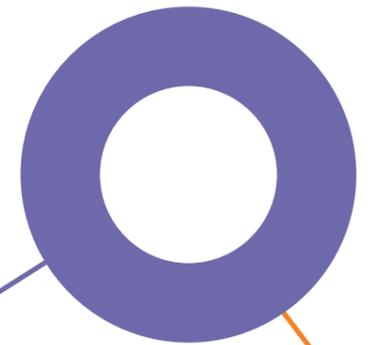


To learn more about how OrderDynamics can help your retail business, visit orderdynamics.com or email info@orderdynamics.com

Commerce Platform

Our Commerce Platform allows retailers to seamlessly manage advanced commerce strategies across an infinite number of digital touchpoints. Our Software-as-a-Service (SaaS) technology provides retailers with an agile and scalable platform that has been specifically designed for rapid deployment.



Commerce Platform

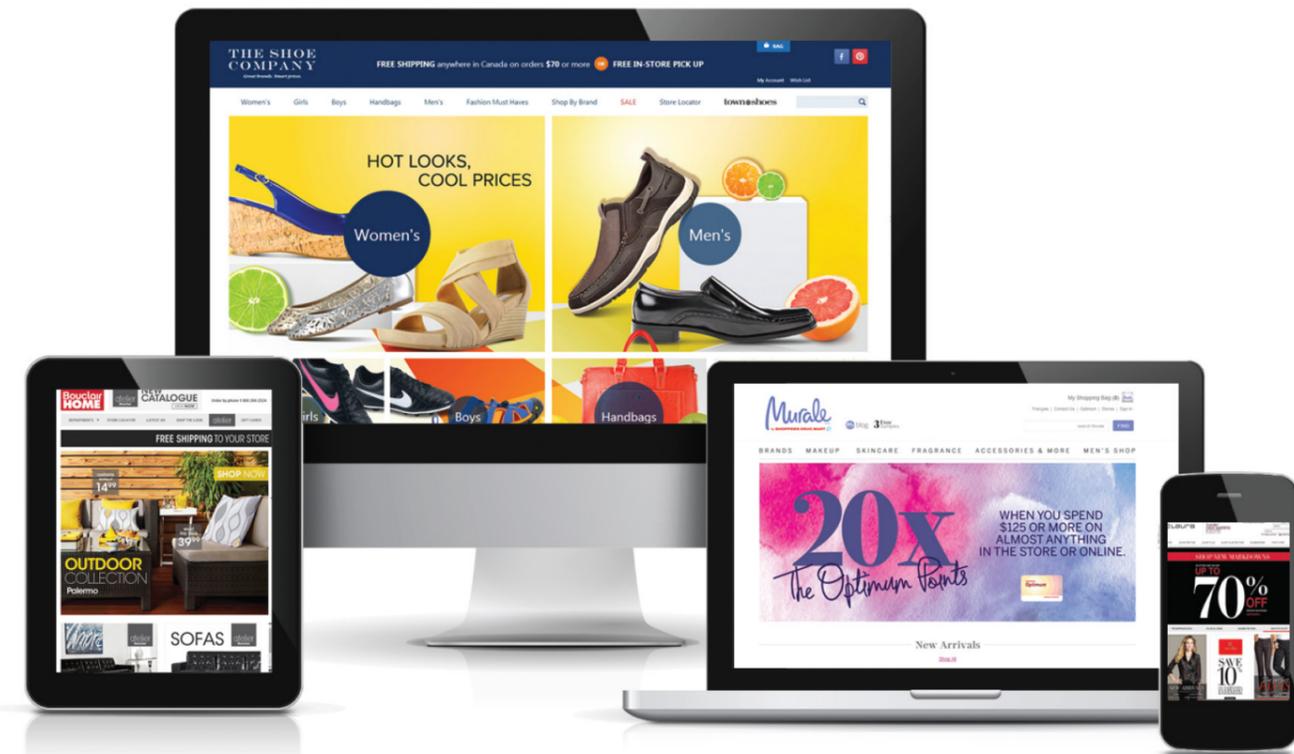
The online retail industry has dramatically changed. With the rise of omni-channel retailing, online shoppers have become more sophisticated, and savvier than ever before. Retailers operating a multi-channel commerce strategy are constantly faced with new challenges and changes in consumer expectations. Our Commerce Platform is an agile solution that allows retailers to quickly leverage the latest industry-leading best practices.

According to a recent Forrester Report, 66% of enterprise retailers count their eCommerce platform among their top strategic focuses. Our solution provides a consistent omni-channel experience for customers across web-stores, kiosks, mobile and tablets. Retailers can seamlessly manage numerous digital channels, brands and products under one unified platform.



OrderDynamics clients grew eCommerce revenue by 55% in 2012, compared to the industry average of only 17%.

OrderDynamics, 2013 



Advanced Features and Functionality

Commerce Platform includes a rich suite of features including: product merchandising, catalog management, advanced shopping cart and payment processing, dynamic promotions, SEO, and mobile commerce. Our cloud-based Commerce Platform allows you to quickly turn on the latest features and upgrades, providing a future proof solution.

Product & Catalog Management

OrderDynamics eBusiness Manager provides the ultimate management tool suite – providing advanced control over where products are displayed and how promotions are presented. Our robust Product Attribute Engine allows retailers to harness complex product data to effectively display their merchandise to online shoppers. Drive increased online sales and loyalty with dynamic features including: ratings and reviews, top products, product bundling, dynamic cross-sell and upsell engine, image zoom-in and much more.

Advanced Checkout and Payment Processing

Online consumers are now gravitating towards commerce channels that are simple and easy to use. Our industry-leading shopping cart and payment processing systems provides customers with safe and secure payment options. Retailers can implement advanced-security payment alternatives, such as 3D Secure and Direct Debit. Reduce cart abandonment with our 1-Click Checkout system that allows customers to rapidly complete their online purchases.

Dynamic Promotions

Dynamic Promotions Management allows retailers to schedule, launch, and track the success of their online promotions. The Scheduled Task System automatically schedules and manages any type of promotional campaign, including email coupons, free shipping, product bundles and more. Advanced promotional coupons can automatically be injected into the shopping cart or redeemed by the customer. Retailers leverage our pre-built backend reports and web analytics to track the success of their promotions and make actionable decisions based on the results.

International & Cultural Enablement

Multi-channel retailers looking to expand their operations on a global scale require an eCommerce platform that has been designed to handle the complexities of going international. Our platform has been designed to recognize multiple currencies and tax jurisdictions in virtually every country, as well as all languages, including right-to-left presentation. We arm retailers with automatic cultural recognition tools to support the unique requirements of their different regional customers.

Learn More About Our Intelligent Commerce Solution

Our Commerce Platform is pre-integrated with Dynamic Action, the premiere decision intelligence application for retailers.

Learn how we help improve your profitability with better customer engagement, digital marketing and merchandising strategies.

Core Features

- Content Personalization
- Enterprise Publishing
- Product Recommendations
- Multi & Micro Site Enablement
- Responsive Frontends
- B2B Sales & Support
- Enterprise SEO
- Loyalty & Gift Card Programs
- A/B Testing
- External Marketplace Integration
- Multi-currency
- Mobile Commerce