



SPS COMMERCE

REDEFINING RETAIL POWER™

Enhancing the Retail Omnichannel Customer Experience

Today's Speakers



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Strategy
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Agenda

- The power of the consumer
- Omnichannel readiness
- Forrester study findings and insights
- Q&A

SPS Commerce – the cloud retail leader

Membership

55K
trading partners

Sourcing

1.3M
products
7K companies

Item Management

35M
UPCs

Fulfillment

Support
all models

Analysis

300K
retail locations

Volume

\$1+^T
orders annually



A⁺

On time



Complete



Damage-free






Complete & accurate
documentation



The perfect order – 2009



Product Information	<input checked="" type="checkbox"/>	 vendor
Social validation	<input checked="" type="checkbox"/>	
Inventory information	<input checked="" type="checkbox"/>	 retailer
Competitive pricing	<input checked="" type="checkbox"/>	
Convenient fulfillment	<input checked="" type="checkbox"/>	 3PL
Convenient returns	<input checked="" type="checkbox"/>	

The omnichannel perfect order - 2014

65%

Expect more product variety



82%

Expect to buy online
and return in-store



Consumers are
driving change

The rise of the omnichannel consumer

\$300^B

e-commerce sales



\$1.4^T

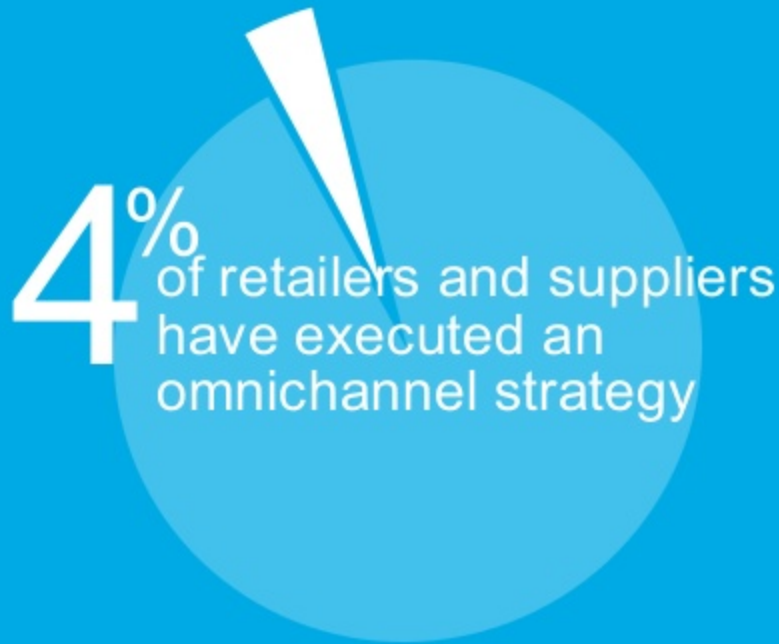
web-influenced sales

Omnichannel execution is lagging demand

52%
“Other priorities” ahead of omnichannel

34%
“Legacy systems” holding back change

43%
“Don’t know what percent of sales originate via mobile”



Making Leaders Successful Every Day

We help you make better decisions in a world where technology is radically changing your customers.



SPS Webinar: Enhancing The Retail Omnichannel Customer Experience

January 22, 2015

Agenda

- › *Why are we here?*
- › *How do we define omnichannel?*
- › *Consumer trends*
- › *The market potential*
- › *The digital and physical worlds collide*
- › *The new shopping experience - it's mobile guided*
- › *Q&A*

Why are we here?

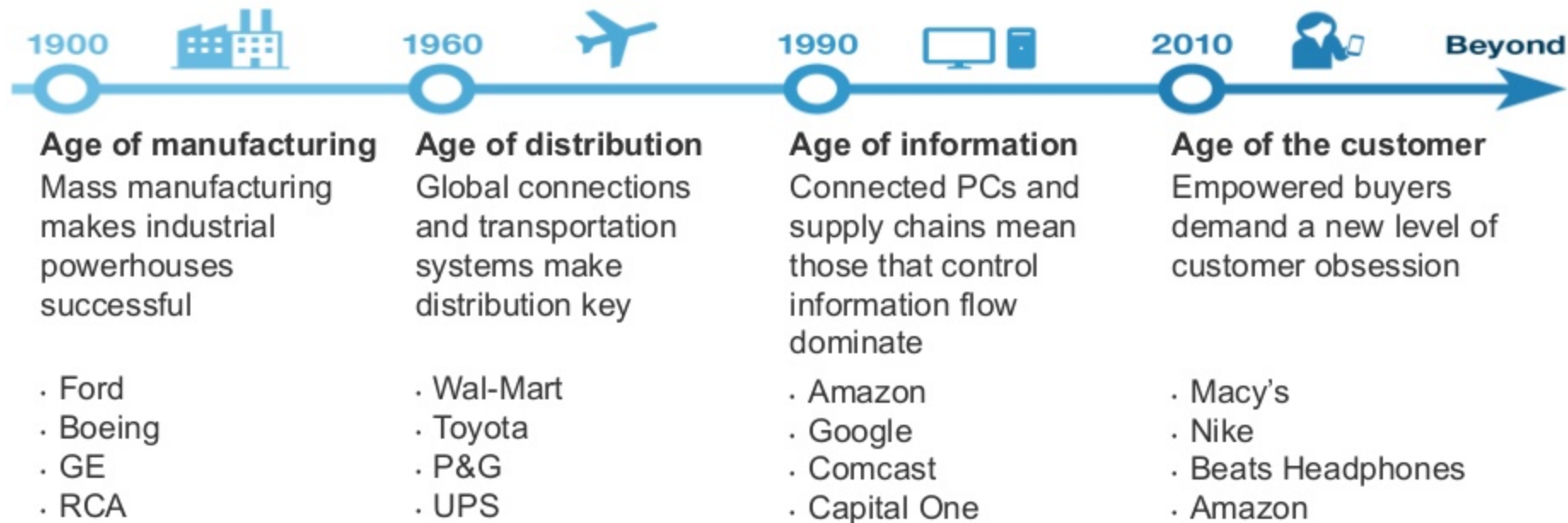
- ▶ SPS Commerce commissioned Forrester Consulting to examine the hypothesis that retailers must provide a seamless, omnichannel user experience, increasingly driven by mobile, to achieve success.
- ▶ This study evaluates how consumers are currently engaging with retailers and explores the current capabilities of retailers to meet consumers' growing expectations.
- ▶ Existing consumer data from Forrester's Consumer Technographics was used, as well as data from a custom survey of 50 retail decision-makers responsible for merchandising, purchasing, operations, supply chain or IT.

What do we mean when we say omnichannel?

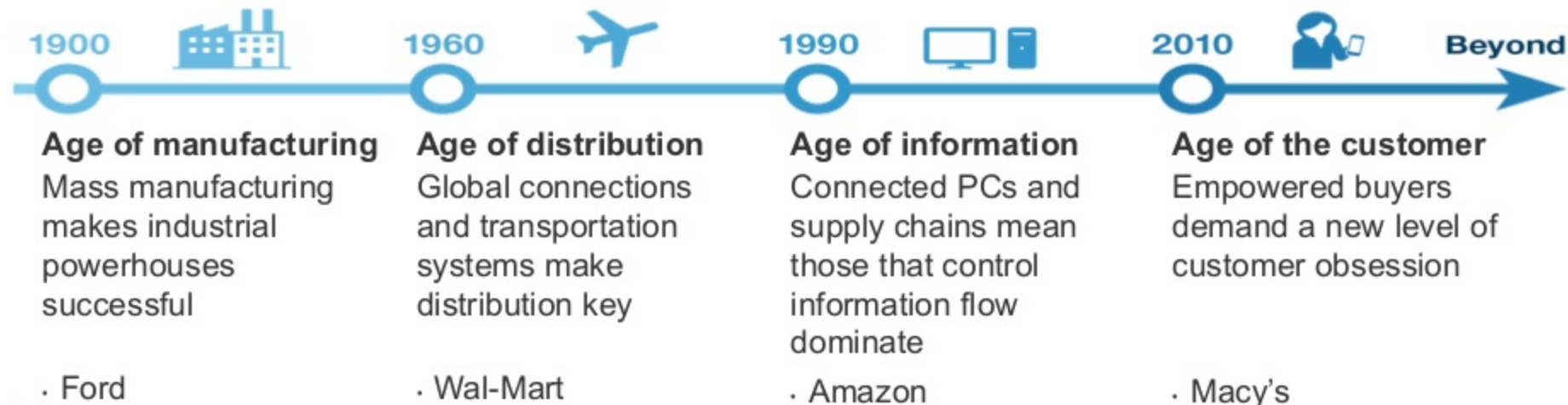
Omnichannel refers to a seamless approach to the consumer experience through all available shopping channels, i.e., mobile devices, computers, brick-and-mortar, television, catalog and so on

Source - http://en.wikipedia.org/wiki/Omni-channel_Retailing

The Age of the Customer: A new era led by empowered customers

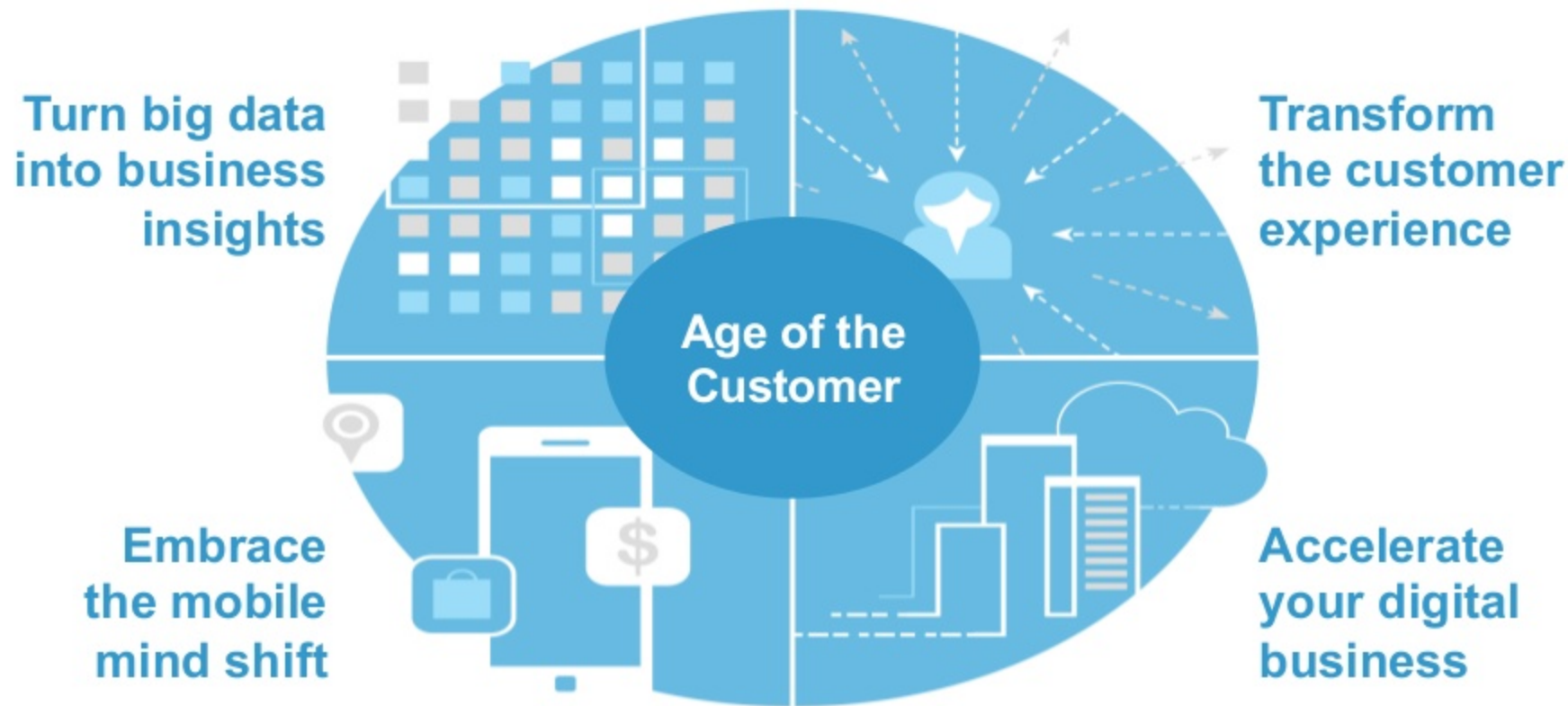



The Age of the Customer: A new era led by empowered customers



The age of the customer is a 20-year business cycle in which the most successful enterprises will reinvent themselves to systematically understand and serve increasingly powerful customers.

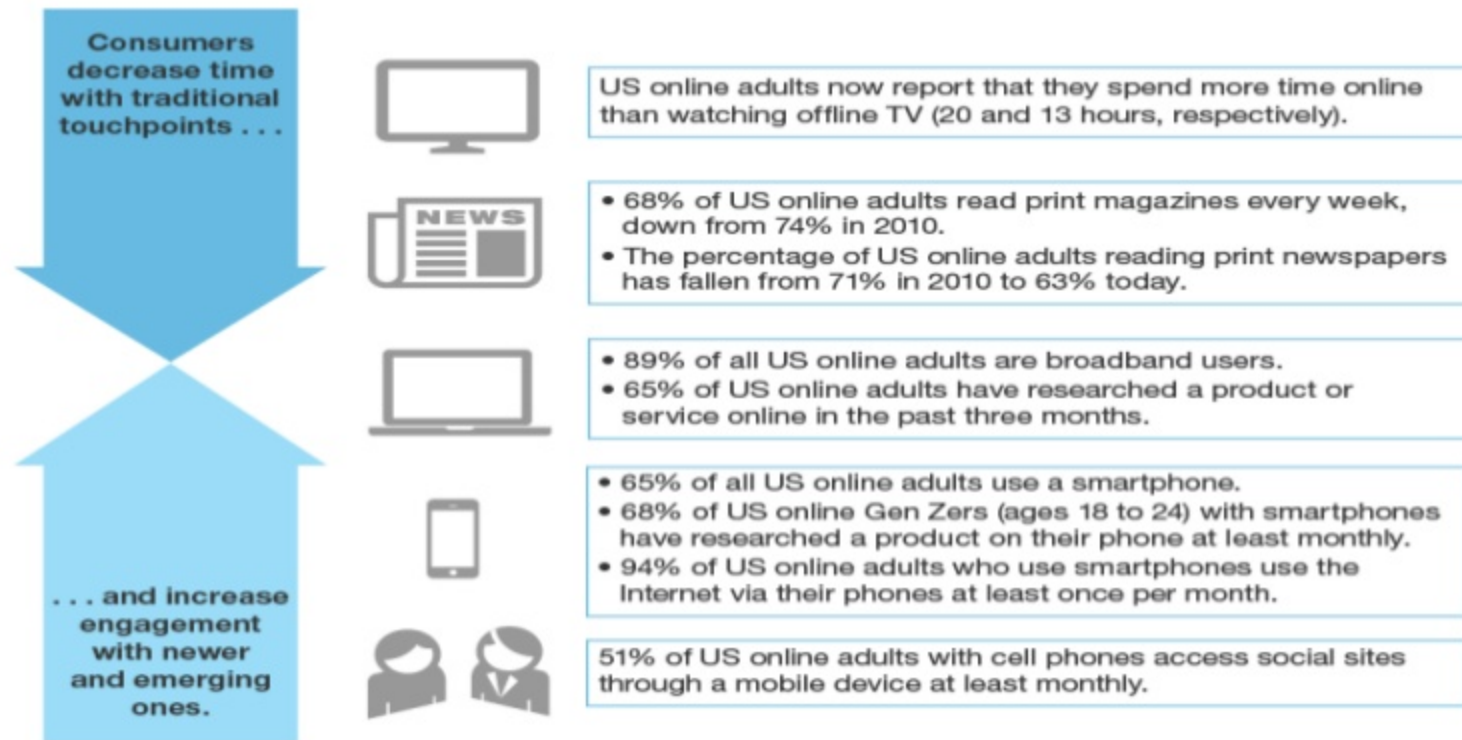
In the Age of the Customer, organizations need to focus on four market imperatives





Innovative businesses continuously exploit digital technologies to create both new sources of value for customers and increase operational agility in servicing their customers.

For consumers, as digital engagement increases the influence of traditional touchpoints declines



Customers are relying less on traditional touchpoints !

Source: North American Technographics® Online Benchmark Survey (Part 1), 2013; North American Technographics Online Benchmark Survey, Q2 2010 (US)

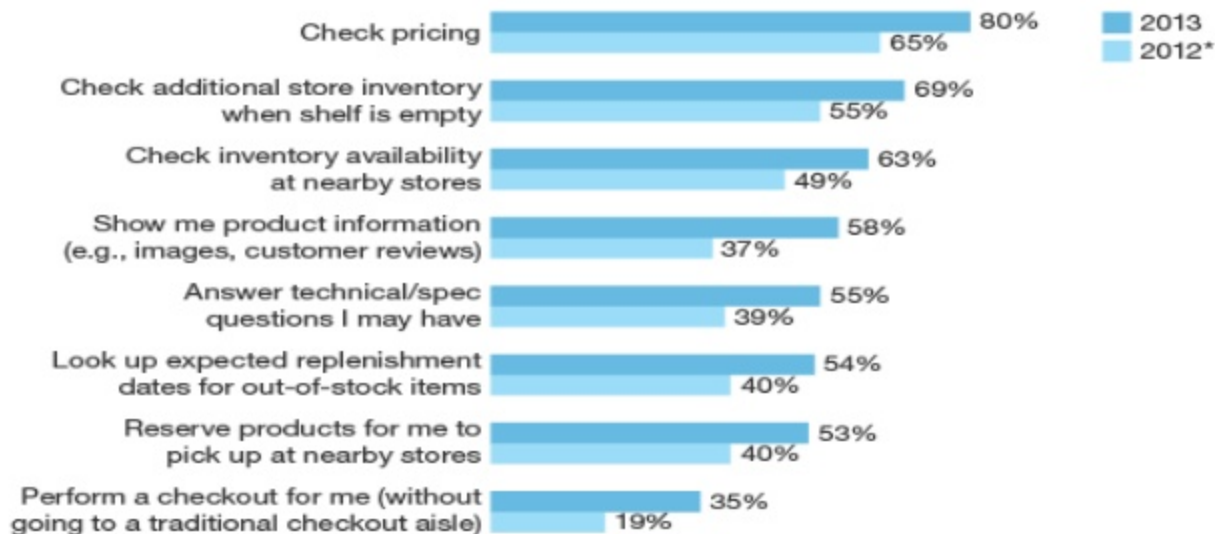
Source: April 2014 “Understand The Digital Business Landscape” report

Your sales force is also being impacted by digital disruption



Customers expect sales people to have access to key content and information !

“When shopping in a store, assume the sales associates are equipped with a mobile device. What would you expect them to be able to do for you?”



Base: 4,595 US online adults (18+)

*Base: 4,491 US online adults (18+)
(multiple responses accepted)

Source: North American Technographics® Retail Survey, 2013

*Source: North American Technographics Retail Online Survey, Q2 2012 (US)