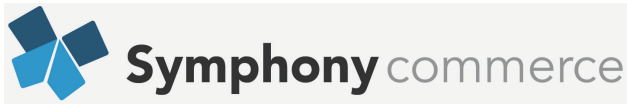


TOP COMMERCE PLATFORM PROVIDERS

SPONSORED CONTENT



CONTACT INFO

Mark Joseph

markj@symphonycommerce.com

312-617-0000

symphonycommerce.com

Snapshot of Symphony

Symphony Commerce, a rapidly growing technology company based in San Francisco, drives commerce for some of America's most iconic brands today, including Gatorade, Jack Links, Fiji Water, J Brand Jeans and Peter Millar. Symphony's commerce engine enables brands to sell to any customer through any channel, powering all underlying technology from order processing to fulfillment. With Symphony's enterprise-class technology and nationwide warehouse network, brands can offer delightful commerce experiences across online marketplaces, specialty stores, branded websites and social media. This enables brands to focus on their core business, while Symphony allows them to scale faster and operate more efficiently, driving profitable growth.



The Commerce Engine Driving Brands

Symphony's commerce engine provides three critical benefits for brands, enabling them to reach customers, operate efficiently and deliver on demand. As consumers continue to explore new ways of buying things, brands must be able to reach customers across multiple touchpoints to drive sales. Through Symphony, companies like Gatorade and J Brand Jeans can merchandise and sell their products through third-party marketplaces, online retailers, specialty stores and branded websites. Most brands power 3-4 different channels on Symphony, a key reason why the average brand sees a 303% increase in online revenues within the first year of onboarding. For example, Hint Water had

initially migrated their B2C eCommerce business onto Symphony, and since then has opened up new wholesale channels, seeing their online revenues skyrocket by over 17x within the first year.

Second, brands can scale their operations intelligently with our advanced inventory and order management software.

As brands transition from processing a few large bulk wholesale orders per year to processing thousands of small, individual consumer orders per week, having advanced, omnichannel inventory management capabilities is critical to success. With Symphony's virtual inventory pooling technology, brands can digitally allocate inventory by channel, which can be reallocated in an instant. This enables our clients to forecast demand and prevent stock outs across all of their channels B2C and B2B. The average brand on Symphony sees their inventory turns increase by 23%, and in particular, Gatorade was able to triple their inventory turns quarter-over-quarter in the first half of 2016.

Third, brands are able to deliver world-class fulfillment experiences through Symphony. We have built a nationwide, multi-warehouse network that enables our brands to reach any customer within 2 days, and even deliver same-hour shipping in metropolitan areas. Symphony builds economies of scale by combining the demand of several brands into a single entity, allowing our brands to negotiate better shipping rates as if they were large corporations. As a result, the average brand saves up to 40% on their shipping fees after switching to Symphony, being able to cost-efficiently deliver great customer experiences.

Conclusion

Symphony is the first multi-tenant solution to truly be omnichannel, as we provide the complex back-end technology needed to successfully deliver great commerce experiences. As brands begin to merchandise and sell their products through increasingly diverse ways, the value of Symphony grows, enabling them to run all of the core technology through a single, unified system.

