The headless & composable platform for modern Retailers & Brands

BetterCommerce

Retail is changing faster than ever, the way **customers shop, buy and engage –** everything.

Shoppers are

1 HYPER CONNECTED

2 IMPATIENT

3 HAVE MULTIPLE CHOICES

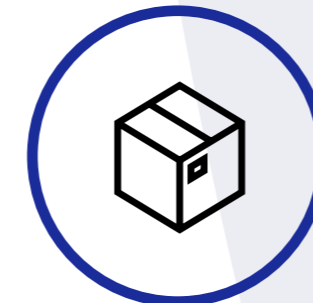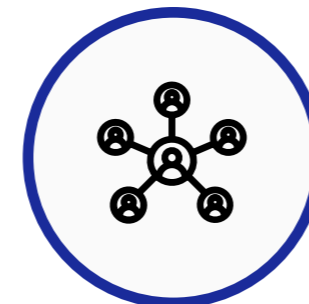# Customer Demands

Better Service

Personalization

Rich Product Content

Consistency across device & channel

Faster Websites

Flexible Delivery Options
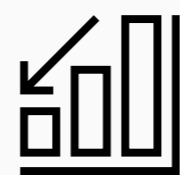
Cost of not meeting their expectations
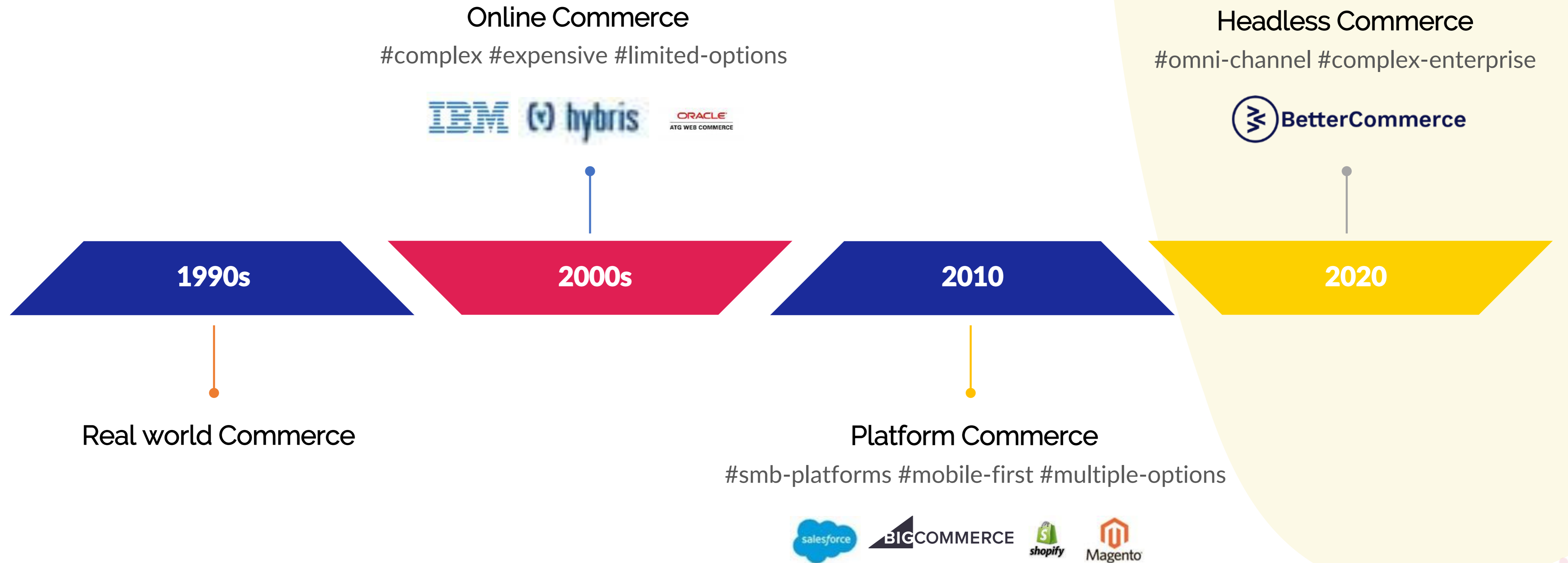
Bad Reviews

Revenue Loss

Angry Boss

Declining Sales

Industry Evolution

Online Commerce

#complex #expensive #limited-options

Headless Commerce

#omni-channel #complex-enterprise

1990s	2000s	2010	2020

Real world Commerce

Platform Commerce

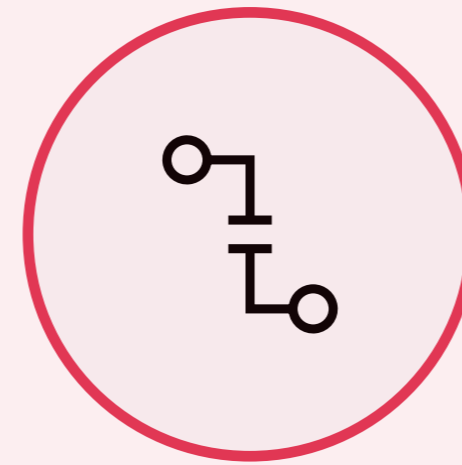#smb-platforms #mobile-first #multiple-options
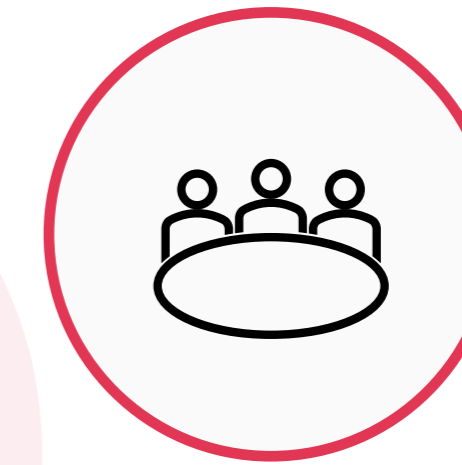
Retailers are struggling to keep up

Data stuck in Silos

Customer, Product, Analytics data stuck in different silos preventing a joined-up approach
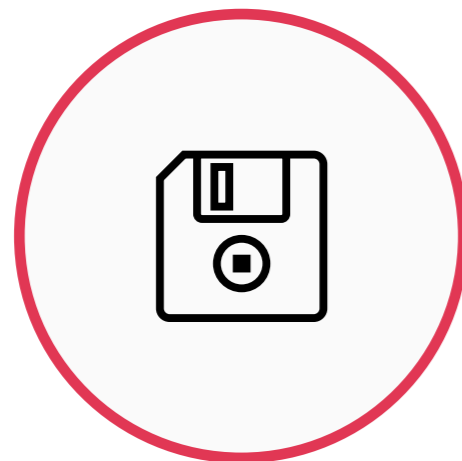
Disjointed Systems

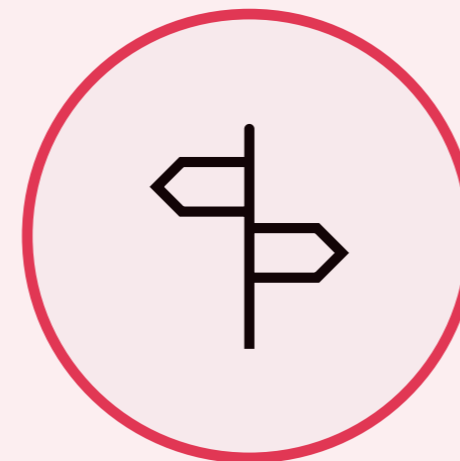creating a negative customer experience and bad online reviews

Limited Resources

Top talent is limited and very costly. Digital teams are restricted

Legacy & complex tech

Organic evolution has led to a lot of legacy & complex tech being customized for specific, short term problems leading to significant headaches in the long term

Too many choices

Technology explosion over last decade has made it difficult to evaluate and decide the optimum solution

Offline <> Online Disconnect

Unable to implement a robust omnichannel approach is stifling growth

Our Solution

Presentation (front-end)
All the customer touchpoints

Store
Webstore
Mobile
Marketplace
Social

Headless Platform

Order
Customer
Merchandising
Product
Promotions
Subscriptions
Returns
Warehouse
Inventory
Shipping

Apps / Modules
Valuable alone, Invaluable Together

PIM
ECOMMERCE
EXPERIENCE
OMS
ANALYTICS
ENGAGE

givex
ePos
collect+
shutl
Taxation
Google Analytics
Content
Carriers
sovendus
Logistics

BetterCommerce is a headless, API-First SaaS based suite of *packaged business capabilities (PBC)* modules **Ecommerce, PIM, OMS** and **Analytics** that integrate to deliver a full-fledged commerce solution.
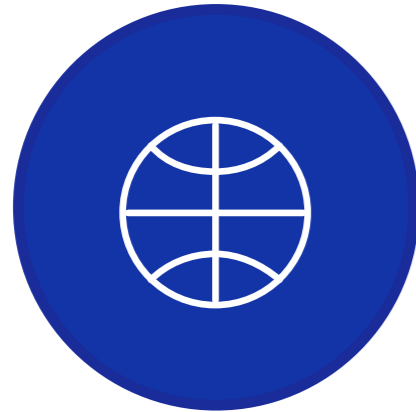
Our goal is to help push commerce forward with a simple, flexible and powerful solution that work with your existing technology investments and solve your specific problems
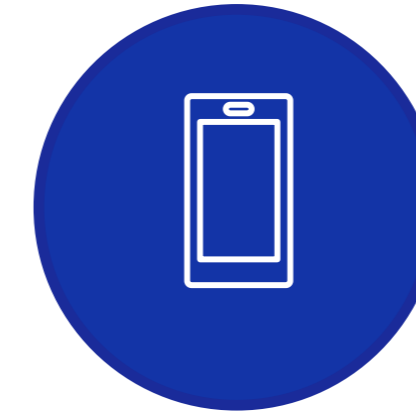
eCommerce

Salient Features

B2C & B2B Commerce

Cart & Wishlist

Mobile First

Fraud Rules Engine

Promotions, Vouchers & Coupons

Optimized & Customizable Checkout

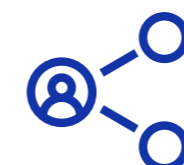**Pre-orders, Scheduled Launches**

Superfast Elastic Search

Digital Asset Management

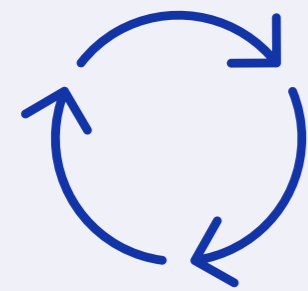**Auto Image Scaling**

Dynamic Product Feeds

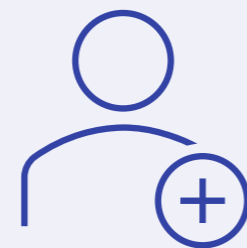**Visual drag-drop Page Builder**

SEO friendly tools

...and a lot more

Value add Features

Subscriptions

Offer subscription services to your customer for consumables or fragrance or beauty products or simple a monthly feel-good box

Memberships

Multi-tier membership programs, Offer exclusive occasion-based promotions, free standard shipping or discounted express shipping

Visual Merchandising

Merchandise the product collections based on rules – stock availability, new launch or even manually to meet the business objectives
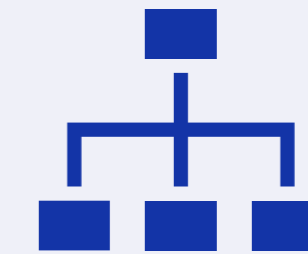
Multi-brand, multi-site

Manage multiple brands, multiple websites from one single panel – content, products, customers, orders – everything.
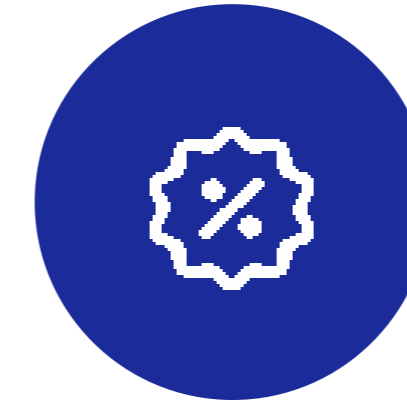
Promotion Engine
to help you sell more

Buy one, get one free

Buy X items, get cheapest free

Tiered discounts – 10% on 100, 20% on 200
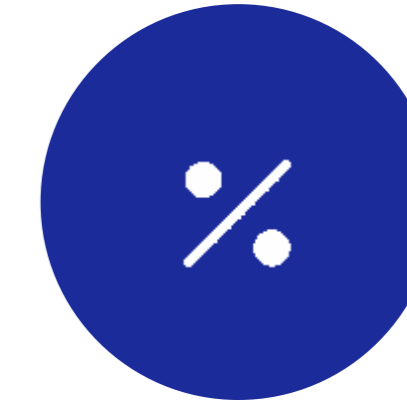
Value discount (% / value)

1 Promo, Category wise discount

Spend more than X get Y free

Subscription Sign up Discount

Buy X Items, Get Y% Off on Z items

Auto-apply promotions based on the qualification criteria

Include / exclude products based on: Category, Brands, Products, SKU, Smart Tags

Integrate with any third-party eCommerce platform

Membership
to help you build customer loyalty

Choose your tier

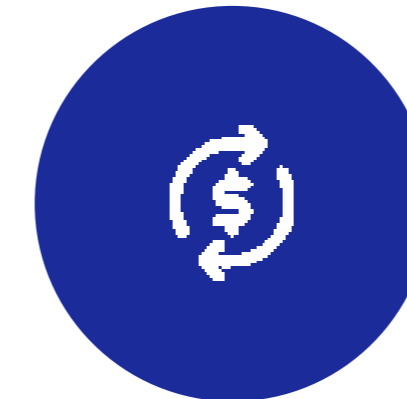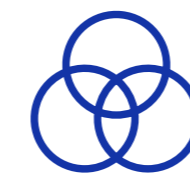| My TFS	My TFS plus	My TFS family
3 x 20% Discounts Anytime	5 x 20% Discounts Anytime	15 x 20% Discounts Anytime
Unlimited* Free Express Delivery	Unlimited* Free Express Delivery	Unlimited* Free Express Delivery
Exclusive Offers	Exclusive Offers	Exclusive Offers
£15 per year	£25 per year	£39 per year
Billed annually	Billed annually	Billed annually
ADD TO BAG	ADD TO BAG	ADD TO BAG
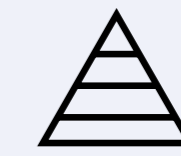
Multi-tier membership programs

Offer exclusive occasion-based promotions, free standard shipping or discounted express shipping

Auto-renewal, flexible intervals, welcome emails

Shop a look, Look-books

to help you improve attach rate

Create season or celebrity look-books

Create matching, complimentary product bundles

Make it easy to buy the whole look by one click

Experience Builder

Salient Features

DRAG n DROP PAGE BUILDER

Build pages simply by drag & drop widgets.
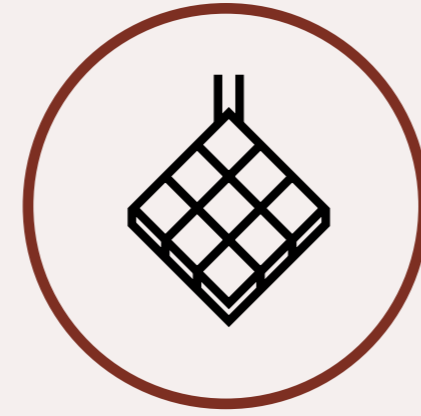
HEADLESS CMS

Front end agnostic headless CMS giving freedom to use any front-end tech to build

BUILD YOUR WIDGETS

Build your front-end widgets using standard HTML / CSS / JS. No proprietary tech.

RICH WIDGET LIBRARY

Pre-built rich widget library with lots of widgets available out of the box
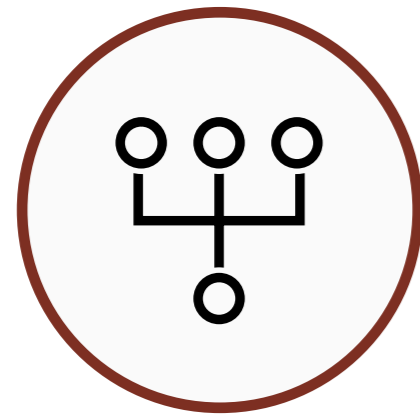
PAGE VERSIONING

Support for multiple page versioning and set up pages for different purposes

BUILD & PREVIEW

Build your pages and preview them before making them live
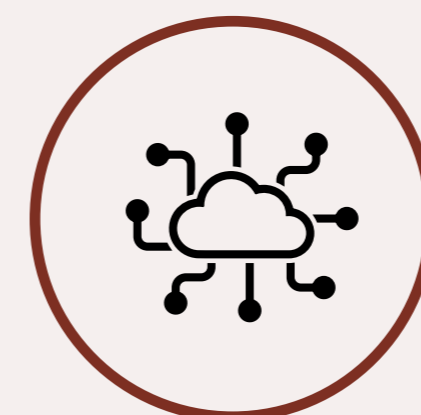
DATA INTEGRATION

Integrated with Product, Collections, Brands, Image Collections
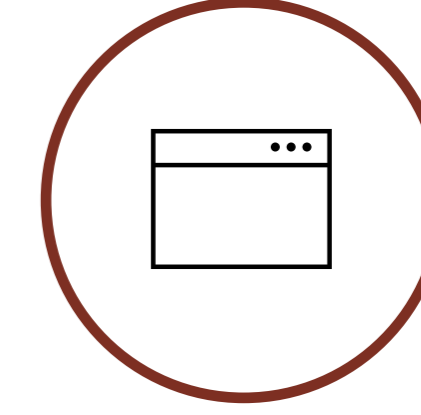
MULTIPLE PAGE TYPES

Manage homepages, landing pages, brand pages, microsites, service pages

Experience
to help you deliver custom experiences

Widgets on the page
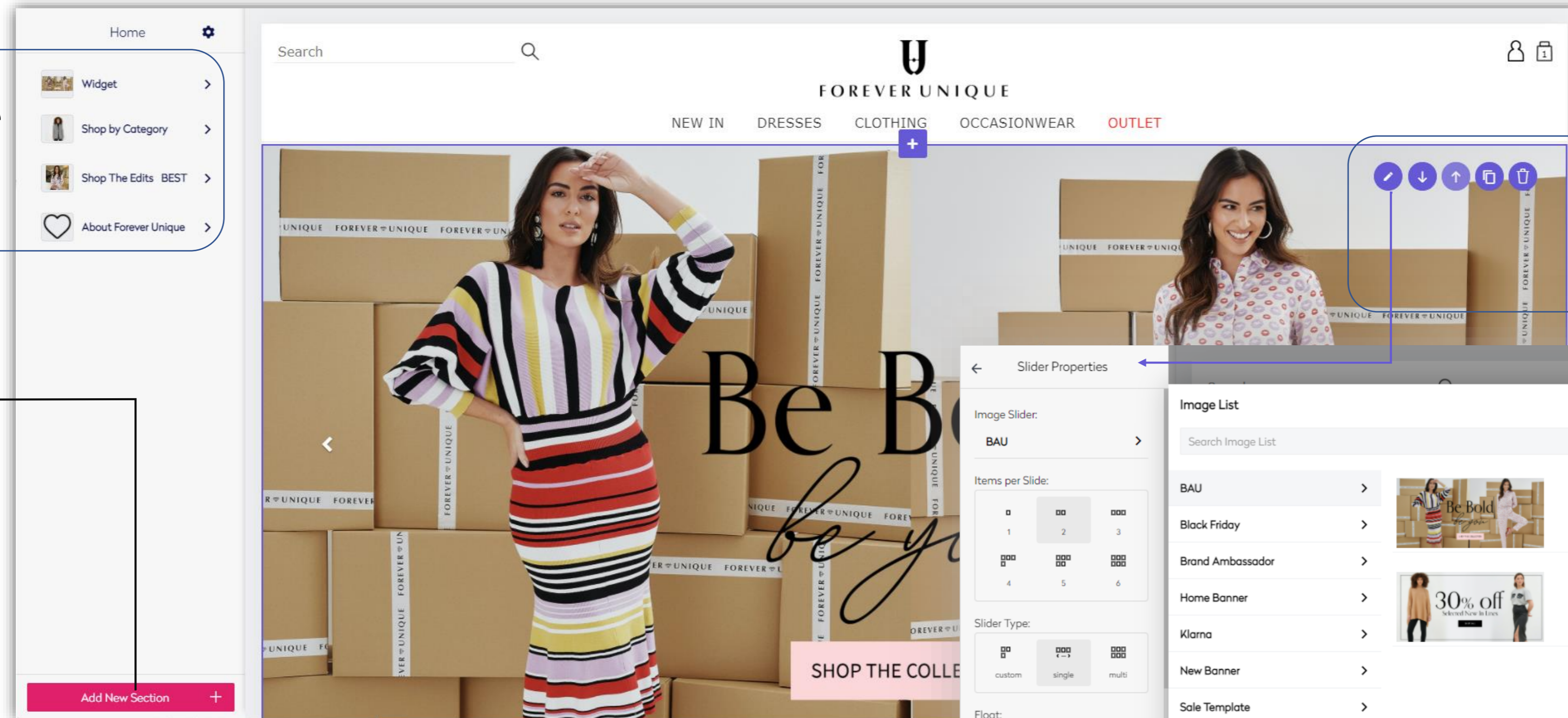
Easily edit the widget, re-order, clone, remove
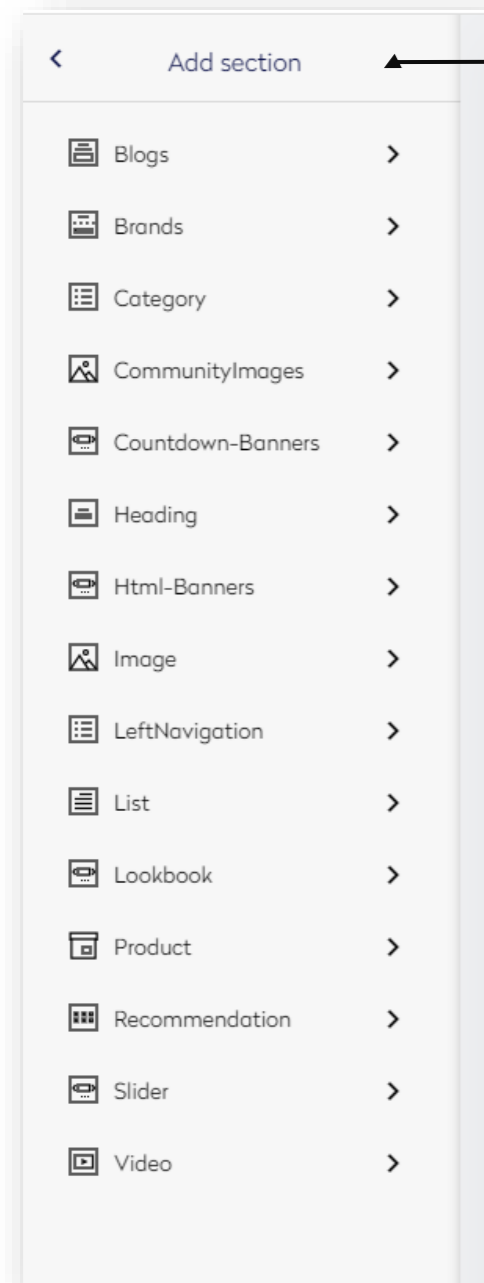
Add new widget / section on the page

PIM

What is PIM

SKU, price, label etc.

Product descriptions, pricing, etc.

Images, Videos, etc.

Product specification, etc.

E-commerce Platform
Shopify, Magento, WooCommerce, etc.

Shopping Feeds
Google shopping, Facebook Catalog, etc.

Marketplace
Amazon, ebay, etc.

Product Sheets
Specification sheets for print and pdf

Data Exports
Data templates for large retailers
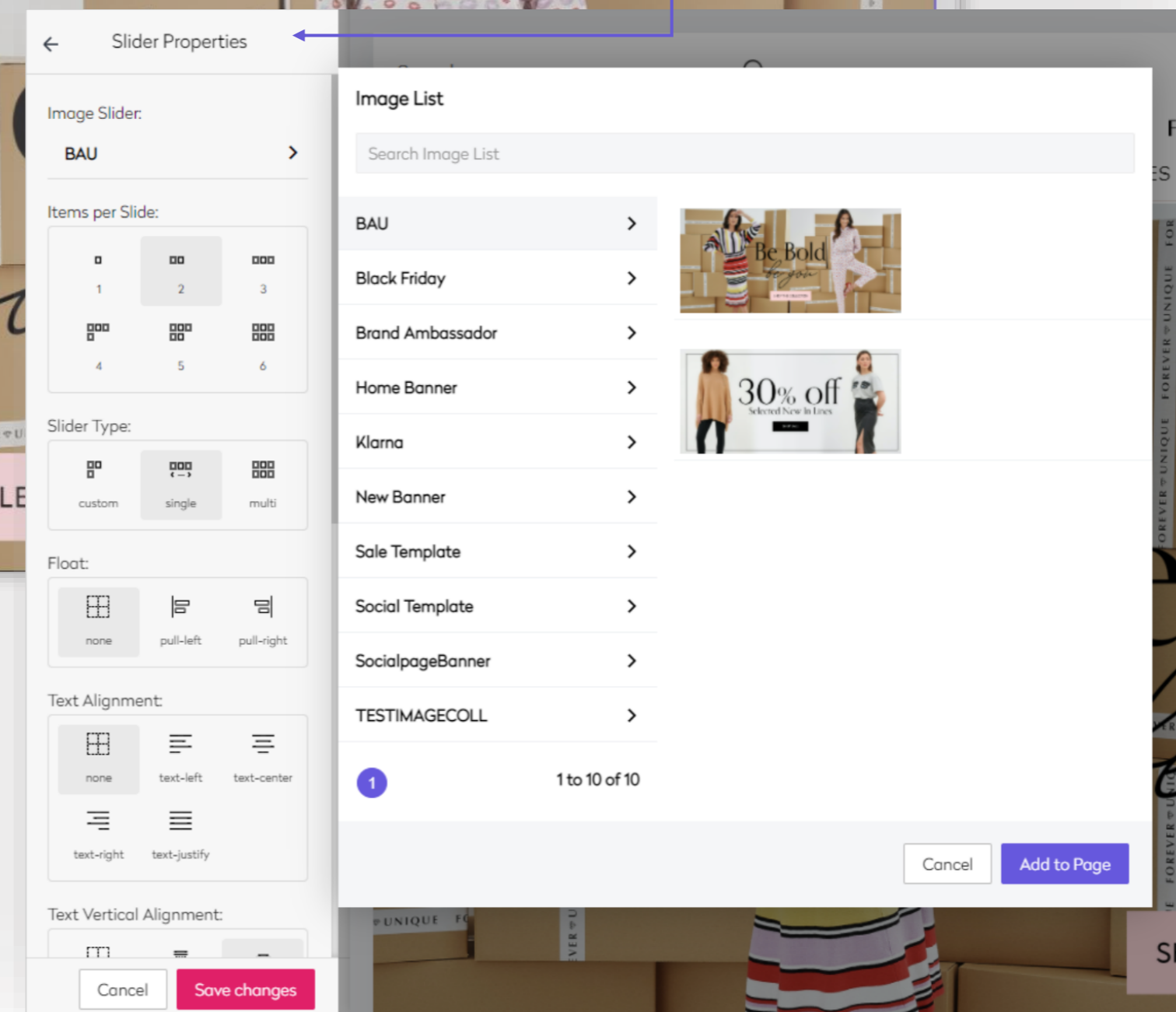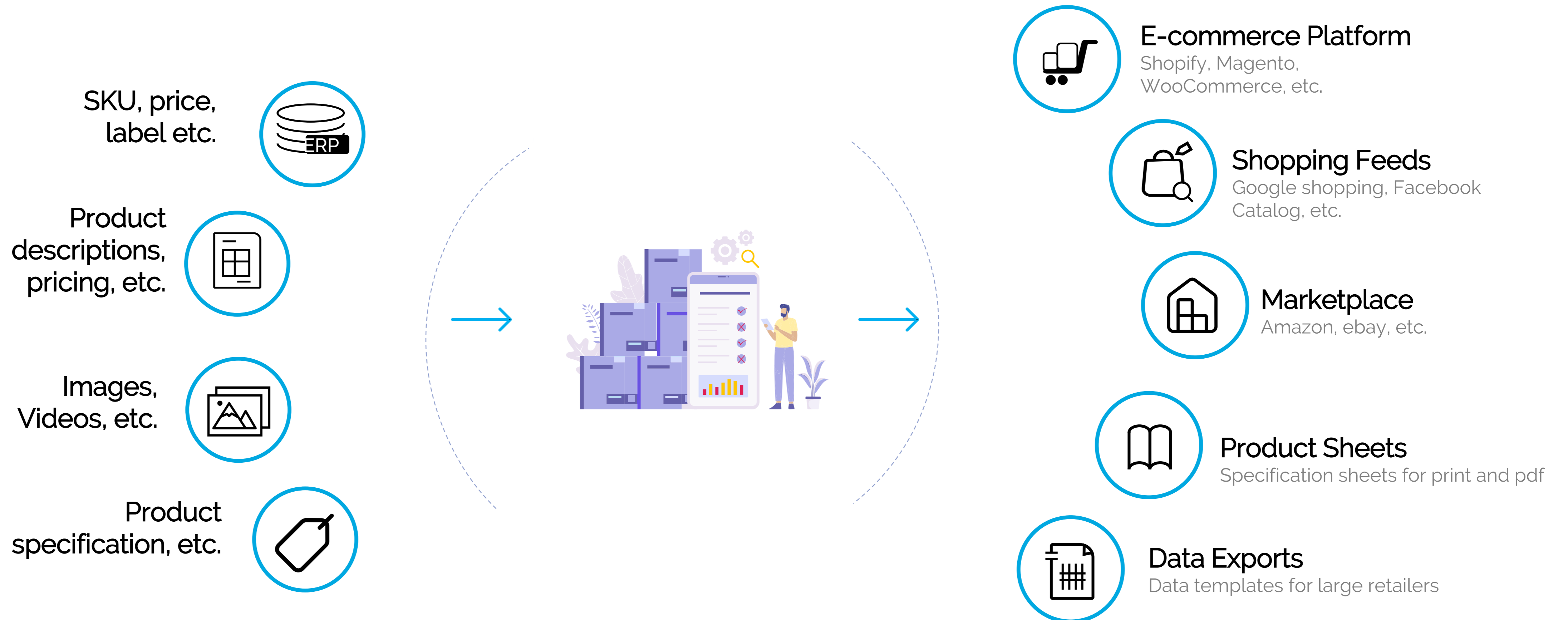
PIM Overview

Create & Enrich
Product description, attributes, reviews, facets, rich media and lot more.

Targeting
Target & customize the content for different channels – web, store, marketplaces.

Centralized
Centralized product data repository accessible throughout the business – marketing team, buyers, merchandisers.

Distribution
Generate & distribute product data through Dynamic Feeds on-demand.

Salient Features

PRICELIST MANAGEMENT

Setup region and currency-based pricelists, manage COGS & clear visibility of margins
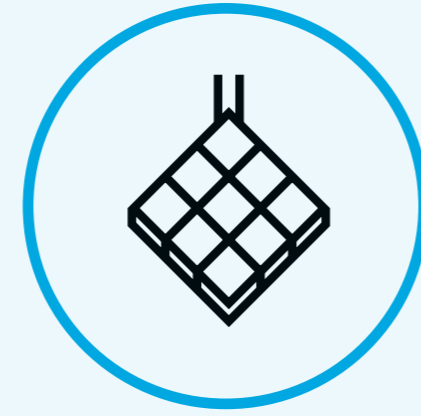
CUSTOM ATTRIBUTES

Flexibility to extend the product data using custom attributes without any limits.

VISUAL MERCHANDISING

Merchandise the products in product collections based on rules and also manually based on business KPIs
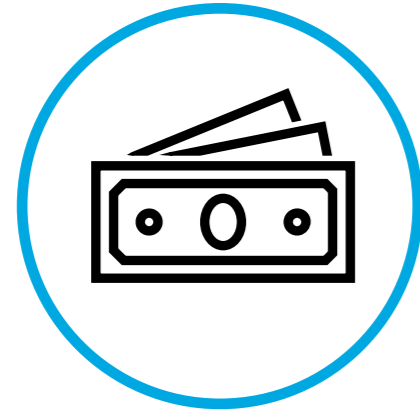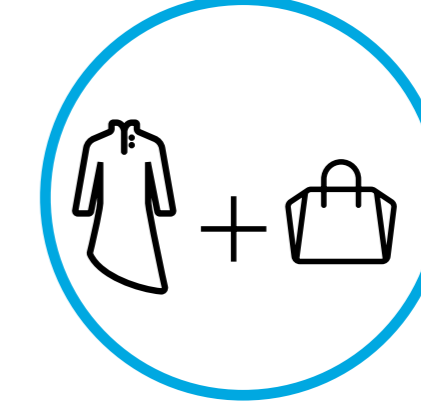
BUNDLES

Setup bundles of frequently bought together items to improve the AOV
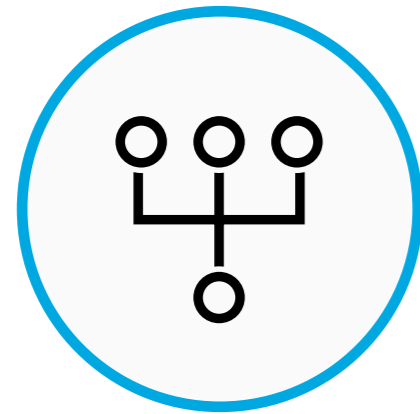
MULTI-BRAND RETAILING

Enables Independent multi-brand retailers to sell products from different brands and also merchandise the brands as per brand guidelines

DIGITAL ASSET LIBRARY

Built-in digital asset library to manage the product assets – images, spec sheets, youtube videos.

MARKETPLACE / STORE INTEGRATIONS

Connect the product data to the popular marketplaces (amazon, etsy, etc.), online stores (shopify, woo, magento)

COSTING & TAXES

Manage costing & tax configuration at the product level for scenarios when different products have different tax rules

Listing Management
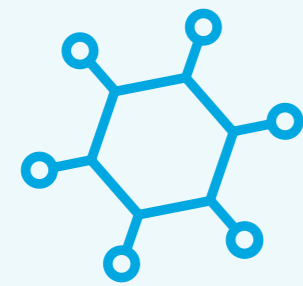
Manage Listings across Marketplaces

Manage all your listings across multiple marketplaces from within the PIM itself.

Category Mapping

Map your categories with the marketplace specific categories from within the system

Inventory sync across all channels

Monitor the channel activities in near-real time, keep the inventory updated across all channels at any time.

Digital Asset Management

Manage all your assets in one place and publish across all channels

PIM Benefits

Save time and frustration on manual data entry

+

Optimize and enrich the quality of your information

+

Streamline your operations and scale up your business

+

Deliver a consistent product experience
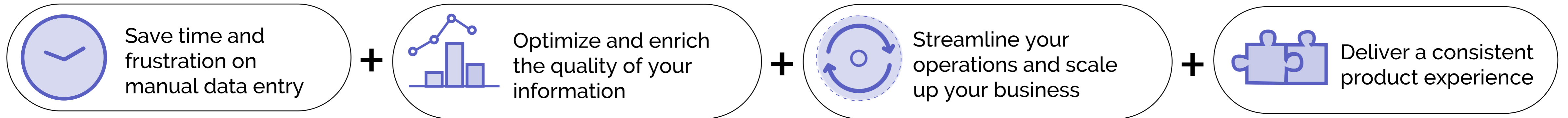
Consistent high quality product data

1

2

Get your products to market faster and smarter

Effortless opportunities to upsell your products

3

4

All Product categories and requirements are covered

Foreign language translations

5

OMS

Order Management System (OMS)

Sales Channels

- Store
- Webstore
- Mobile
- Marketplace
- Social

Better OMS

Multichannel, multi-warehouse stock & order management system

- Order Fulfilment
- Warehouse
- Inventory
- Suppliers
- Purchase Orders
- Multi-site
- 20+ Couriers
- Shipping Rules
- Returns
- Mobile App
- Order Updates
- Reports

Fulfilment Network

- Warehouses
- Stores
- PUDO Network
- Carriers
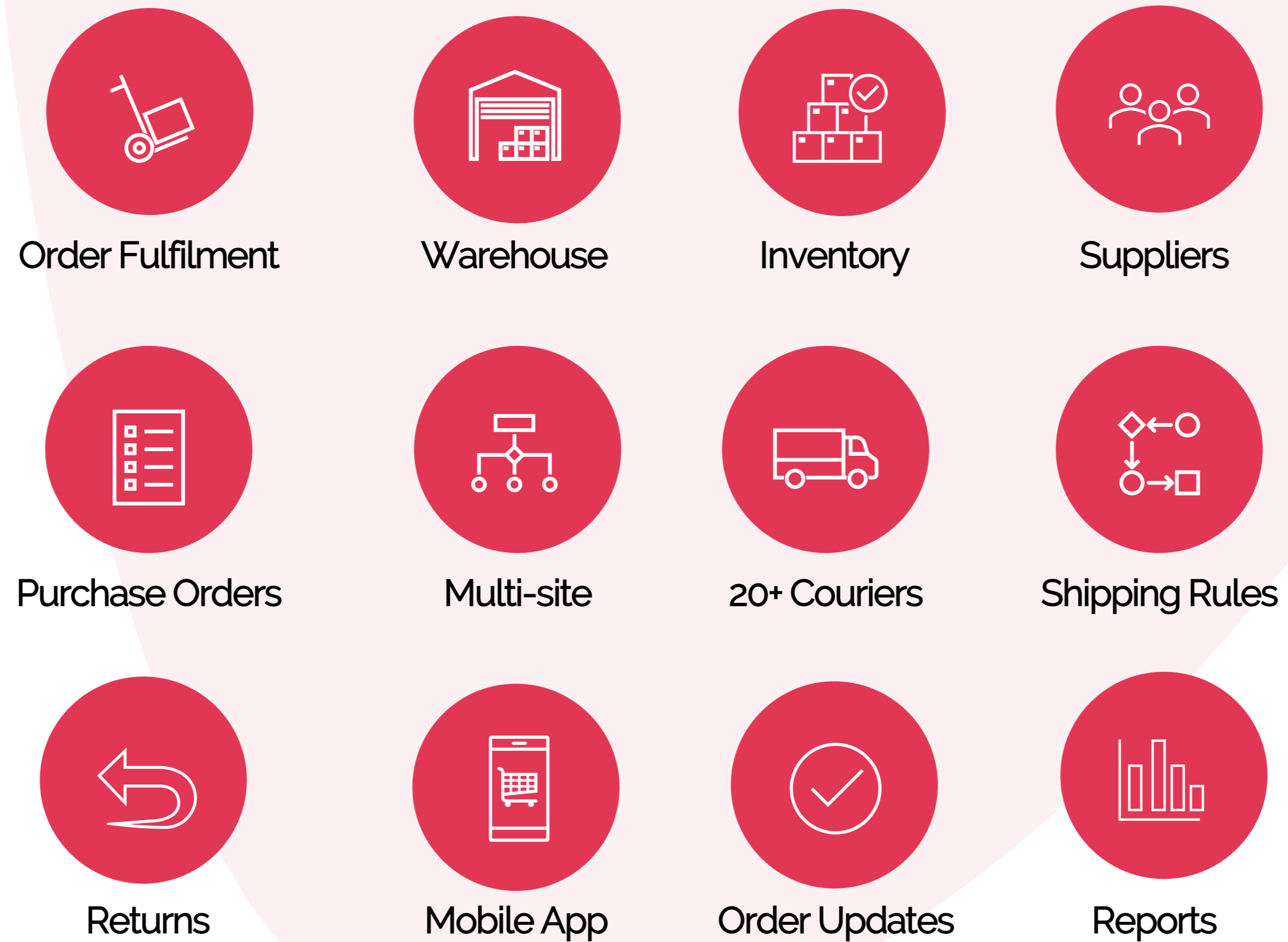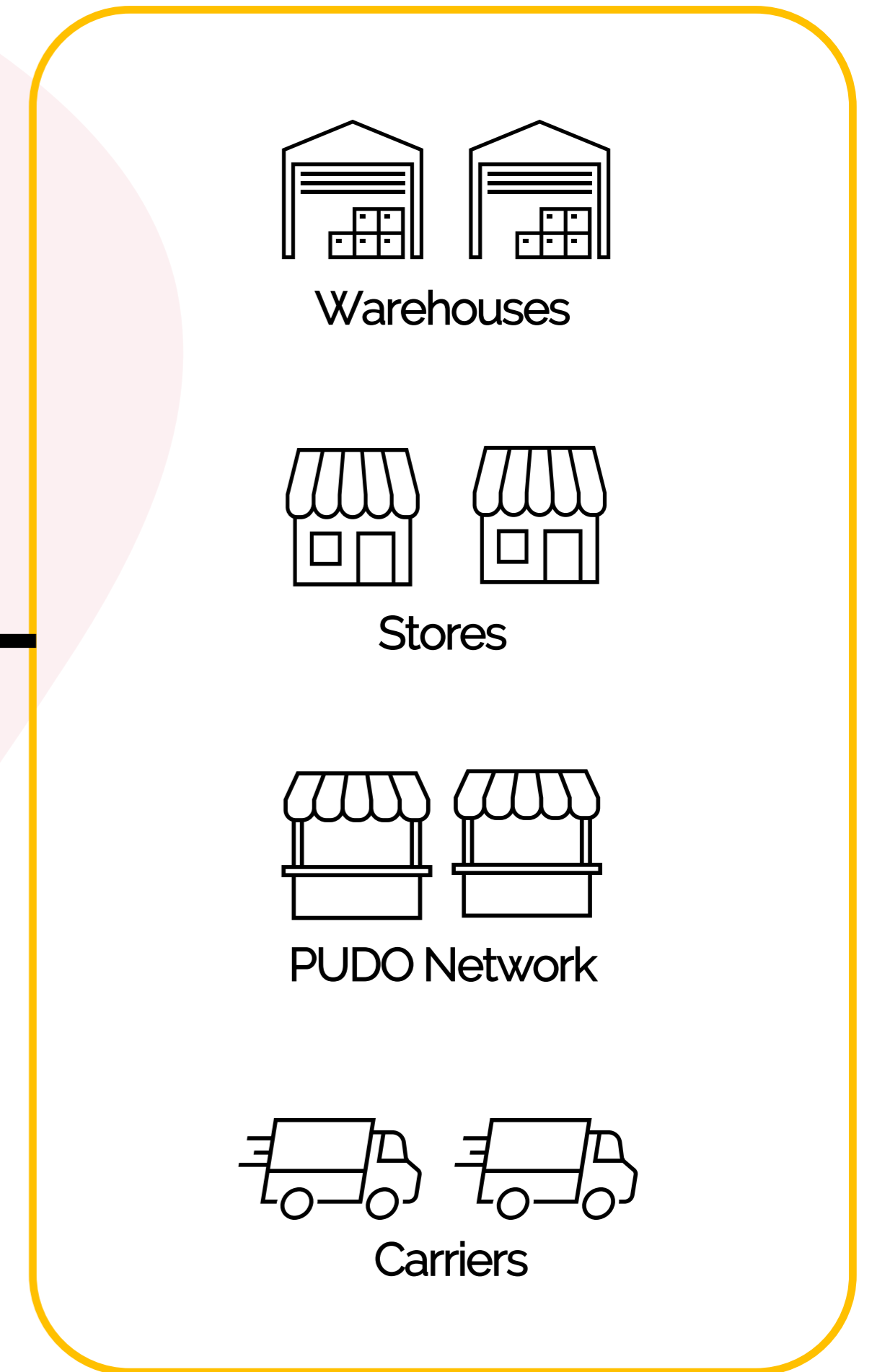
Multichannel shipping & order fulfilment

Streamline and automate your warehouse, order fulfilment, inventory and everything in between.
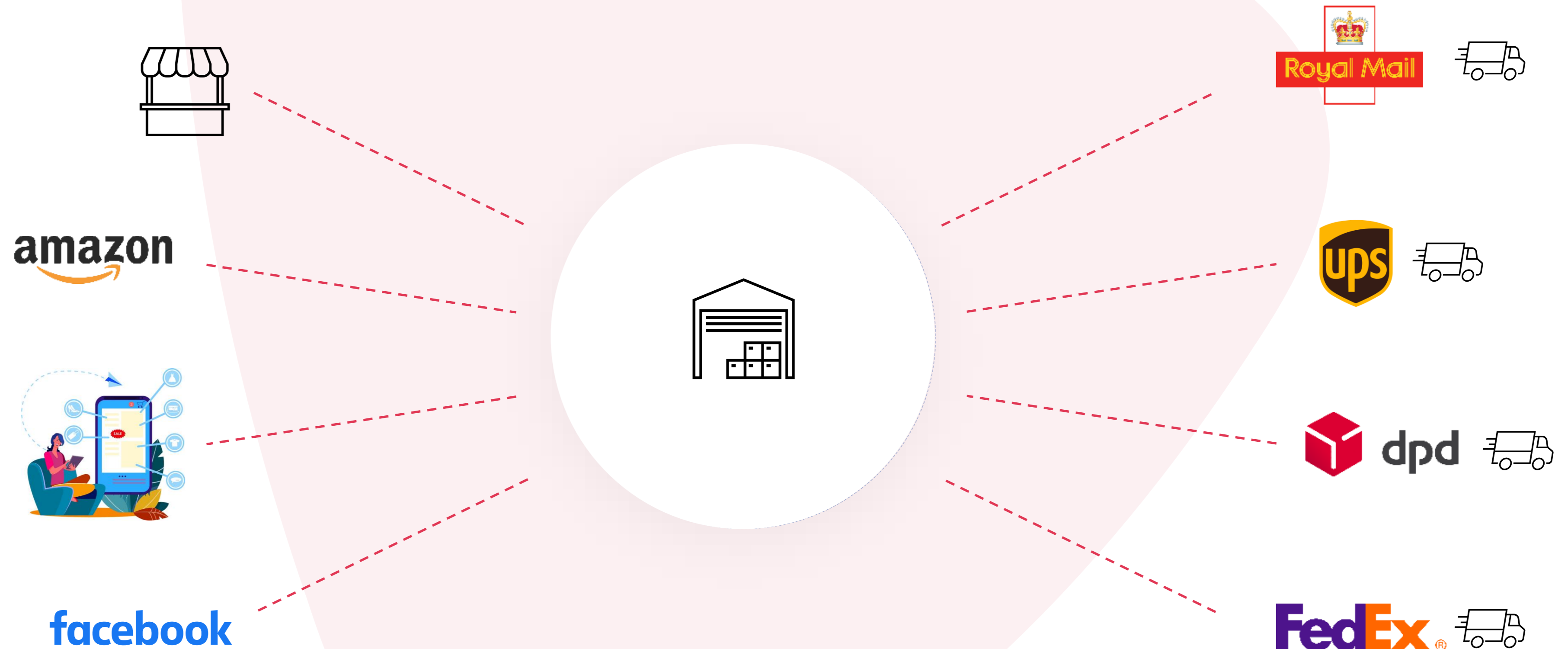
Accurate Inventory across channels

amazon

shopify
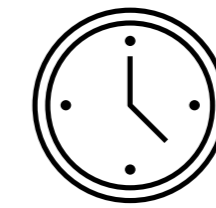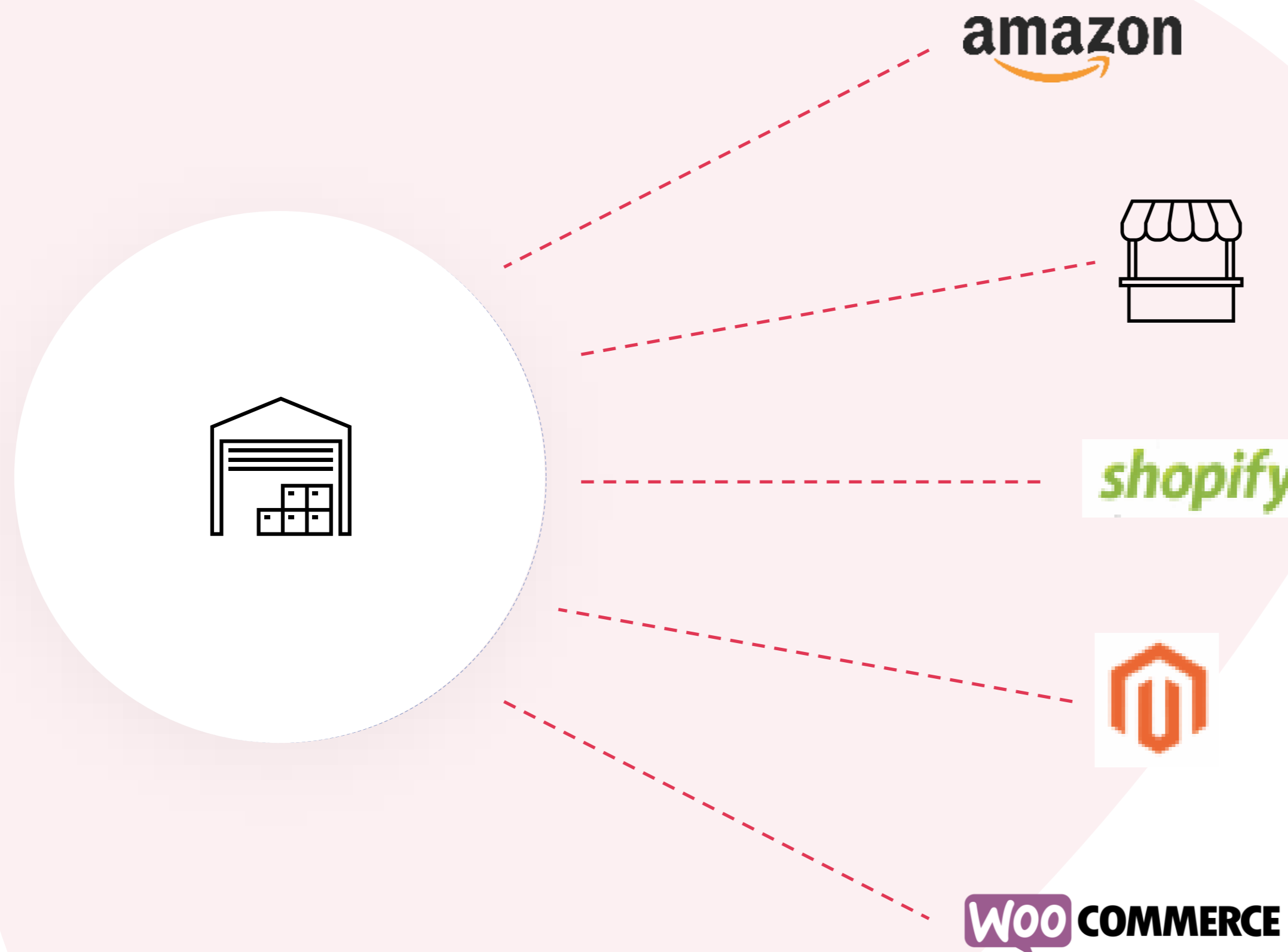
WOO COMMERCE

Real-time visibility of inventory across all sales channels
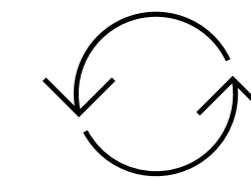
Automatic orders, product sync with ecommerce platforms & marketplaces

Complete Inventory history & audit log for all the changes

Paperless Warehouse

Android based Mobile app to automate warehouse process
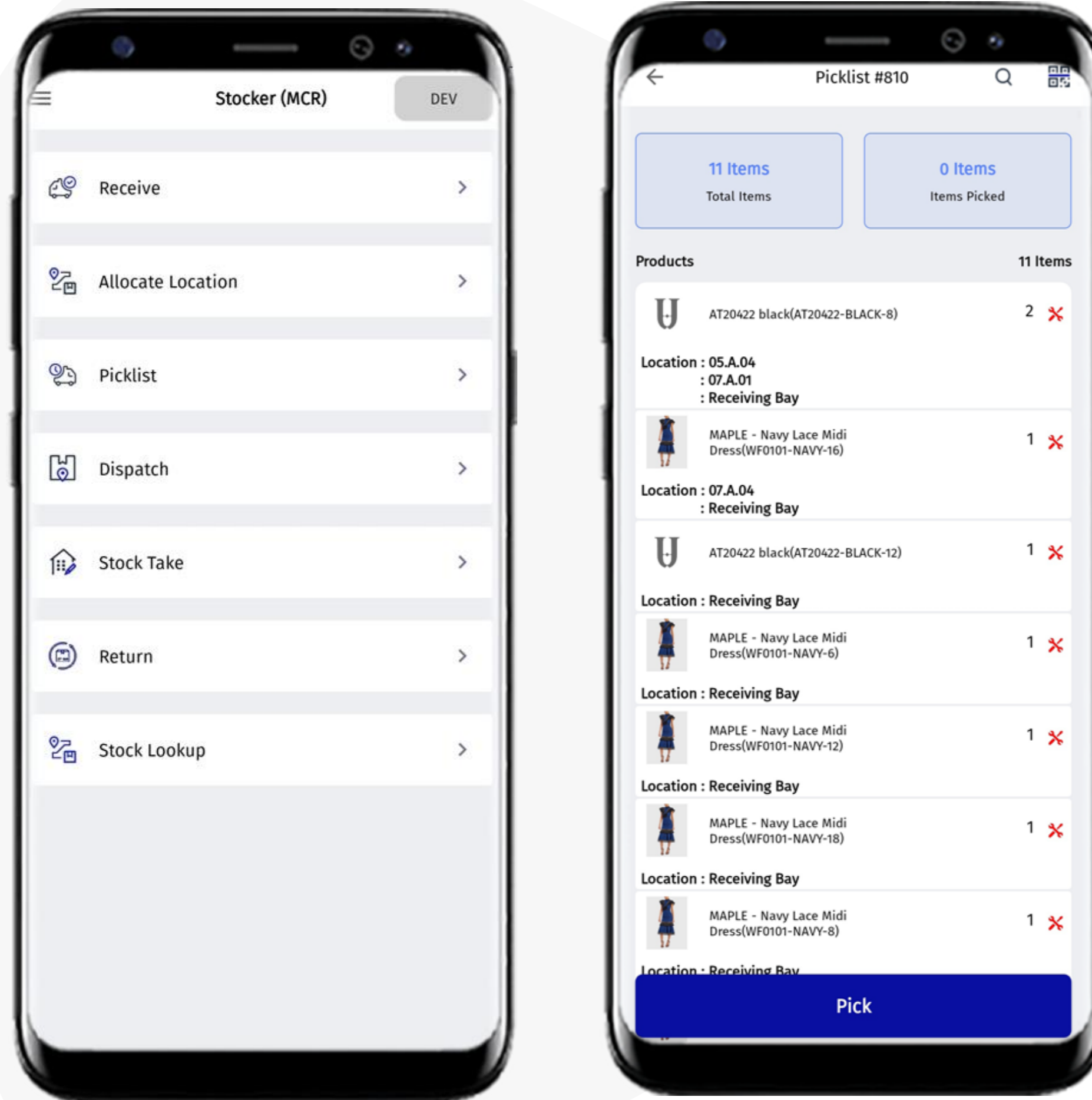
Manage the Inbound / Outbound process through mobile app
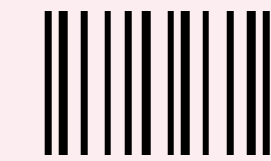
Generate Product Barcodes and scan at the time of receiving & shipping
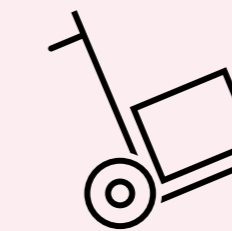
Pick-pack-ship process using the mobile app

Integrations

Supported Order Types
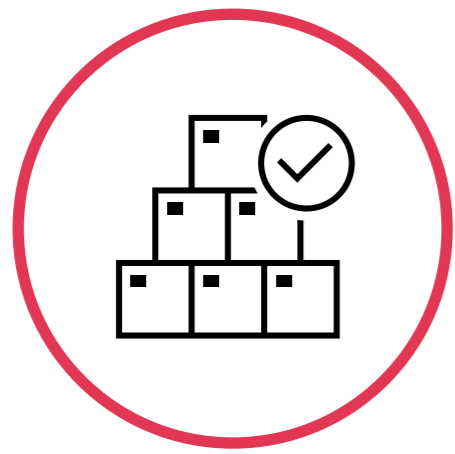
Stock Orders
Orders fulfilled based on the current stock availability across own warehouses
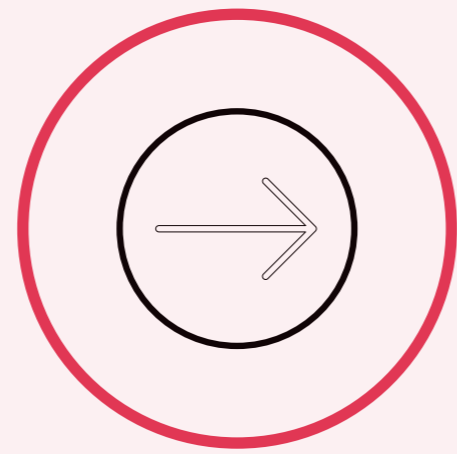
Backorders
Orders for products without stock, which are fulfilled based on JIT (just-in-time) inventory
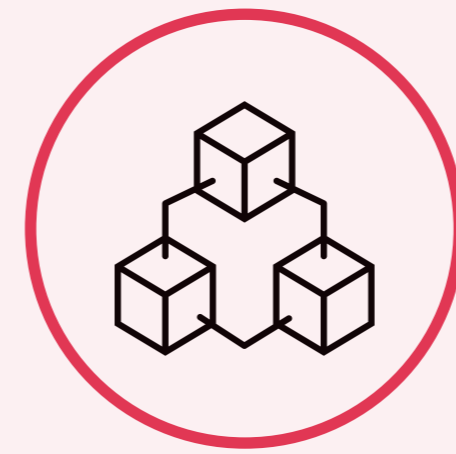
Dropship
Orders passed onto 3rd parties for fulfilment without maintaining any stock
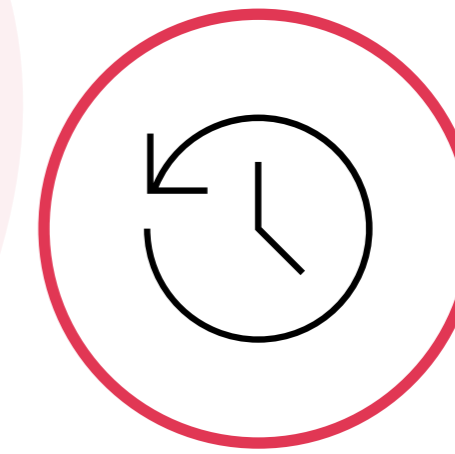
Preorders
Orders fulfilled based on the expected future stock availability

Salient Features
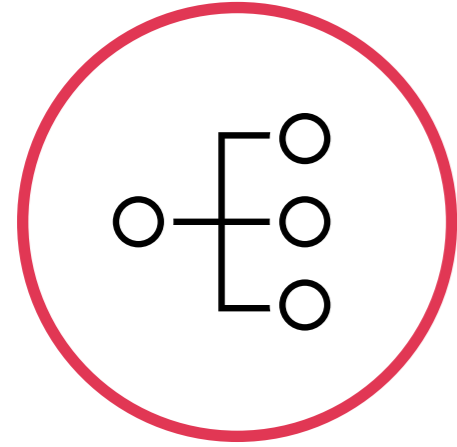
Order Splitting
Split the orders based on stock availability, customer preference, business objectives
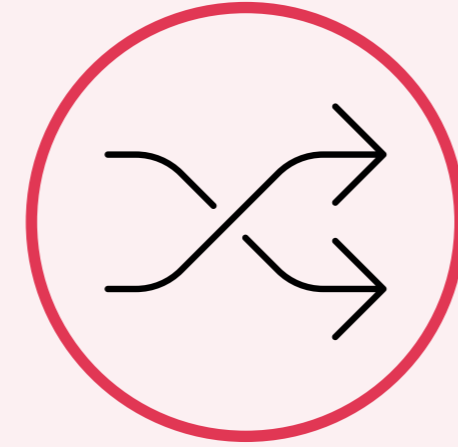
Order Routing
Route the order to respective warehouse based on 'nearest' algorithm and the stock availability
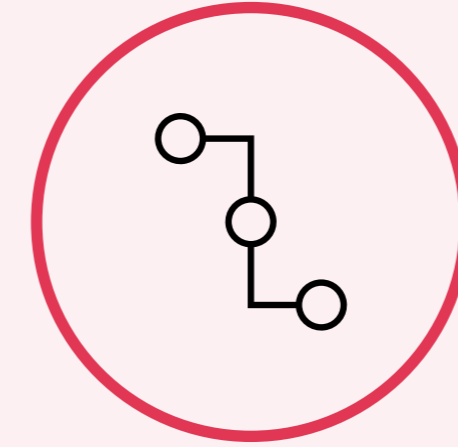
POS Inventory Sync
Sync the inventory with the POS systems pretty much in real-time.
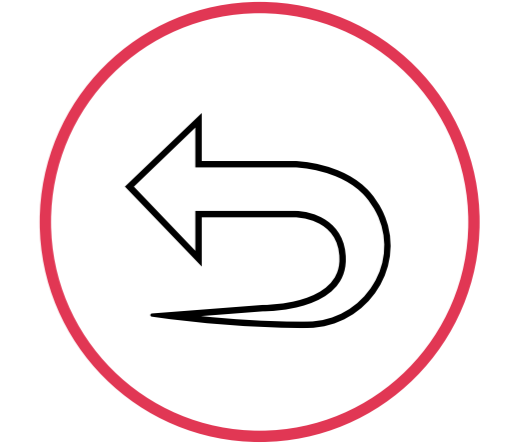
Returns & Refunds
End to end returns process with returns request, approval, stock update on receipt and automated refund

Automated Order Updates
Order updates sent via email to customer on change of status

Exception Mgmt
Fully automated management of exceptions (out of stock, damaged stock) across all departments – warehouse > customer service > customer

Logistics Integration
Integrate with any logistics company for end-to-end shipping logistics. Already integrated with aggregators in Europe.
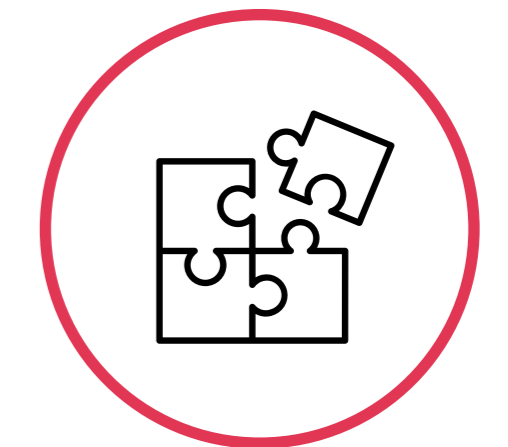
ERP/CRM Integration
Easy integration with ERPs (/ Dynamics / Navision) or Customer Support systems (Zendesk, Freshdesk)

Sales Order Management

Order Rules

Auto-inventory allocation to the order when order is approved

Ability to split the order into multiple deliveries based on customer configuration

System calculates the best delivery date based on the SLA defined and the product specific config – stock fulfilment or dropship or backorder.

Inventory allocation done based on configured inventory pools – a combination of warehouse & inventory types

Reserve stock for customers or orders from within the system

Picking & Packing

Generate picklist order-wise, batch-wise, delivery service wise or manually

Use the mobile app to do the physical picking by scanning the location & items.

Smart picking route auto-generated by the system in the picklist

Validate the invoice against the items at the time of packing by simply scanning the items & invoices

Carrier Integration

Pre-integrated with 20+ carriers

Define smart rules based on Country, Postcode, Order Value, Product Type and various other fields – to decide the shipping carrier & delivery service

Auto-generate the Shipping Labels based on the smart rules defined

Auto-generate the Returns paperwork & label along with the invoice

Purchase Management

Purchase Orders

Workflow based Purchase orders – Draft > Approve > Sent to Vendor > Ack. By Vendor > Partial Received > Fully Received.

POs automatically emailed to the suppliers from within the system with end-to-end tracking & audit of the purchase order edit & updates.

Calendar based view for Expected Receiving Schedule to plan the warehouse storage capacity.

Allow suppliers to create a supplier delivery note giving the business pre-indication when the goods are in-transit.

Goods Received

Receive goods partly or completely in different batches.

Use the mobile app to scan the PO, inbound paper-work and scan the boxes, stock codes to receive goods.

Use the mobile app to do the physical picking by scanning the location & items.

Putaway / allocate location rules or manually once the goods are received within the system.

Reserve the stock for specific customer / order at the time of receiving itself.

Suppliers

Support for multi-currency, multi-country suppliers.

Supplier performance report and auto-supplier ranking based on their delivery performance.

Supplier delivery portal for them to login and check the respective purchase orders – pending, delivered and update them accordingly.

Analytics

Integrated Analytics Platform

Consolidate the customer data from across channels into a single Customer Data Platform

Capture behavior, transaction data across web, mobile, app, store

DATA GATHERING

CUSTOMER DATA PLATFORM

ANALYTICS

ACTIONABLE INSIGHTS

Real-time, simple analytics and Search analytics to improve product discoverability

Visual dashboards empowering business to make data driven decisions

Customer Data Platform
With customer 360 degree view across all channels & brands

CLTV, AOV

Behavioral Data

Visits & purchases
- **Online**
- Mobile
- Store

Traffic Sources / Marketing spend
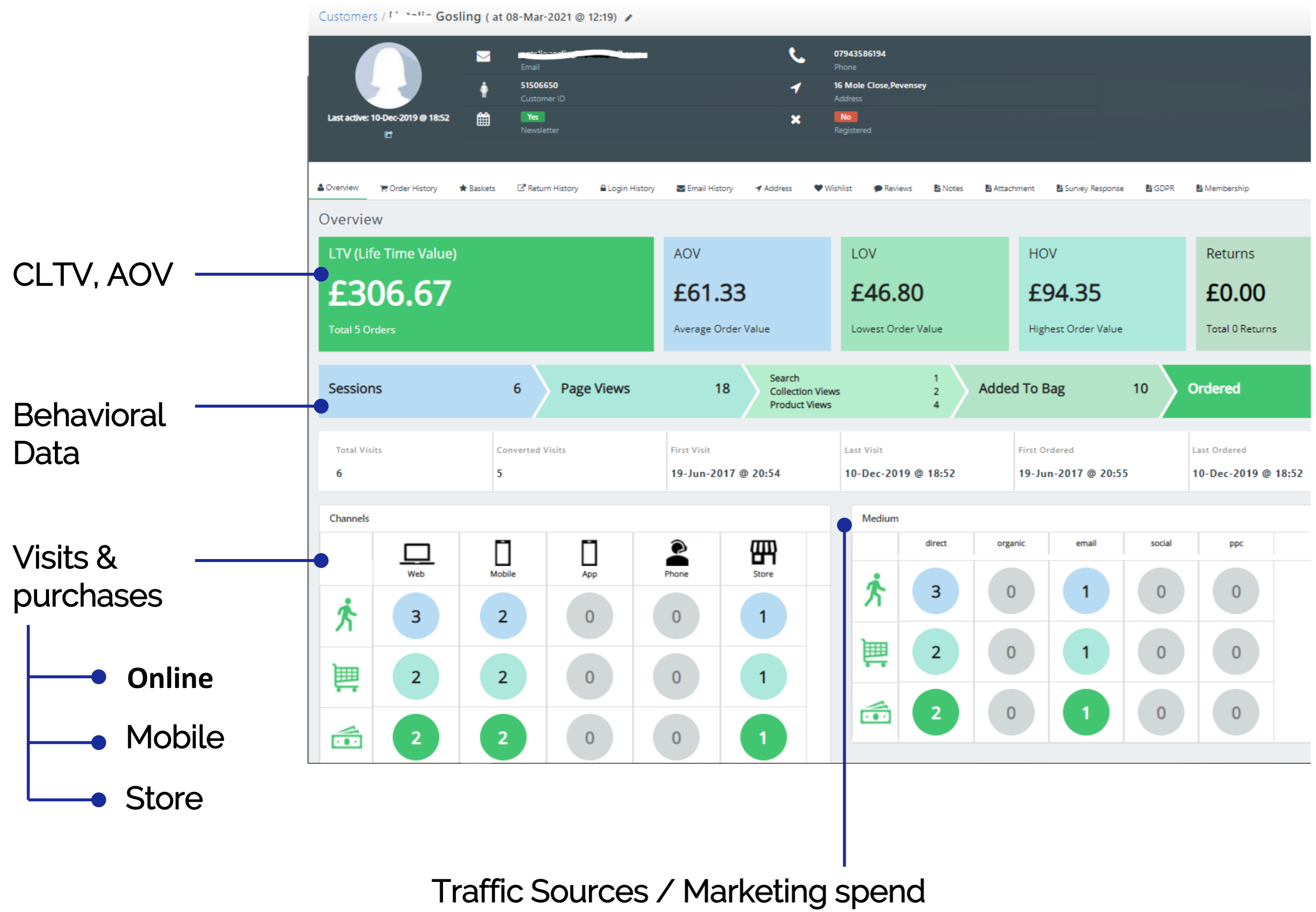
Live event stream capturing customer behavior & transaction data across channels (online, mobile, offline) enriching the customer segmentation.
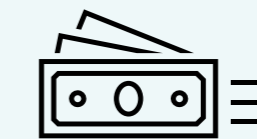
Marketing attribution model based on the business needs (first-click / last click) helping business decide the marketing budgets
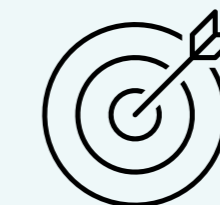
Data set to support personalization and targeted promotions & campaigns

Customer Segments
To help you market better

RFM Based Customer Segments ⓘ
RFM based customer segmentation

potential loyal	At Risk	About to sleep	Promising
		New Customers	Lost

Order Values ⓘ
How much customers spend?

Order Value Range	Percentage	Value
< 44	24.03%	1581
44 to 54	16.90%	1112
54 to 75	19.06%	1254
75 to 110	20.05%	1319
> 110	19.95%	1312

Order Recency ⓘ
How recently a customer has purchased?

Days range	Percentage	Value
41 to 50	19.05%	1253
32 to 41	19.46%	1280
16 to 32	20.58%	1354
8 to 16	18.85%	1240
< 8	22.06%	1451

Customer Segmentation ⓘ
RFM based customer segmentation
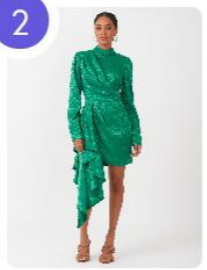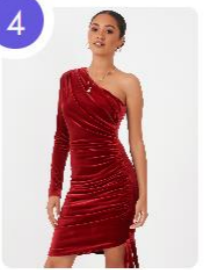
Segment	Percentage	Value
potential loyal	55.87%	6578
At Risk	21.52%	2533
About to sleep	8.56%	1008
New Customers	5.88%	692
Promising	5.43%	639
Lost	2.74%	323

Product Analytics

to help you make the right buying decisions

High Volume ⓘ
Top products by quantity sold.
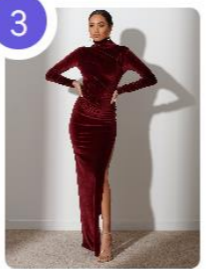
1	LEOPARD CHAIN PRINT PYJAMA SET	2	FOREST GREEN ASYMMETRIC DRESS	3	SILVER SEQUIN IRIDESCENT WRAP DRESS	4	BURGUNDY ONE SHOULDER RUCHED DRESS
	SKU: sku0040		SKU: sku455556790		SKU: sku09776780		SKU: sku0042
	Difference PoP		Difference PoP		Difference PoP		Difference PoP
	5		5		5		5

Showing 1-4 of 4 products   **View All**

High Gross Margin ⓘ
Highest gross margin percentage products with at least 2 sales.

1	LEOPARD CHAIN PRINT PYJAMA SET	2	FOREST GREEN ASYMMETRIC DRESS	3	SILVER SEQUIN IRIDESCENT WRAP DRESS	4	BURGUNDY ONE SHOULDER RUCHED DRESS
	SKU: sku0040		SKU: sku455556790		SKU: sku09776780		SKU: sku0042
	Difference PoP		Difference PoP		Difference PoP		Difference PoP
	5		5		5		5

Search Analytics
to help you improve conversion

Powerful product discovery analytics enabling businesses to improve their conversion rate

Keywords generating highest conversion

Non-performing keywords not generating any results – helping you to merchandise the specific keywords to reduce the bounce rate

Engage

How Engage Works

Collecting click stream data and matching pixels for past orders in real-time

Segment them based on their behavior and RFM algorithm

COLLECT CLICK STREAM & PURCHASE DATA

ANALYSE INTEREST & PURCHASE

RFM SEGMENTS & BEHAVIOUR

RECOMMEND

Analyses interest and possible purchase patterns per user on the fly

Recommend dynamic products in real-time at scale

Product Recommendation Models

Cognitive Model:
Primary Interest detected in **Iron Man**

Collaborative Model:
What visitors are buying for the **first time**

HANDPICKED FOR YOU

BAD FEELING - SUBLIME CASE FOR SAMSUNG A5 (2017)
₹ 399.00 ₹ 599.00

BOLD IRON MAN LOOK - SUBLIME CASE FOR GOOGLE PIXEL 2 XL
₹ 399.00 ₹ 699.00

HARRY POTTER INFOGRAPHIC RED - PRO CASE FOR SAMSUNG S9
₹ 599.00 ₹ 999.00

THE MIGHTY HULKBUSTER - SUBLIME CASE FOR SAMSUNG GRAND MAX
₹ 399.00 ₹ 699.00

IRON MAN INFINITY ARC REACTOR - SUBLIME CASE FOR GOOGLE PIXEL 2 XL
₹ 399.00 ₹ 699.00

AVENGER ARMY IRONMAN - SUBLIME CASE FOR GOOGLE PIXEL 2 XL
₹ 399.00 ₹ 699.00

CHARCOAL ART IRON MAN - SUBLIME CASE FOR GOOGLE PIXEL 2 XL
₹ 399.00 ₹ 699.00

ASSEMBLE FOR JUSTICE - SKIN FOR ACER ASPIRE E1-571G
₹ 799.00 ₹ 999.00

BUYERS' CHOICE

ROGER THAT - SUBLIME CASE FOR ONEPLUS 6
₹ 399.00 ₹ 699.00

SUIT UP IRONMAN - DECIBEL WIRELESS ON EAR HEADPHONES
₹ 1,699.00 ₹ 1,999.00

FACE FOCUS DEADPOOL - WAVE WIRED ON EAR HEADPHONES
₹ 799.00 ₹ 999.00

OVERLOAD FLASH - DECIBEL WIRELESS ON EAR HEADPHONES
₹ 1,699.00 ₹ 1,999.00

OVERLOAD SUPERMAN - DECIBEL WIRELESS ON EAR HEADPHONES
₹ 1,699.00 ₹ 1,999.00

ROGER THAT - SUBLIME CASE FOR ONEPLUS 6T
₹ 399.00 ₹ 699.00

JOKER WITHERS - WAVE WIRED ON EAR HEADPHONES
₹ 799.00 ₹ 999.00

INFINITY LOGO METALLIC - TOUGH CASE FOR IPHONE X
₹ 999.00 ₹ 1,599.00

Average Increased CTR by 42%

Recommendations Overview

Cognitive Recommendations

Use cognitive based models to target moving interest of each user for similar product in real-time.

Collaborative Recommendations

Use of collaborative models to cater recommendations such as also bought, bought together, and much more

Content Based Recommendations

Use content based models to cater similar or cross sell items.

Hybrid Recommendations

All models are hybrid in nature as after deriving the result from model, engage sorts the results based on user interest weightages

Dynamic Announcements

Dynamically target different page types and users with different announcement messages based on Interest, Category & Cart Value.

Dynamic Announcements
to help you target right offers to right customers

Announce discounts based on RFM Category.

For eg:
Low Spenders gets 5% discount
High Spenders gets 10% discount

Announce discounts based on Category.

For eg:
All Dresses pages show 5% discount
& All T-Shirt pages show 10% discount

Announce messages based on cart value.

For eg:
$100 to $200 Cart Value: Free gift on purchase of $300 & above
$200 to $500: Flat 20% discount if you shop for $750

Salient Features

10+ RECOMMENDATION MODELS

Choose from wide range of recommendations models to suit your business needs.

API BASED INTEGRATION

API first approach can help you integrate each campaign separately to any module of front end in no time.

EXHAUSTIVE ONTOLOGY

Pre-built ontology helps engage to understand products better for meaningful recommendations.

PRE-BUILT WIDGETS

Pre-built widgets can help start personalization in no time and scale.

ANNOUNCEMENT CAMPAIGNS

Choose dynamic announcement bars for the store as compared to flat announcements.

RFM TARGETING

Target customer using FRM based model to show customized offers and discounts.

CART BASED TARGETING

Encourage users to add more to cart based on messaging and announcements.

CATEGORY TARGETING

Target specific category and sub-category with offers and discounts that make sense for business.

Quick Review

A quick review of BetterCommerce

Valuable Alone. Invaluable Together!

Experience complete flexibility of choice! Choose either an all inclusive platform, or use separate modules as per your requirements!
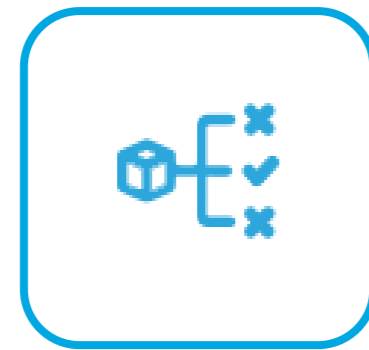
PIM	eCommerce	Experience	OMS	Engage	Analytics
enrich your products	roll out website	build rich experiences	manage your orders	engage your customers	see your business grow
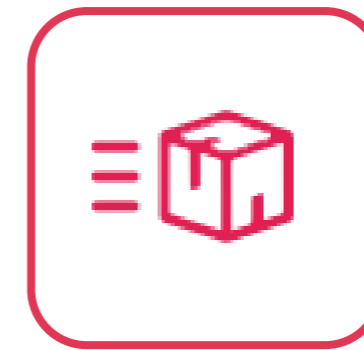
A quick review of BetterCommerce

Valuable Alone. Invaluable Together!

Experience the power of all platforms working together in perfect harmony.

Comparison

Comparison

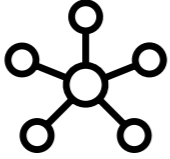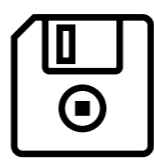|	Legacy Enterprise Platforms Complex, expensive & frustrating	BetterCommerce Simple, flexible & powerful
Total cost of ownership	4-6% of GMV, Complex Contracts	Simple Monthly subscription
Implementation	12-18 months of "Re-platforming"	8-12 weeks of rollout
Developers	Expensive, Specialized resources	Easy to find – internal / external
Features	Rigid monolith 25/30 plugin vendors	API-first, modular, pre-built int.
Infrastructure / scalability	On-prem servers, high maintenance	Single or/and Multi-tenant SaaS
Management tools	Chunky, slow and difficult to use	Fast, simple & easy to use
Customer experience	Slow page loads, standard themes	1-2 sec page load, your brand your way

Shopify Plus vs BetterCommerce

Which is the right choice for you ?

	Shopify Plus	BetterCommerce
Content Management	Built around templates	Built around your brand
Multicurrency	Requires multiple stores and pricelists	One store using dynamic pricelist capabilities
Multi-Brand/ Multi-Store	Set up separate accounts for each store	Easily set up and manage multiple stores from one account
Checkout	PCI Complaint but often requires 3rd party tools for international selling	Customize the complete checkout experience for each market
Catalog Management		
Variant	Basic capabilities	Unlimited options
Custom Attribute	Not possible	Unlimited options
Product Collection	Lacks advanced capabilities	Rules based product collection
Merchandising	Basic capabilities	Sort in multiple capabilities
Visual Merchandising	Manual or auto sorting by 1 field only	Auto sorting by 5 fields in combination with manual drag and drop
Multi-brand Retailing	No capabilities	Easily set up to increase revenue
Related Products	Requires 3rd party app	Rules based built in capability
Bundles	Not Possible	Create Unlimited Bundles
Subscription (monthly/annual/more)	NA	Rollout subscription model for your customers
Membership Tiers (Prime style)	NA	Launch "prime style" membership with different tiers- offer free shipping discount coupons
Promotions	Limited capabilities	Covers many more promotions needed for trading
Catalog Management	Can escalate quickly	Controlled and predictable
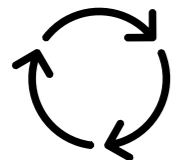
The results speak for themselves

The Fragrance Shop

Integrated	200+ stores	4 sales channels	130+ brands	Legacy POS & OMS

Ship from Store – allowing closed stores to become mini fulfilment centers and ship the dead stock

Subscriptions & Membership – allow customers to subscribe and buy annual memberships.

60%	40k+	50%	200%	6k+
Conversion	Orders on Black Friday	Revenue (yoy)	Increase in Covid	Concurrent Users

TOM FORD

NEROLI PORTOFINO

EAU FRAICHE
BODY SPLASH
236 ML

Forever Unique

Mobile-first website boosting the mobile **conversion rate by 53% and mobile revenue by 14%.**
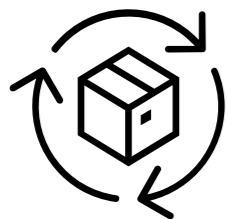
Automated process of product z to purchasing to content enrichment, launching on website and **visual merchandising.**

Paperless warehouse with mobile scanner for product barcodes and **pick-pack-ship process** including label generation & return process.

59%
Conversion (yoy)

61%
Orders (yoy)

152%
Pageviews (yoy)
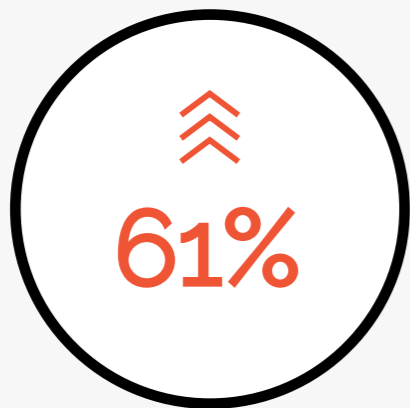
2X
Site Speed

Client Partners

What do our clients have to say about us?

We are more than happy to introduce you to our client-partners so that you can get a first-hand account of our performance.

"The BetterCommerce platform is the technology that enables our business to put the customer experience at the heart of everything we do - mobile, web and in-store."

Julian Holt
COO, The Fragrance Shop

Our Process

On-boarding

So, what's next?

BetterCommerce is **100% committed** to the success of customers, which is why the Founder, Management Team and Support Team will be right there with you every step of the way.

Our Support

– Single point of contact throughout the entire process
– Requirement scoping & analysis
– Implementation
– Testing & support
– Go-live
– Post go-live hyper care support for 90 days
– Online Training of 10 hours

Timeline

Kick-off	Spec/Gap Analysis	Build	Review	Iterate	Go Live
1 day	4-5 days	4-5 weeks	5 days	2-3 weeks	1 day
Day 0	Week 1	Week 2	Week 6	Week 9	Week 10
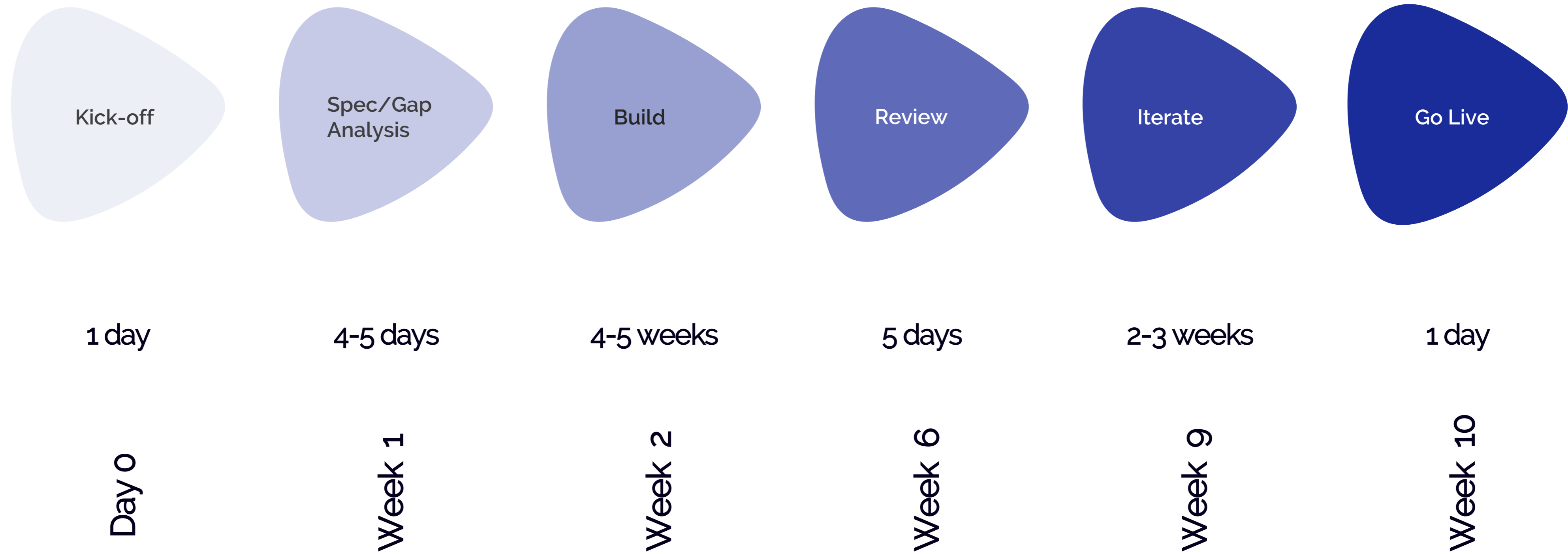
Key Contacts

Vikram Saxena
CEO & Founder

Vikram is a techie by passion and entrepreneur by profession having more than 23 years' experience working in Retail & Distribution businesses across the Globe.

Vikram splits his time between his offices in New Delhi and London and will be at your side every step of the way.

Vipul Aggarwal
CRO

Vipul has 13 years of experience in marketing, sales, product.. He is passionate about commerce and has been key member of two successful startups.

Vipul also handles client relationship for successful long-term partnership.

Finlay Mure
VP, Sales & Marketing - UK

Finlay has 15 years of commercial leadership experience in the retail and tech industry. He is passionate about advising clients at the intersection of scaling and business restraints.

Finlay is also our resident BBQ master. So, if you like burgers, you're in for a treat.

Sanjay Kumar
Product Manager

Sanjay is a dynamic and self-motivated individual with significant e-commerce product management experience. Sanjay is skilled in Product Management, Software as a Service (SaaS) and Project Coordination.

Get in Touch

Are you ready for BetterCommerce?

We believe that your success is our success, so we look forward to working our socks off!

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bettercommerce.io

Microsoft
Gold Partner