of retail brands that lost their relevancy and their customer base to a more innovative brand.



WEB



CALL CENTER



MOBILE



STORE



KIOSK



SOCIAL

REDPRAIRIE ALL-CHANNEL COMMERCE
Connected • Adaptive • Everywhere

About RedPrairie

For more than 35 years, RedPrairie's best-of-breed supply chain, workforce, and all-channel retail solutions have put commerce in motion for the world's leading companies. Installed in over 60,000 customer sites across more than 50 countries, RedPrairie solutions adapt to help ensure visibility and collaboration between manufacturers, distributors, retailers, and consumers. RedPrairie is prepared to meet its customers' current and future demands with multiple delivery options, flexible architecture, and 24/7 technical and customer support. For a world in motion, RedPrairie is commerce in motion™.

To learn more about how RedPrairie solutions can optimize your inventory, improve employee productivity, or increase sales, visit RedPrairie.com or email info@RedPrairie.com.

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