

Your customers' expectations have never been higher. The right digital store experience lets you meet-and-exceed-them.

Your customers have heard the promises of technology—greater personalization, increased convenience, and rich access to inventory. They expect to shop where, when, and how they choose. And they will reward retailers who deliver on promises by providing best in class omni-channel customer experiences across web, mobile and store.

PERSONALIZE. EMPOWER. EXPEDITE. UPSELL. CONVERT.

With Demandware's Digital Store Solution, the customer experience in the store can be uniquely rich.

The idea behind our Digital Store Solution is simple: Extend the power of the Demandware Commerce platform into the physical store. Put comprehensive customer, product and inventory data in the palm of your associates' hands and on the screens of their tablets. With easy access to that knowledge, they can create the kind of personalized shopping experiences that increase both customer loyalty and revenue.

The bottom line: Demandware's Digital Store Solution makes it easier for your associates to sell and harder for customers to walk away.

EMPOWER ASSOCIATES TO TRANSFORM SHOPPING EXPERIENCES AND BUILD CUSTOMER LOYALTY

Equip your sales associates with better information about their products and customers. Help them deliver deep product content, and relevant cross-selling suggestions. Provide a view of the customer across selling channels: including past purchases and customer style and brand preferences. Allow your best sales associates to become more knowledgeable about products, customer reviews, and preferences resulting in a more personalized experience for the customer.



CONVERT BROWSERS TO BUYERS

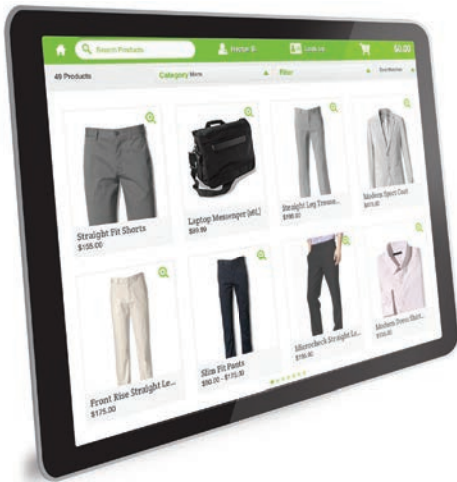
Endless aisle capabilities can help you capture sales by allowing customers to shop your entire inventory from within the store. Reduce physical inventory, increase product assortment, enhance the customer experience, and eliminate inefficiencies in inventory holding, allocation and shipping. Whether the product is in your warehouse or the manufacturer's warehouse, your customer gets what they want when they want it.

PAINLESS INSTALLATION. FLEXIBLE CONFIGURATION.

Demandware's Digital Store Solution is powered by the same commerce platform that runs your web and mobile experiences so that the customer experience is seamless and consistent across channels and devices with limited work. Besides facilitating an easy transition with minimal training, you can replace inefficient siloed kiosks and other homegrown store associate applications with a single commerce platform. Just like your other Demandware Commerce shopping experiences, the Digital Store Solution is fully configurable. Change the look and feel, institute different operational processes, and maintain your own source code repository and app deployment. You receive full access to the reference app source code and app wireframes.

84% of retailers stated that consistent customer experience across channels is most important.

-RSR Research, 2012



71% of retailers believe their current store technology will not enable the future store shopping experience.

-RSR, The Relevant Store in the Digital Age, 2013

DEMANDWARE'S DIGITAL STORE SOLUTION ENABLES STORE ASSOCIATES TO:

- **Scan, browse and search for merchandise:** Easily access product information and availability by scanning a bar code, browsing product assortments using the tablet-optimized navigation, and searching by product ids and keywords.
- **Personalize recommendations using customer preferences and history:** Increase customer spend by up-selling and cross-selling merchandise that fits with past purchases and customer style.
- **Quickly access customer information and place orders on their behalf:** Search by customer to access history and preferences and complete purchases on their behalf using secure, stored customer information.
- **Seamlessly combine web and mobile shopping baskets:** Add additional merchandise to a previously started web or mobile shopping experience in the store and complete the transaction with one simple checkout.
- **Process secure, card-present transactions:** Credit card information swiped or manually entered is secure and all payment details are encrypted and in compliance with PCI standards.
- **Modify prices and promotions based on permissions:** Retailer managed or integrated permissions model for associates that can control access to PII, price overrides, shipping overrides, and more.

And all this robust functionality resides on your tablet devices. Your customers demand the richest, most seamless omni-channel experiences possible. Their expectations have never been higher. Demandware's Digital Store Solution allows you to meet those demands — and exceed those expectations.

In 2011, cross-channel sales in the US were \$1.103 trillion and by 2016 it's estimated that they will reach \$1.660 trillion.

-Forrester: US Cross-Channel Retail Forecast, 2011-2016



ABOUT DEMANDWARE

Demandware, a leader in digital commerce, enables the world's premier retailers to move faster and grow faster in the changing face of retail. Demandware's enterprise cloud platform minimizes the costs and complexities of running global, omni-channel commerce operations, and empowers retailers to respond with speed and agility to new market opportunities and continually evolving consumer expectations.

Bring digital into your store today!



Demandware, Inc.

5 Wall Street Burlington, MA 01803

+1 (888) 553 9216
info@demandware.com

demandware.com