

Unified Commerce

The strategic solution that synthesizes data and transaction execution to the omnichannel 'moment of action'



Powering Retail Acceleration

Short-term, reactionary-driven responses to customer preferences and behaviors are not a viable option for retailers protecting vital market share. Rather, extending engagement to any place in the buying journey is how retailers remain relevant and successful. Agility—rapidly delivering new shopping experiences that respond to fast-changing consumer preferences—is the key to success. The right technology overcomes legacy constraints and unlocks store technology from static checkout lanes straight into the hands of customers and associates for click to brick engagement that scales.

Unified Commerce for Engagement Everywhere

The OneView Unified Commerce Platform is a powerful combination of our Transaction Engine, Framework Services and Retail Accelerators that synthesize data and transaction execution to the omnichannel 'moment of action' across complex store and digital landscapes.

Our retailer-proven unified transaction engine abstracts basket creation, calculation and checkout functions from siloed, disparate store and commerce systems empowering innovators like Kroger and Australia Post to deliver brand differentiation through exceptional customer experiences. When combined with our Framework Services and Retail Accelerators, retailers of all sizes can attain this digital reach into stores to improve inventory accuracy and gain actionable insights into active baskets with every product scan. OneView Unified Commerce enables your team to secure brand loyalty and increase revenues as they respond to shopper preferences, behaviors and market forces.



OneView Unified Transaction Engine

- Abstracts basket creation, calculation and checkout functions from siloed, disparate store and commerce systems
- Maximizes data insights into in-progress omnichannel transactions to improve inventory accuracy, reduce substitutions and improve customer satisfaction
- Works alongside legacy systems and integrates to all backend solutions
- Built on a cloud-native, API-first architecture that aligns with the existing in-store tech stack by providing cloud services for all “black box” functions locked in legacy systems including basket creation, checkout, pay anywhere and cash management
- Powers creation, execution and scale of meaningful digital engagement at any point in your customers’ journey

OneView Framework Services

- API-first architecture drives faster development and time-to-production
- Eliminates redundant development activity with ready access to hundreds of commerce microservices (search, manage products, add to basket, calculations, promotions, taxes, checkout, substitutions, payment, etc.) that power robust digital-to-store engagement
- Enables rapid delivery of brand relevant, resilient commerce transactions

Retail Experience Development — Accelerated

OneView Retail Accelerators is a portfolio of fast-start, ready-to-use commerce experiences that enable rapid execution of digital-to-store engagement

- In-Store, Mobile + Omnichannel Checkout
- Pick + Pack
- Pickup + Delivery
- Unified Inventory
- Distributed Order Management

OneView Commerce transforms retail technology with powerful, retailer-proven solutions built on a Unified Commerce Transaction Engine that enables shopper engagement from “click to brick.” Increase your speed of innovation with our cloud-native, API-first architecture and headless experience control that empowers you to rapidly scale digital engagement while maintaining complete control of transactions and data to protect your brand loyalty. Get in touch today to learn about our free trial and fast-start programs.