members of the MACH ALLIANCE

THE PULSE OF RETAIL 2023

Next Generation Retail

MERCAUX commercetools fluentcommerce order management. accelerated. Orium

Welcome to The Pulse of Retail 2023



Olga Kotsur

CEO - Mercaux

I'm thrilled to welcome you to the fourth edition of our annual report where we take the pulse of digital transformation in the retail industry, and for the first time warmly welcome our fellow MACH Alliance members, Fluent Commerce, commercetools and Orium who have jointly commissioned this year's research with us.

This year's survey is taken with a backdrop of great uncertainty, beginning with the recovery efforts from the global pandemic, the awful impact of the war in Ukraine and the cost of living crisis affecting many households across the world. The results of our survey reveal that retailers are bullish in their plans to counteract these challenges with many looking to invest through the rising interest rates and recession to bring stability, and even growth, to their business.

These tactics appear to be underpinned by the high importance that retailers are placing on MACH principles to future-proof their businesses, particularly those around composability, both online and in-store, so it's apt that this year we welcome the views of our MACH Alliance partners to the report.

With such unpredictability from one month to the next, Mercaux will commit to updating the findings of this report towards the end of Q2 2023 so that you are able to further benchmark your 2023 plans against those of your peers. We will release an addendum to those that have downloaded this original report. If your colleagues would also like to receive this update, then please let us know (details at the end of this report).

The team at Mercaux will be hosting a roadshow following the release of this report to discuss the findings. If you would like to attend one of these sessions or book one of our complementary virtual consultations, then please get in touch.

Best Wishes
Olga

Executive Summary

1.
Retailers planning to invest their way through global recession

2.
Composable architecture important for 91% of retailers (but only 2% claim they are fully composable)

3.
67% of retailers ready for Next Generation Technologies, with a further 30% mid-way through updating their infrastructures

4.
Deployment of in-store technologies double in a year, with one popular in-store technology nearly tripling in this time frame

5.
The top technology in “launch phase” for half of the geographies we surveyed is Next Generation Distributed OMS

6.
The most popular solution in the “planning” phase for retailers are focused around in-store customer experience

7.
Customers wishing to experience a frictionless omnichannel customer experience can do so in just 11% of retailers

8.
Transitioning from Legacy POS to Next Generation solutions is important for 79% of retailers surveyed

9.
Customer self-checkout solutions revealed as the most important evolution for POS when it comes to the store

About the Respondents

Mercaux worked with CensusWide, a global insight-driven research company, to poll 550 retail executives that work in the headquarters of retailers that operate both e-commerce and brick and mortar stores (excluding Food, Wine and Grocery).



United Kingdom



United States



Spain



Italy



France

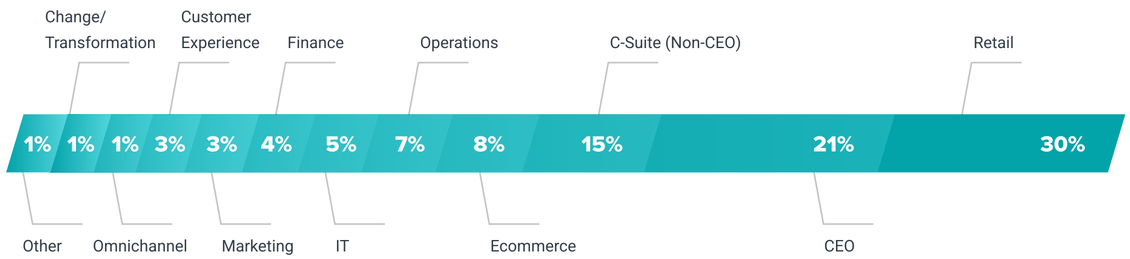


BeNeLux

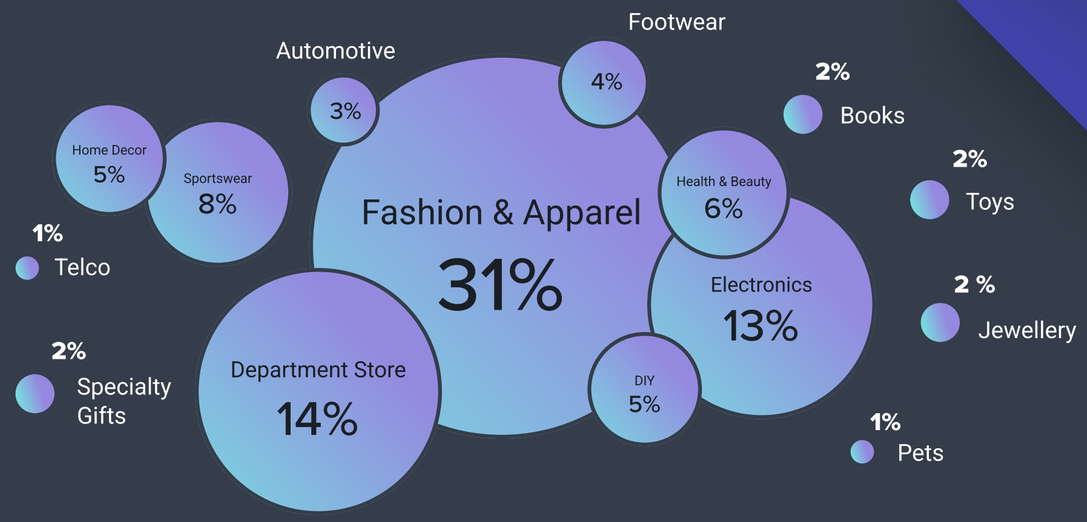


Nordics

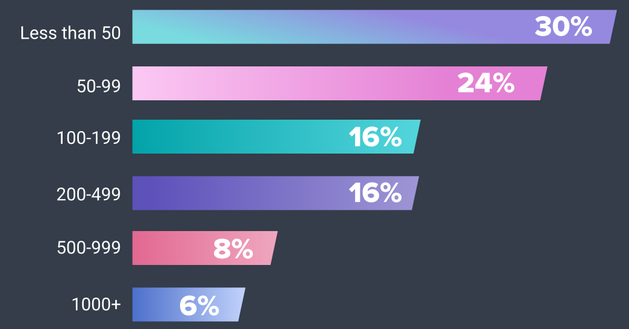
Job Function



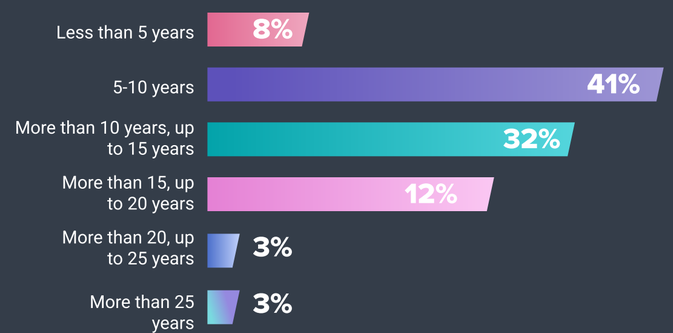
Retail Vertical



Number of Stores



Tenure working in Retail HQ



1. Retailers to invest their way through global recession

With the backdrop of a recession, it might come as a surprise that retailers are choosing investment as a way to counteract the impacts. In fact, it was CEOs in the UK and US that were particularly vehement in their intent to continue investing, with 83% agreeing to increased investment in e-com, and 72% opting to increase investments in brick and mortar. These sentiments were closely aligned with other members of the C-suite who participated in the Pulse of Retail 2023.

A report by Business of Fashion, *The State of Fashion Technology*, brings further clarity to this intent as they revealed that the C-suite is set to double the amount of revenue they reinvest into technology by 2030, commenting that "fashion players that fail to embrace these technologies will face existential challenges, while their tech-savvy counterparts should see measurable bottom-line benefits."

On the growing impetus to invest, Chris Holley, Global Director, ISV Partnerships, commercetools, commented:



"The findings from the report indicating that so many retailers are intending to transform do not come as a surprise. Frictionless customer experience is at the forefront of modern commerce. We expect to see more retailers realise that failing to modernise and free themselves from legacy technology stacks will negatively impact them in the long term — ignoring this inevitability will slow retailers' growth, and negative, inflexible shopping experiences will drive away customers looking for convenience."

Perhaps surprisingly, 10% of those in e-commerce roles are in favour of investing less in their sector, with 15% opting to maintain, and the remaining intending to increase. Eight in ten of those in the IT function who have dedicated a lot of their time over the past few years in ecom are in favour of funnelling more towards this channel.

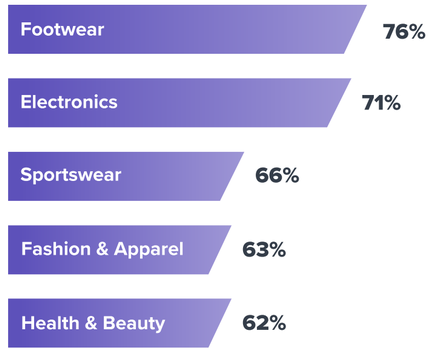
After falling heavily in the first half of 2022, e-commerce funding worldwide experienced a slight rise once again in the latter half. ONS figures indicate that the online share of retail has consistently fallen since it peaked in January 2021 (in the UK). Yet our findings show that many retailers continue to see the value in investing in online, as they not only consider their long term e-commerce strategy, but how it could also support a frictionless omnichannel one too.

50% plan to increase budgets to digitally transform the store, whilst 39% plan to maintain budgets

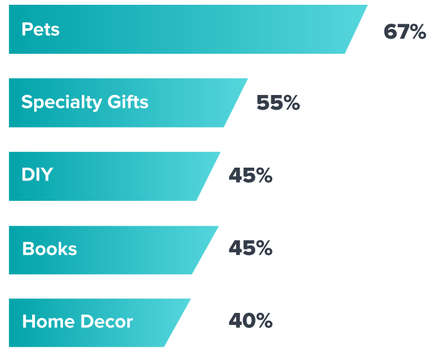
Half of respondents plan to spend more on in-store technologies in 2023 to capitalise on footfall as basket sizes shrink in response to economic difficulties. By making the most of every store visit through a variety of in-store technologies, retailers are looking to get ahead of the competition, offering a mix of digital and physical experiences ahead of their rivals. Where investment has been high in upgrading legacy backend systems to support e-com growth and service models emerging during periods of lockdown (such as curbside pickup and BOPIS), retailers are quickly realising that they can extend these to store to enhance the customer's experience.

Investment in e-commerce technologies

Increase investment by vertical

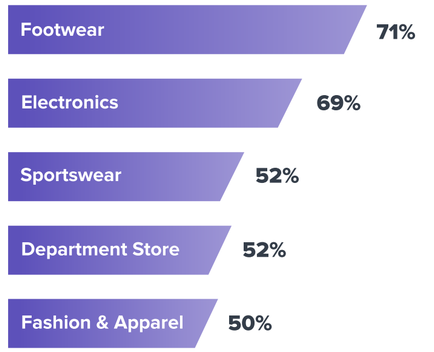


Maintain investment by vertical

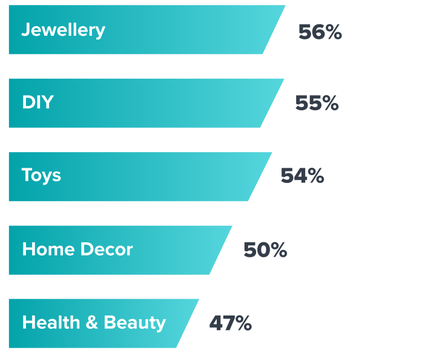


Investment in brick and mortar technologies

Increase investment by vertical



Maintain investment by vertical



News for store staff was mostly positive, as 43% of retailers plan to maintain staffing levels, whilst 44% will actually look to grow their store teams. These findings fall in line with growth in store numbers, as 45% are planning to grow their store footprint in 2023, with only 9% planning to reduce their numbers. This reveals that a lot of our respondents will be looking to brick and mortar for revenue growth in 2023. Benelux (27%) and Spain (30%) recorded the lowest intention for store growth in the survey.

2. Composable architecture important for 91% of retailers (but only 2% claim to be fully composable)

With so much importance placed on an area of the business that has just 2% execution, 2023 will be a year of focus for retailers to decompose or entirely remove their legacy monolithic architectures. But what is it about composability that is so imperative for the future of retail? Long, complicated, and expensive roadmaps to upgrade legacy technologies are the norm for retailers in their struggle to transform quickly enough to keep up with changing customer needs and expectations. By the time a new functionality has been released to facilitate new service models, customer expectations have long moved on and retailers once again find themselves behind the curve, trying to play catch up.

Cost of ownership a fraction of legacy technologies

Composable solutions speed up the momentum of transformation by an incredible amount of time and at a far reduced cost, which is reflected throughout the technology's lifetime. The cost of ownership with these technologies is a fraction of their legacy counterparts, due to a lack of hardware maintenance, lengthy upgrade schedules or unforeseen costs associated with expansion.

Through the use of API-first and cloud-based solutions, new functionalities can be simply "switched on", without the need for significant investment and resources. Commenting on the findings from the research is MACH Alliance President, Casper Rasmussen:



"The findings from The Pulse of Retail are no real surprise to us at the MACH Alliance, as we see retailers transforming their businesses every day with a greater level of speed, agility and flexibility. Our mission is to future-proof enterprise technology and propel current and future digital experiences, and since our inception just over two years ago we are being approached more and more by enterprise retailers who wish to expedite the delivery of their transformation roadmaps through engaging with our forward-thinking composable member businesses."

How advanced are retailers in their composability?

Mainland Europe are the biggest advocates of composability with Spain the biggest champions (100% of respondents placing importance), followed closely by France (98%) and Italy (94%). The UK was slightly less convinced amongst our respondents at 86%. Diving further into the technology, our research found that payment services are currently the most decomposed area of a retailer's infrastructure at 52%, with fiscal services the most challenging to decompose for retailers at just 27%.

100% Spain 98% France 94% Italy 86% UK

What are the benefits for the store?

It must be stated that composable architectures are not for the sole benefit of e-commerce, as retailers with a mission to provide a frictionless omnichannel customer experience (see page 10) need to ensure that their in-store technologies are speaking with ease to e-com, backend systems, and vice versa. Here are a few scenarios where value is being derived today in-store through decomposing existing technologies, or by simply deploying next generation solutions that are already fully composable:

CDP

Surface 360 profiles of your customers to store associates in store to provide a hyper-personalised shopping experience, and send their in-store behaviours back to CDP

eCOM

Access abandoned baskets and wishlists from a customer's online profile into store so they can continue their omnichannel shopping experience using these "Universal Baskets"

POS

Unshackle the transaction from the traditional cash register and eliminate the need to join a long line by surfacing the checkout process on any customer or store associate device in-store

OMS

Create Universal Baskets of items from in-store and online, complete a single transaction and fulfill through different channels, plus the introduction of advanced fulfillment capabilities from store, such as BOPIS, Ship-from-Store and Smart Returns

Who are the MACH Alliance?

members of the MACH ALLIANCE

An independent organization on a mission to future proof enterprise technology and to propel current and future digital experiences with open and connected enterprise tech, of which the Mercaux, Fluent Commerce, commercetools & Orium are members.

Micro Services
API-First
Cloud Native
Headless

M: Individual pieces of business functionality that are independently developed, deployed, and managed.

A: All functionality is exposed through an API.

C: SaaS that leverages the cloud, beyond storage and hosting, including elastic scaling and automatically updating.

H: Front-end presentation is decoupled from back-end logic and channel, programming language, and is framework agnostic.

The MACH Alliance was founded in June 2020 and was referred to as 'The Coolest Tech Club in Town' by Forrester a year later.

3. 67% of retailers ready for in-store Next Generation Technologies, with a further 30% mid-way through updating their infrastructures

Retailers are more ready than ever to transform their brick-and-mortar stores through Next Generation Technologies with their updated composable infrastructures. Compared to 54% readiness a year ago, 67% now say they are ready to prepare themselves for the needs of today's shoppers.

By getting the right infrastructure in place, a record number of retailers prepare to deploy Next Gen Tech in their stores

A further 30% are currently mid-way through updating their infrastructures – shoppers and retailers alike should expect to see more of the latest technologies in-store, as competition for customer acquisition and the best customer experience heats up. Many accept the inevitability of needing to future-proof their business and deploy these Next Gen solutions, as 26% report that whilst they can deploy some technologies, they will require further investment to deploy all the solutions their customers demand.

The electronics sector leads the way in readiness, with a massive 84% of respondents sharing that their businesses have the infrastructure needed, perhaps due to high competition from e-commerce. On the contrary, Health & Beauty find themselves the least prepared to bring these technologies to their stores (11%), stating that their legacy systems are too old to even deploy the most basic of solutions.

Shopper priorities and expectations shift every year, but it's clear that customers expect the convenience of e-com (to which they have grown accustomed) to be present in-store

According to a survey by commercetools, three-quarters of respondents (73%) say it's likely or very likely they'll take their business as a consumer elsewhere when a brand doesn't have the shopping experience they expect. Building memorable, positive shopping experiences will go a long way to building customer loyalty, and making life easier for Sales Associates will see higher employee satisfaction and retention in the backdrop of ongoing staffing challenges.



4. Deployment of in-store technologies double in a year, with one popular in-store technology nearly tripling in this time frame

Since the last Pulse of Retail research was conducted, the number of in-store technologies that have been deployed has doubled, with the highest jump appearing in omnichannel technologies, rising from 10% to 28% now deployed across our respondents' estates.

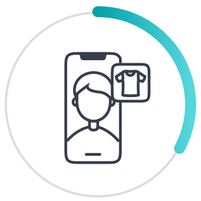
The only technology deployment to stay stagnant over this time period is Clienteling, growing just 2% from the last Pulse of Retail to 22%. However, we expect this number to rise as customer acquisition costs continue to increase and customer loyalty wanes – building meaningful relationships with clients is becoming a priority for a lot of retailers looking for a more predictable revenue generating strategy.

Falling from the top spot last year, mPOS is now joint fourth most popular in-store technology to be deployed in line with Assisted Selling at 27%. These now fall behind Appointments (32%), Remote Selling (31%) and Omnichannel (28%) as the most deployed technologies.

The value and purpose of mPOS is currently undergoing a transformation in itself with the arrival of composable POS (with a section dedicated to this later in the report). This year, we began tracking Progressive Web App (PWA), currently at an implementation rate of 26%.



Appointments
32%



Remote Selling
31%



Omnichannel
28%

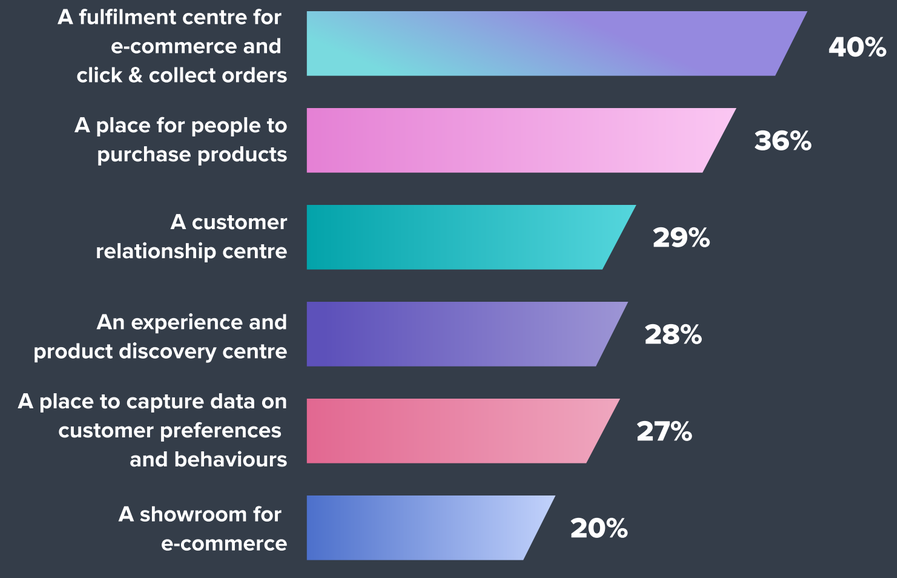


mPOS/ Assisted Selling
27%



Progressive Web App
26%

An overview of how retailers view the store:



The primary role for the store is now “a fulfilment centre for ecommerce and click & collect orders” (40%) beating last year's top reason, "a place to purchase products" (36%).

The store as a customer relationship centre remains the third most important reason with 29% by our respondents, 2% less than last year’s report. Perhaps in response to the emergence of different store formats, categories such as experience and product discovery centres and showrooms for e-commerce are continuing to gain traction.

5. The top technology in “launch phase” for half of the geographies we surveyed is Next Generation Distributed OMS

The past few years have given rise to immense choice in fulfilment that simply did not exist before – curbside pickup, ship-from-store, and smart returns all rose from the depths of lockdown measures, and so came more pressure for retailers to offer these to their customers. Findings from our study show that retailers are still in the midst of catching up with customers' fulfilment expectations. The majority of order orchestration from our 500 retailers is run from e-commerce (33%), whilst best-in-class distributed order management has only been achieved by 28% of respondents.

This being said, the transition to Next Gen Distributed OMS is high on the agenda for our respondents in Spain (38%) and France (33%) where it took the top spot for technologies in the “launch phase”. Heading over to the USA, Assisted Selling solutions took the top spot, although Distributed OMS was still second, with a representation of 39% respondents launching in this market. On this meteoric rise in the importance and popularity of Distributed OMS, Nicola Kinsella, SVP Global Marketing, from Fluent Commerce commented:



"Covid drove a massive increase in store fulfilment. Both the pickup of online orders from stores, and Ship from Store. But if your online inventory isn’t accurate, you end up overselling and having to cancel orders. Or, you set your safety stock too high, which results in underselling and more end of season markdowns. That's what's driving the demand in order management right now. It's the need for accurate inventory and store fulfilment optimization."

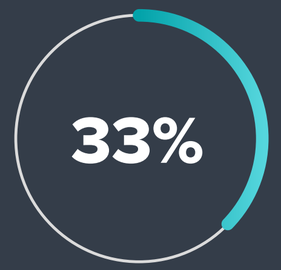
The UK is once more the market lagging behind the rest when it comes to advanced OMS capabilities, with only 20% of retailers having deployed best-in-class distributed order management. Speaking to the benefits that have been felt by one retailer, Krista Diez-Simson, CFO/COO, Taking Shape, commented:

"Since launching with our new platform we have seen our online fulfillment time drop dramatically with all orders dispatched next day or same day. This has resulted in completed orders being with our last mile delivery partner earlier, and then delivered to the customers approx. two days earlier than pre-launch. "

Next Gen Distributed OMS the top technology in launch phase for:



Spain



France



USA records 2nd behind Assisted Selling, although higher percentage

6. CX the next focus for retailers as solutions most popular in “planning”

It’s not surprising that CX is at the core of the planning phase for retailers looking to capitalise on the footfall entering our stores as a recent piece of research by Accenture found that technology is being associated with a “positive in-store experience”.

87% of consumers stated technology is helping deliver a positive in-store experience

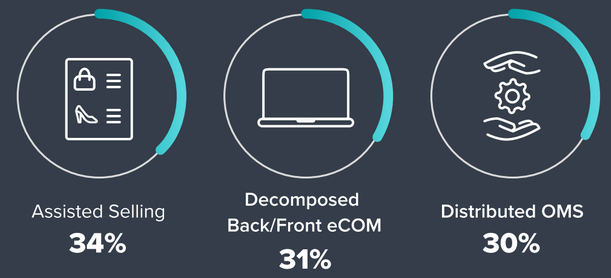
The research goes on to single out self-checkout (87%) and self-scan (77%) as the most popular technologies being conducive to a positive in-store experience.

Respondents to our own survey singled out Clienteling as the most popular technology currently in the “planning” phase (29%). Narrow this down to vertical and this figure jumps up for Jewellery (67%), DIY (45%) and Sportswear (34%). As with the Accenture study, Self-Service solutions then dominate the roadmaps of our respondents in the planning phase with Native Apps (28%), Digital Fitting Rooms (27%) and Self-Service Kiosks (26%).

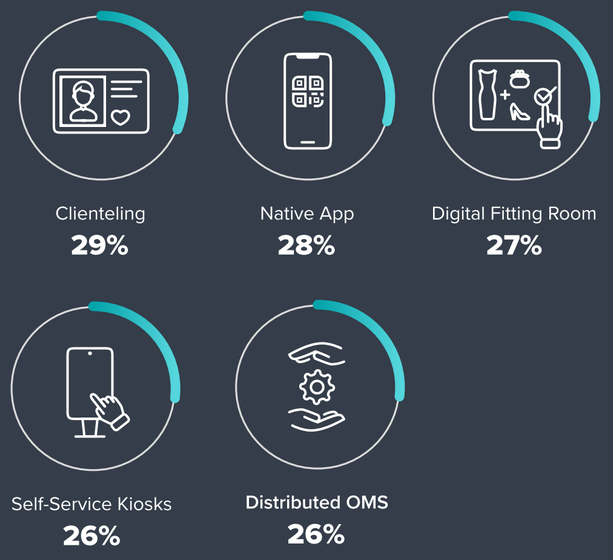
Providing customers with enhanced assisted-selling experiences through store associate operated solutions is currently in “launch phase” for 41% of respondents in the USA, higher than any other nation surveyed, but it is BeNeLux who lead the way in having already deployed these in-store, with 37% of respondents sharing that these are already being used by their associates.

If you are planning to deploy technologies to get ahead of the competition in the eyes of your customers, you would be shrewd to align your near-term plans with those currently in the planning phase of our respondents. Furthermore, ensuring that you have MACH-certified vendors included in your RFPs will likely mean that you can deploy these solutions ahead of peers surveyed in this report that are considering monolithic or bespoke build solutions.

Solutions currently being implemented



Solutions currently being planned



7. A frictionless omnichannel CX available for just 11% of retailers

What do we mean by a frictionless omnichannel experience? This refers to a customer beginning a journey in one channel (in-store or online), and subsequently continuing this journey in a completely new channel. The ability for a customer to build a basket, save it to their digital profile, and access this through another channel is tricky to achieve for a number of reasons, but as our survey concluded, it is an aspiration that has been adopted by many retailers, with few delivering these to their business. The most advanced nations in facilitating this from our survey were The Nordics at 31%, France at 18%, and the USA at 11% of respondents.

However, the news is not all bad, as 28% of respondents shared that they have deployed “some solutions” towards attaining this goal, with 20% about to deploy their first solutions and a further 18% about to kick off the project. In a recent article by Forbes entitled, ‘The Future of Retail is Phygital’, they commented:

> **“Customers are used to shopping both in-store and online, but the data behind these two experiences is often kept siloed. Connecting physical and digital retail is rooted in the effective use and integration of data. Bringing together stock management, supply chain data, product information and customer data in one place elevates both customer and employee experiences, boosting brand loyalty and reducing attrition.”**

The fluid collection and movement of data between online and in-store is where the true frictionless customer experience will be felt, and this is most readily achieved through a decomposed basket and checkout layer in the business. Speaking of the results, Jason Cotrell, CEO from Orium commented;



“The future of retail customer experiences may be hard to predict, but you can create a technology roadmap that delivers frictionless omnichannel experiences as the space evolves. We often see retailers struggling with the complexity of ‘multi’— multiple brands, multiple countries, multiple fulfillment models, and so on. The retailers who will be best prepared to meet and exceed customer expectations in the future are focusing their investments now on systems, enablers, and accelerators that help them tackle those ‘multi’ challenges. It’s not just about the experiences you want to offer today, but future-proofing your retail technology to delight customers over the long haul.”



8. Transitioning from Legacy POS to Next Generation solutions is important for 79% of retailers

Given the business critical nature of your in-store transaction capabilities, it is no longer acceptable to have long, complicated, and expensive roadmaps to rectify issues and functionality that should be available today as "the basics" for your POS. This sentiment is reflected by our respondents. As a result, 79% say that this transition is an important strategy for 2023.

The results broke down the specific pain points the retailers were looking to solve by making this transition – moving away from the traditional cash desk in-store to eliminate queues topped the list for 75% of respondents. This frustration in-store was supported by recent research from Scandit, who found that the prospect of long queues at the cash register was the biggest frustration for almost half of the consumers they questioned (47%).

We have seen retailers looking to address queues through mPOS over recent years, as our research found that 20% of retailers have now deployed this solution. Yet the respondents to our survey are looking to further improve this last step in the customer's path-to-purchase, by transforming the often perfunctory transaction into a positive customer experience.

Retailers turn to composable POS to bring a positive CX to the last step in the path-to-purchase - checkout

Our survey found that 80% of respondents are turning towards best-in-class composable architectures to bring better in-store experiences and deliver additional business benefits through the deployment of composable POS. The decomposed checkout process supports omnichannel Universal Basket creation and fluid basket transfer between channels for shoppers engaging in ROPO. Checkout can be completed through in-store devices, and customers are given flexible payment options by introducing next generation payments such as BNPL and digital wallets into the store.

The ability for retailers to surface the checkout process on any customer or store associate's device not only eliminates the need to queue up at a till, but also provides retailers with a company-wide single source of truth for transactions. This means they will now be able to attribute in-store purchases to a customer's profile, feeding it back into their CRM/CDP and other core operating systems for use in future remarketing, sales, and personalisation strategies. Crucially, this all comes at a considerably lower cost of ownership than traditional Legacy POS systems.

We briefly touched upon the importance of Self-Service Checkout options for your customers – our survey found this to be an important area across the geographies and verticals that participated, which we now dedicate the next section to.

9. Customer self-checkout solutions revealed as the most important evolution for POS in-store

The traditional layout of a brick and mortar store as we know it is changing – 75% of retailers placed a range of “some” to “great” importance on removing traditional checkout stations to eliminate queues, which as we’ve highlighted before, is often cite as one of the biggest frustrations of shopping in-store. Creating a frictionless shopping experience is important, as a third of all customers would stop doing business with a brand they loved after one bad experience, according to insights from PwC.

41% of respondents stated that implementing kiosks was “greatly important” in the evolution of checkout in-store, followed by checkout using a customer’s own device (40%). When it comes to what shoppers want, a study by Scandit finds 69% would be willing to use mobile apps to self-serve if they cannot find an assistant, and 67% want to use their phones to scan and pay for products – shoppers want more flexibility to pay away from the traditional cash desk.

Although freeing employees from manning the checkout desk to do other tasks is a welcome benefit for many retailers, most significantly, having more flexibility in checkout and being able to take payments at multiple touchpoints in the store would reduce the number of shoppers abandoning their baskets.

> **Eight in ten retailers surveyed believe it is important to allow customers to checkout anywhere in-store**

Many retailers are thinking beyond mPOS, however, as for 35% it is “highly important” to be able to surface checkout on any device through decomposed checkout, and with 45% agreeing it is “somewhat important” following closely behind.

So what’s next for POS in-store? The importance for transitioning to Next Generation POS and checkout is seen as imperative by 81% of our respondents, with half of these placing “great importance” to the evolution of monolithic POS. Retailers are ready to leave the inflexibility of legacy behind, wanting to no longer be held back from innovation. In addition, we should expect to see more Next Gen payments accepted in stores such as BNPL, as well as more changes in the way customers check out – whether it is on a kiosk, a Sales Associate’s device, or their own phone through accessing a Progressive Web App. Shoppers expect convenience, and retailers will be re-thinking whether being stuck with legacy POS is still worth it.



Recommendations

1. With retailers planning to invest heavily in e-com and in-store technology offerings to see them through economic turbulence, they should think carefully about the nature of the technology they deploy. By choosing Next Gen composable solutions over monolithic counterparts or bespoke builds, they can ensure speedy deployments that future-proofs the business to keep them ahead of the competition.

2. Retailers can no longer afford to continually be one step behind what customers demand – being able to deploy new functionalities to support emerging service models of tomorrow at a moment's notice will only be possible by choosing MACH-certified vendors. The speed of deployment that composability brings with it is crucial to success.

3. As more retailers phase out free returns online and battle stock issues, they should look towards implementing Next Gen Distributed OMS. Not only will this make the customer's journey to buy and return items easier, but retailers will have greater visibility and control of their stock.

4. POS is a big focus for retailers in 2023 and with this, flexibility in payments is becoming ever-more important – whether it is giving customers the options to checkout away from the fixed checkout desk, or giving them different options to pay, retailers should be ready to exceed customer expectations in the last steps on the path-to-purchase.

5. Going composable does not solely benefit e-commerce – there are numerous benefits for the customer with leveraging these technologies in-store. Retailers need to ensure next gen CDP, OMS, Payments etc. are all being leveraged in-store. Sharing data across every touchpoint will provide customers with a more personalised and frictionless omnichannel experience.



"The easy, intuitive user experience we encounter with omnichannel offerings instore can sometimes make it hard to grasp just how complex the technology is behind the scenes. Developing a phygital strategy is a massive undertaking, and retailers must ensure that their investment targets customer and employee needs."

Forbes - The Future of Retail is Phygital

Methodology

The insights contained within this report were collected with the help of Censuswide, a global insight-driven research company. Censuswide complies with the MRS Code of Conduct and ESOMAR principles. Full detail of methodology can be provided on request. In summary, these are:

Registration

Members of the network are recruited "by-invitation-only". Upon enrolment, the network members provide extensive profile dimensions allowing them to target the specific audience needed.

Verification of Respondents

When joining the panel, respondents complete a highly detailed online profiling questionnaire.

This information is verified as far as possible - referrals, wealth registers, IP addresses.

Accuracy of Panel

Data is monitored to remove any 'career respondents'. We pay special interest in any respondents who are seen to be completing surveys at speed or are entering contradictory data and they will be removed from the panel if they are found to be giving false data.

They also monitor for false opt in data, quality of open responses and fall out response over question completion.

Scoring & Engagement

Respondents are scored on things such as the quality of their responses, the speed they fill out surveys, the frequency they engage with us and the consistency of their answers.

Sampling Theory, Incentive & Accuracy

The research is conducted online, with respondents sourced via online access panel.

All respondents are double opted in (with an opt in and validation process) and complete a profiling questionnaire when joining.

This report was commissioned by:

MERCAUX

Mercaux is transforming legacy Point of Sale into a suite of composable ‘Points Of Service’ solutions that enhance a customer’s entire in-store path-to-purchase, from product discovery and personalisation all the way through to checkout and beyond.

commercetools

Commercetools is a technology disruptor delivering an industry-leading eCommerce SaaS solution. Today, some of the world’s most iconic brands trust commercetools to enable their digital customer experiences. As the visionaries leading the modern MACH architecture movement, commercetools gives companies the agility to innovate and iterate on the fly, merge on and off-line channels, drive revenue and future-proof their business.

fluentcommerce
order management. accelerated.

Fluent Commerce is a global vendor of a cloud-native and highly flexible distributed order management system. Fluent Order Management enables organizations to eliminate overselling and underselling thanks to accurate, near real-time inventory visibility. Fluent Commerce works with brands such as Aldo, Breitling, JD Sports and L’Oréal. Learn more at fluentcommerce.com.

Orium

Orium (formerly Myplanet) is North America's leading composable commerce consultancy and system integrator. We specialize in helping ambitious B2C and DTC brands execute, innovate, and transform their commerce and retail journeys with composable commerce.

Further Reading

CB Insights, State of Retail Tech Q3'22 Report: cbinsights.com/research/report/retail-tech-trends-q3-2022/

Commercetools, 2022 Commerce Innovation Report: commercetools.com/commerceinnovation

Forbes, The Future of Retail is Phygital: forbes.com/sites/mikehughes1/2022/10/31/the-future-of-retail-is-phygital/

MACH Alliance Website: machalliance.org

ONS: ons.gov.uk/businessindustryandtrade/retailindustry/timeseries/j4mc/drsi

PwC, Future of Customer Experience Survey: pwc.com/us/en/services/consulting/library/consumer-intelligence-series/future-of-customer-experience.html

Scandit: The Future of Fashion In-Store Engagement: scandit.com/resources/reports/future-fashion-in-store-engagement/

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