



UPSHOT COMMERCE

The Complete Omnichannel Solution

January 2015

THE COMPLETE OMNICHANNEL SOLUTION

The Upshot solution is a powerful suite of commerce solutions that allows organizations to streamline operations, focus on the customer experience, decrease organizational inefficiencies and increase top-line revenue.

UPSHOT BENEFITS

The Upshot solution allows retailers to focus on attracting and retaining customers through the following:

- Unified tools for the entire digital commerce workforce
- A single point of truth for customer data, inventory and orders
- Feature-rich omnichannel order management system
- Seamless integrations with legacy retail systems such as ERP, PLM, 3PL, Accounting, Business Intelligence and others

MARKETING

MERCHANDISING

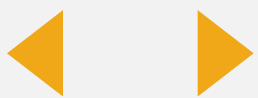
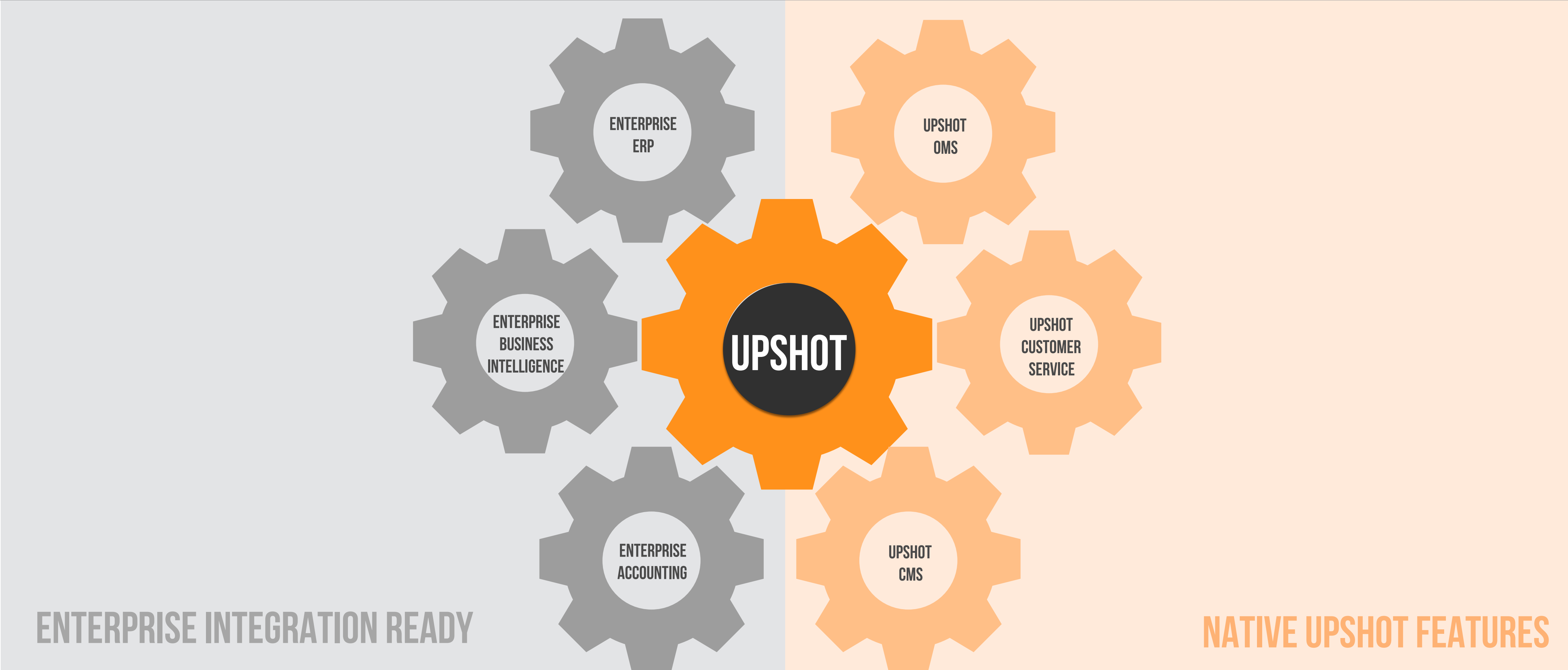
PAYMENT, TAX, SECURITY

ORDER MANAGEMENT

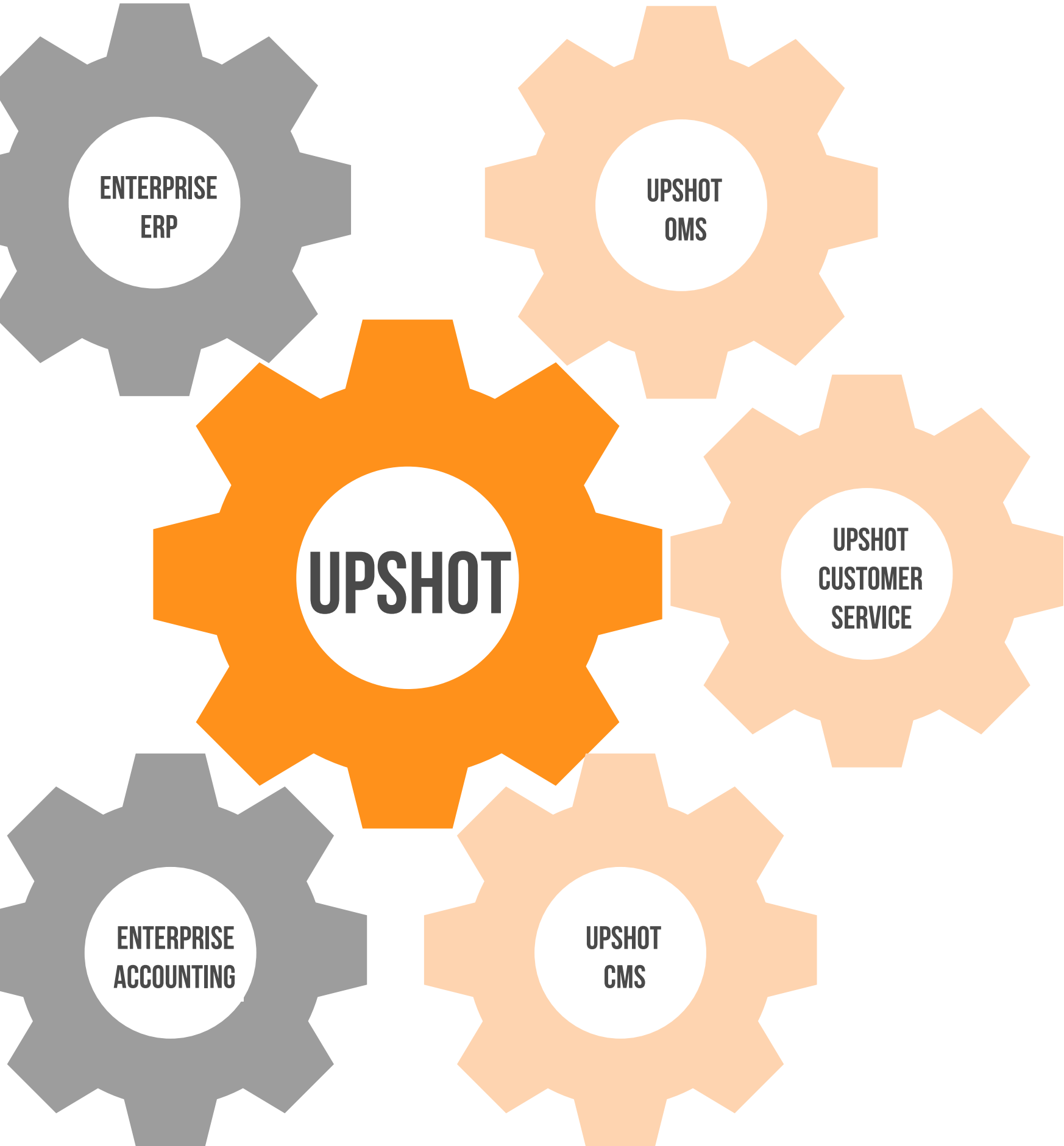
LOGISTICS & FULFILLMENT

A COMPLETE END-TO-END SOLUTION

UPSHOT IS AN EXTENSIBLE AND CUSTOMIZABLE SOLUTION



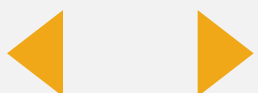
UPSHOT SOLUTION



The Upshot solution is a suite of tools that, taken individually or as a whole, allow retailers to focus on improving the customer experience and increasing revenue.

ACCELERATOR	MARKETING & MERCHANDISING	OMS	CUSTOMER SERVICE
A suite of tools, templates and data that allows retailers to quickly launch and maintain new omnichannel experiences.	A flexible and intuitive set of tools that allows retailers to intelligently reach more customers with personalized and targeted experiences.	A powerful suite of tools that allows retailers to efficiently take and manage orders across any channel.	A full-featured suite of tools that allows retailers to efficiently manage customer data across any channel and identify and resolve customer service problems.

UPSHOT COMMERCE PLATFORM

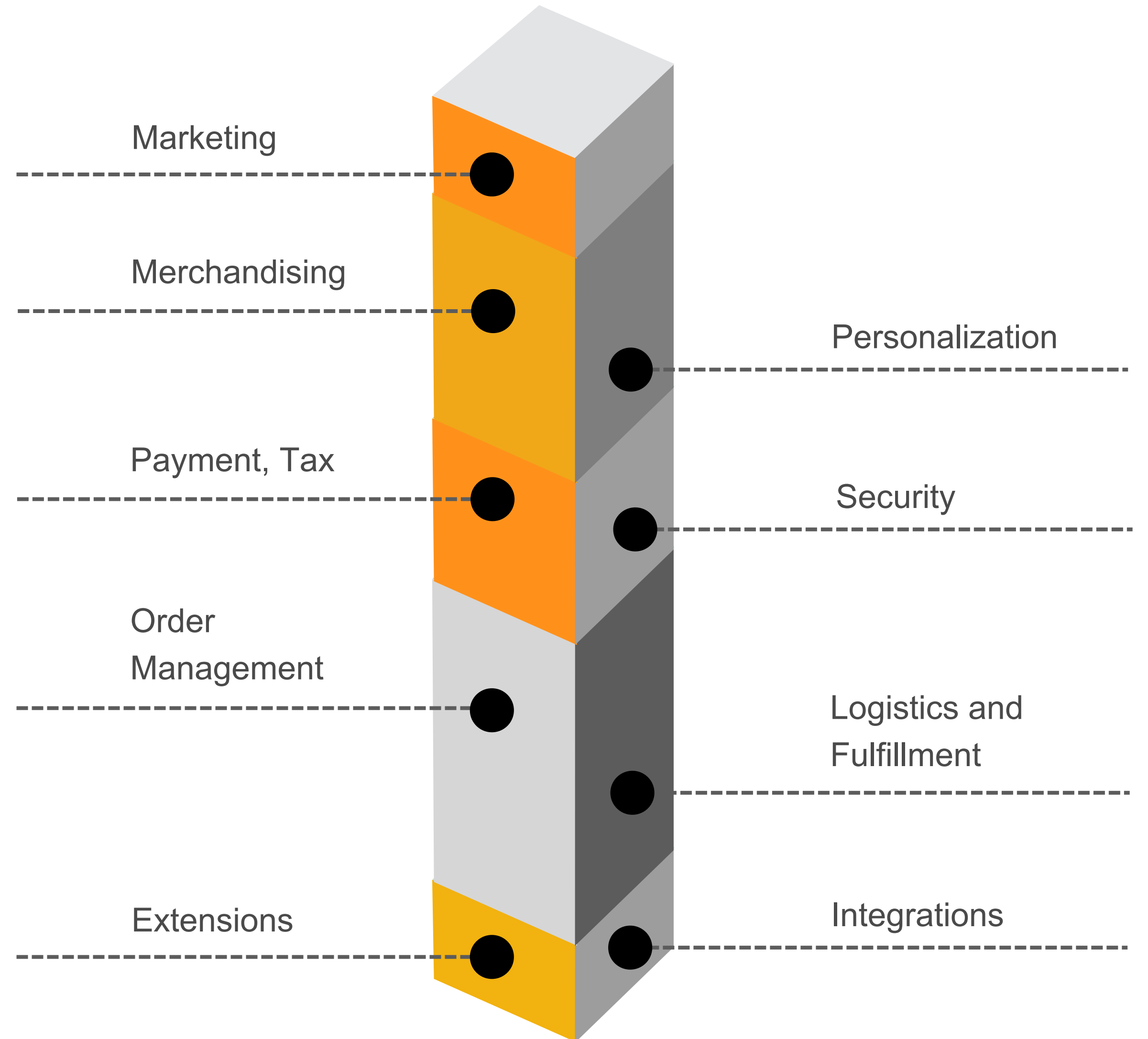


UPSHOT COMMERCE FEATURES

Thousands of features have been developed and honed with over 20 years of experience with start-up, growing and mature retailers.

Extensive APIs allow Upshot to be easily adapted to solve business needs today – and tomorrow.

Retailers can easily leverage out-of-the-box features or integrate with third party platforms.





UPSHOT ACCELERATOR

The Upshot Accelerator is a suite of tools, templates and data that allows retailers to quickly launch and maintain new omnichannel experiences.

UPSHOT ACCELERATOR



WEB STARTER STORE

The Upshot solution comes with a working starter store for the desktop experience.



MOBILE STORE

A full-featured mobile experience that allows retailers to quickly harness mobile customers.



MARKETING

Landing pages, banners, content slots and numerous marketing features allow marketing teams to do their job quickly and efficiently.



MERCHANDISING

Out of the box, the Upshot solution leverages best-of-class logic to ensure the right product assortment and upsells are visible to customers.



CUSTOMER SERVICE

Fully functional order placement, editing, canceling, refund, RMA and exchange features are instantly available, allowing staff to solve customer services issues upon launch.



EXTENSIBLE

The Upshot Accelerator is fully customizable and extensible allowing retailers to launch the right customer experience at the right time.

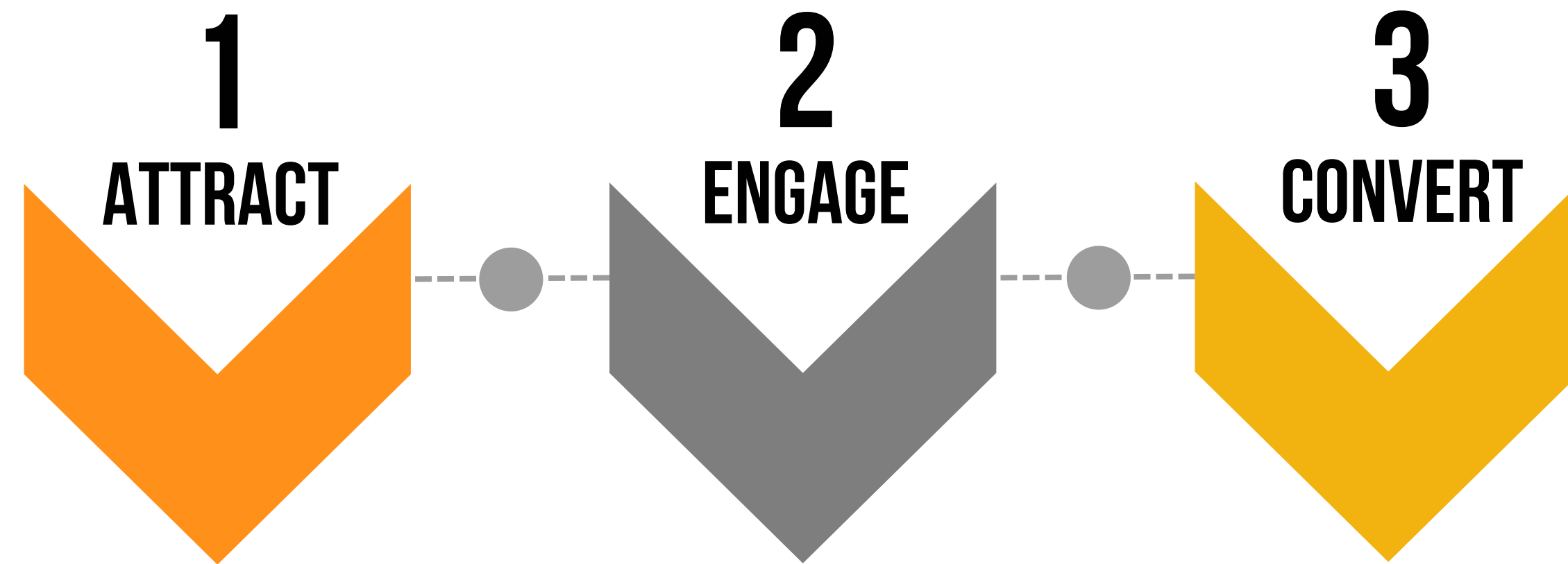




UPSHOT MARKETING SUITE

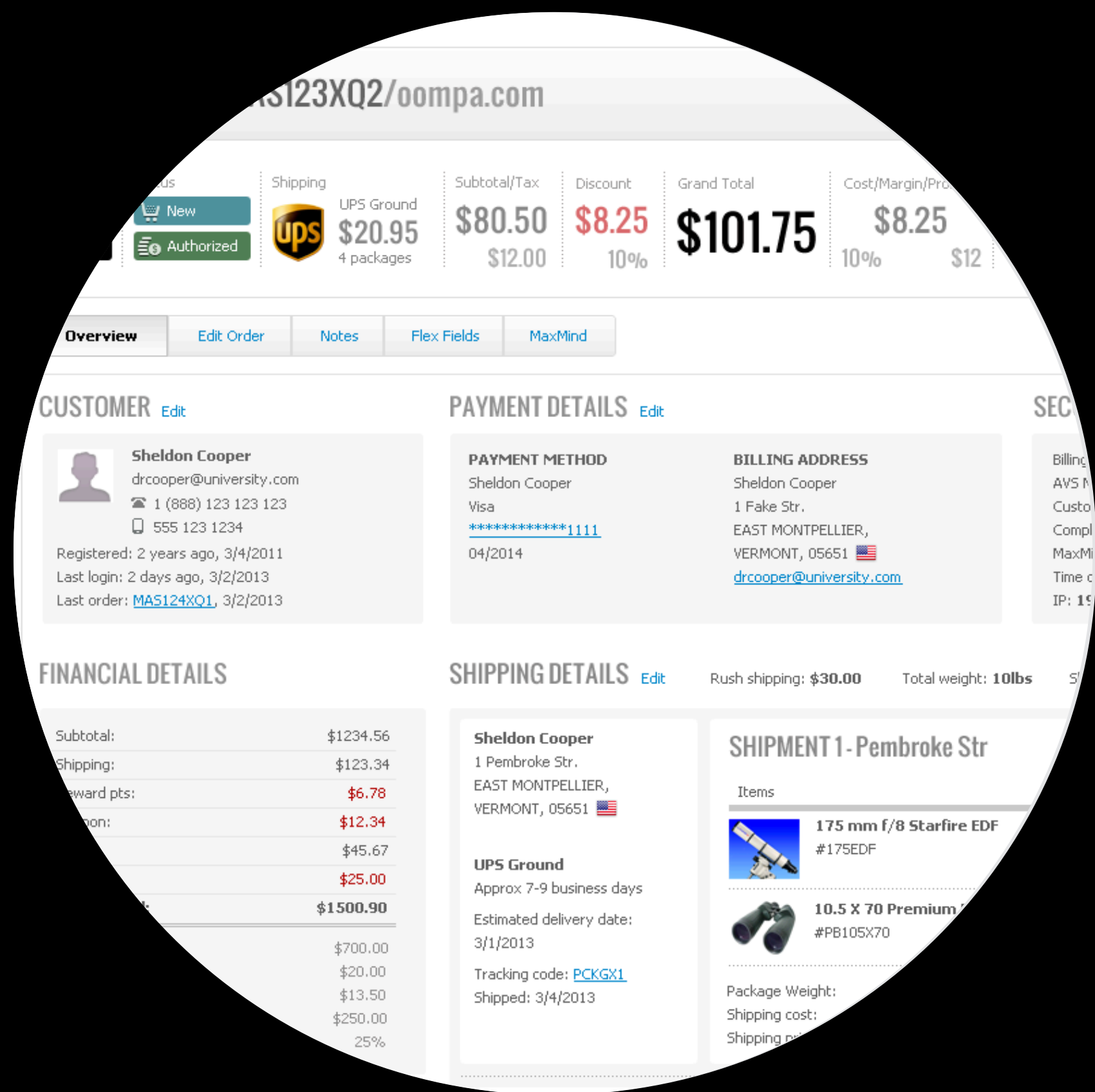
The Upshot Marketing Suite is a powerful set of tools that are fully integrated throughout the platform. These allow retailers to intelligently reach more customers with personalized and targeted experiences.

UPSHOT MARKETING SUITE



- Personalization and targeted content delivery
- Robust promotion creation and management tools
- Customer email acquisition features
- Product review and loyalty management system
- Powerful Search Engine Optimization features
- Automatic customer segmentation
- Robust Solr search
- Social commerce ready





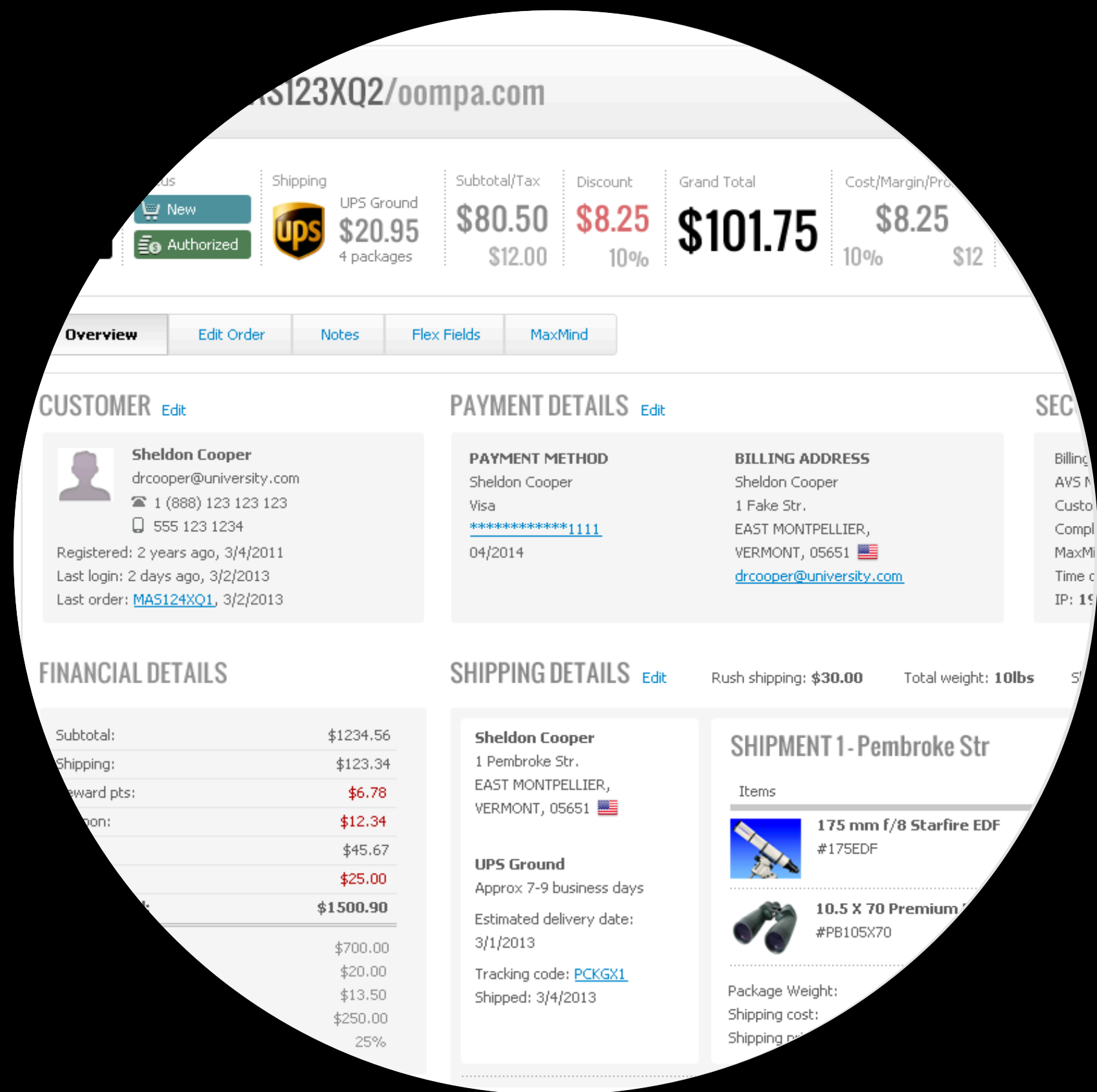
UPSHOT OMS

The Upshot Order Management System (OMS) is a full-featured suite of tools that allows retailers to efficiently manage orders across any channel.



UPSHOT ORDER MANAGEMENT

- 1 Powerful, full-featured order management system for customer service, warehouse, fulfillment and logistics work streams
- 2 Subscriptions, bundling, kitting, promotions, vouchers, gift card creation and management
- 3 Inventory control, routing, synchronization, reporting, order creation, management, reconciliation, routing, GAAP compliance
- 4 Buy Online / Pick-Up In-Store; Retailer Locator



UPSHOT CUSTOMER SERVICE

The Upshot Customer Service Suite allows retailers to efficiently manage orders and resolve customer problems.

UPSHOT CUSTOMER SERVICE SUITE



CREATE ORDERS

The Upshot Customer Service Suite allows call center staff to easily create new orders, either through the back office or through the customer's cart



MANAGE & CANCEL ORDERS

Retail staff have an easy-to-use and customizable interface for managing customer orders; Customizable access control to all CS features and data



TICKETING SYSTEM

Integrated ticketing system allows for highly efficient customer service work streams by reducing the number of systems required to address customer needs



INITIATE AND MANGE RETURNS & REFUNDS

Seamlessly initiate and process returns and refunds; Easy access to customer transactional history



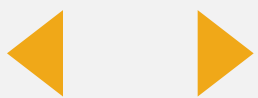
HIGH VALUE CUSTOMERS

Quickly enable CS staff to identify high value customers and prospects through the Upshot Customer Service intelligent customer grouping features



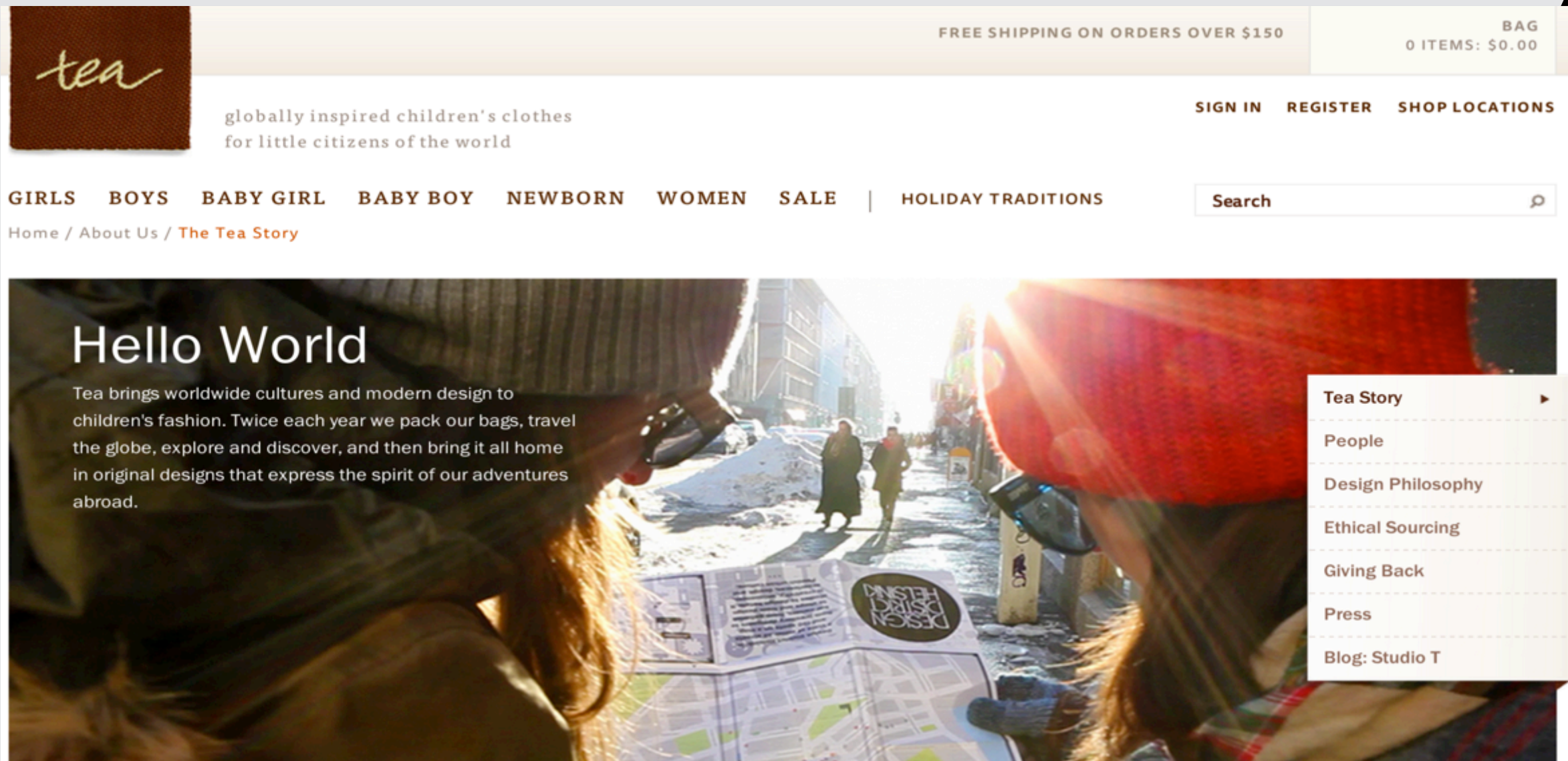
EXTENSIBLE

The Upshot Customer Service suite is fully customizable and extensible allowing retailers to provide the right tools for their call center staff at the right time



UPSHOT IS PCI-DSS LEVEL 1 COMPLIANT

Upshot has a dedicated team of engineers, analysts and security experts who ensure our clients are secure
24 hours a day, 7 days a week.



CASE STUDY

Tea Collection Ecommerce Partner Drives 2014 Black Friday Success

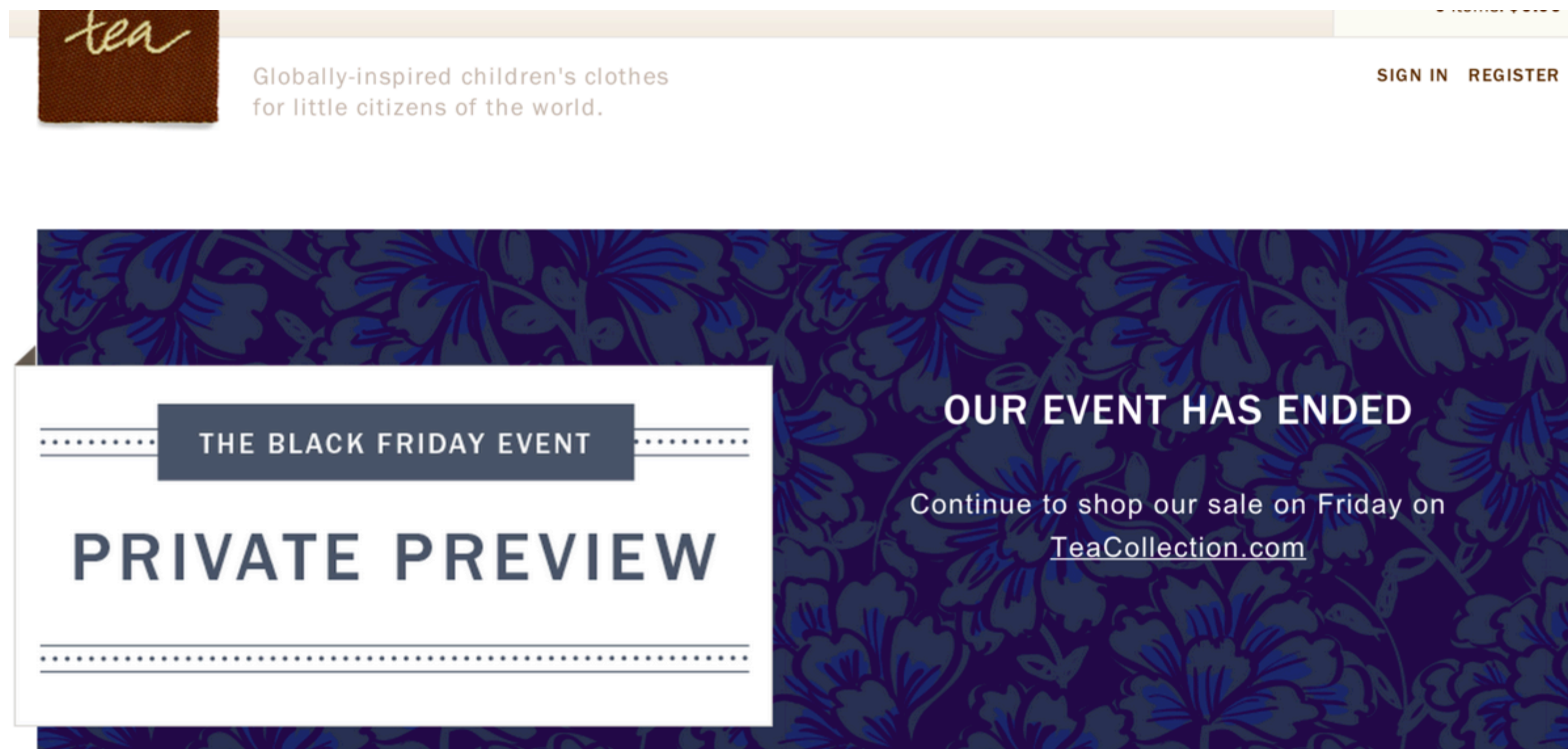
THE CHALLENGE



For Tea Collection Black Friday is no longer a day – it is a week. For this stage of the 2014 holiday shopping season they were planning a 25-30% year-over-year increase in sales. In terms of traffic, this was more than 50% increase. To achieve this, the e-commerce team prepared an extended campaign that spanned part of the week preceding Black Friday and covering beyond Cyber Monday as well.

To make this kind of extended campaign a success Tea needed a storefront that was not only available but also fast and responsive. Further – they needed the platform to continue running flawlessly on the back end – processing orders, tracking inventory, sales discounts and coupons, etc. It was just as important that the integrations with Speed, BlueCherry and other systems continued running without a glitch.

THE PROCESS



BRINGING BLACK FRIDAY FORWARD

Tea started early in the week with a private sale site – Tea Passport – another innovative approach developed and supported by the Upshot Commerce platform. Tea Passport offered a by-invitation-only sale for fans of the brand and this was a hit.

INCREASED CAPACITY

Based on accurate forecasts for traffic increases Upshot Commerce was able to ensure adequate capacity with server spin-ups. This allowed the site to be up and available 100% and to scale incredibly well. A significant difference on the back end was an overall decrease of the click-to-ship time – allowing Tea to speed up order execution when it was most needed.

THE RESULTS — SUCCESS!

THE RESULT

With the launch of the Tea Collection Holidays Traditions page, the private sales site at Tea Passport and by ensuring availability, scalability and speed, Upshot Commerce contributed to the most successful holiday shopping season on record.

FROM THE CLIENT

“Having Upshot Commerce as a partner and having them understand our business and being able to anticipate issues and help with opportunities has made all the difference. The ultimate result of our work together is the most successful holiday shopping campaign yet.”

Patrick Rice
Ecommerce Product Manager
Tea Collection

UPSHOT

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