

TOP COMMERCE PLATFORM PROVIDERS



A Mission to Create Self-Driving Commerce

With a commitment to transforming the customer journey, Newgistics brings together the digital and the physical. Long-established and well-respected as one of the largest parcel logistics companies in the U.S. and creator of patented SmartLabel® technology, Newgistics acquired Tacit Knowledge, widely regarded as one of the best System Integrators in the eCommerce space, in Spring 2013.

Tacit Knowledge is an award-winning boutique technology consultancy that been recognized by SAP Hybris with EMEA partner of the year awards for the last two years. With a relentless focus on Silicon Valley engineering best-practices, Tacit solves complex technical challenges that can get in the way of a great customer experience. Tacit offers services such as development consulting, system performance testing, software development and integration, hosting and managed services and an end-to-end commerce solution.

In June 2016, Newgistics and Tacit Knowledge unveiled *ncommerce*, a complete plug-and-play platform powered by a blended approach of artificial intelligence and targeted machine learning. As rapid shifts in shopper behavior, preferences and expectations compel retailers to continually adapt their digital commerce solutions, *ncommerce* empowers them with Self-Driving Commerce™ – cruise control-like automation of their technology so they can focus again on the art of retailing.

The Engine that Powers Self-Driving Commerce

At its core, *ncommerce* is built on world-class eCommerce software from SAP Hybris, and deployed on Google Cloud Platform. This empowers merchants with the most advanced omni-channel capabilities running on Google's highly-scalable and reliable infrastructure. Other companies whose technology is pre-integrated into *ncommerce* include Sailthru, CyberSource and Fastly.

In addition, retailers can add Newgistics technology and services that address all aspects of parcel movement – from fulfillment and pick and pack, to package delivery and returns management – to create a truly integrated brand experience, from device to doorstep.

Features for Customer-Centric Commerce

As the retail mindset evolves from a channel-centric world to a customer-centric world, *ncommerce* provides a foundation to surround the shopper with services that will augment the overall retail experience. It offers retailers the features and benefits of the most modern eCommerce systems without the time, money or risks associated with custom deployments. These features and benefits include:

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A mobile-first, fully responsive build. From the smallest form factors to 5K TVs, sites built on *ncommerce* adapt to any screen format. And with dynamic imaging included, any high-resolution images can be adapted for any screen.

Machine learning personalization. Customers are treated as individuals, not as broad segments, based on their unique interests and predicted behaviors allowing content and product targeting to optimize customer lifetime value.

Real-time control.

All content across all geographies can be updated immediately – including video.

Big data trend analysis.

Raw data strategies and technologies built into the platform can find and extract actionable insights from big data in order to drive better business decisions.



Customizable front-end UX templates. Industry leading design templates provide an exceptional customer experience out-of-the-box and an active style guide allows products and services to be displayed according to the unique power of each brand. These pre-built experiences minimize implementation costs and reduce development efforts, accelerating time to market.

A dynamic customer communication engine. Serve relevant messages regardless of where customers choose to connect. Using data from every channel to inform engagements on a specific channel in real-time increases relevancy, retention and revenue.

Conclusion

Most of today's eCommerce solutions only come in two flavors: entry-level cloud-based solutions that are functionally limited and impossible to scale, or best-in-class enterprise software that requires hours of customization and integration. As a result, retailers are often forced to make crippling trade-offs between time-to-market, brand experience, flexibility and cost. *ncommerce* offers a fresh alternative to these difficult choices, combining proven technology for retail environments into a single platform designed to simplify eCommerce and allow retailers to focus on building their business rather than their technology.

Learn more at www.tacitknowledge.com