# PhaseZero CxCommerce™

## Unified Digital Commerce for Complex Engineered Product Manufacturers and Distributors

CxCommerce makes it possible to add a modern, digital commerce experience for your customers – and your employees – quickly and affordably. Without changing any of your current back-end systems.

# Built with
# INDUSTRY
# EXPERTISE

**CxCommerce was designed for Complex Engineered Product Manufacturers and Distributors**

Shopping for a complex engineered product is much different than trying to buy consumer packaged goods. The wrong part or configuration could make the entire purchase unusable. Customers expect a different level of service and expertise when buying engineered products. **Manufacturers and distributors need to provide expert guidance to customers even through digital channels. Industry expertise is a key competitive advantage over pure digital players like Amazon.**



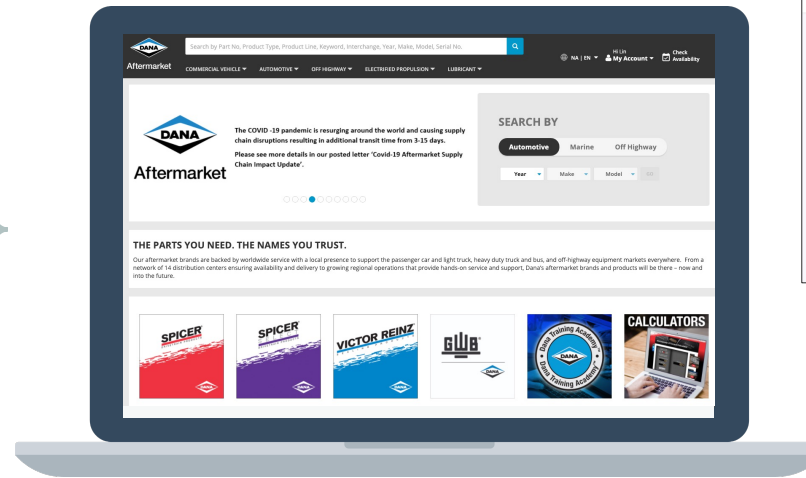## Complex Engineered Product Industries

- Automotive and Heavy-Duty Aftermarket

- Agricultural Equipment

- HVAC

- Appliances

- Engineering and Construction

- Industrial Manufacturing

- Mining

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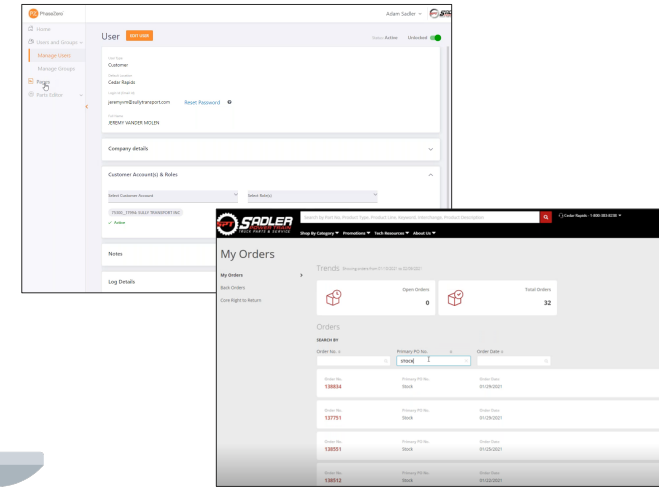
# Unified Customer
# EXPERIENCE

**One Platform, Serving Every Channel and Customer**

With CxCommerce you can deliver the same world-class user experience across all channels

- B2B
- B2C
- B2E
- Dropship
- Fulfillment
- Marketplace Participation
- Headless commerce self-service buying and selling



End Customer

Field Sales

Inside / Counter Sales

Intuitive search, find, purchase, and post-sale experience

Self-service and assisted account and order management

**PhaseZero CxCommerce Unified Digital Commerce**

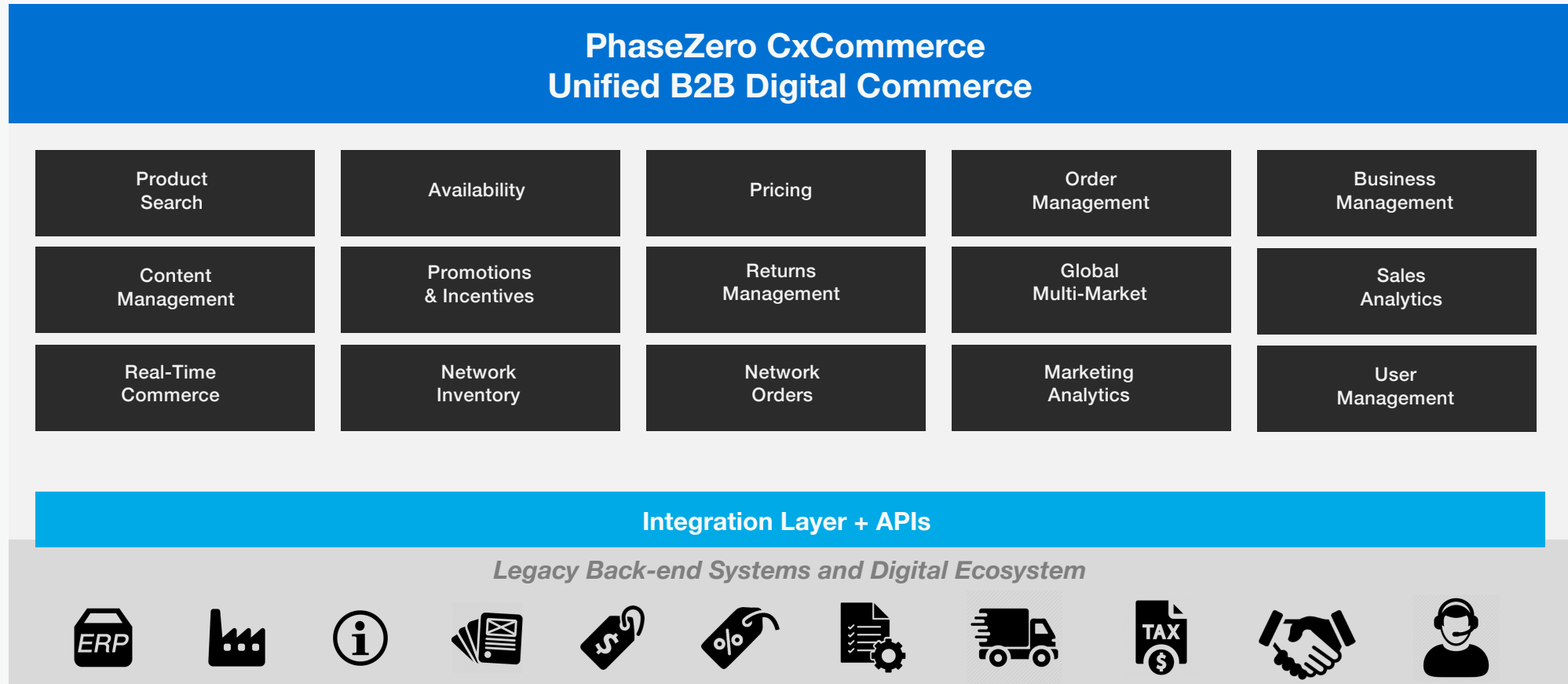| ERP Systems | PIM & DAM | Catalog Mgmt | Pricing | Promotions | Order Processing | Shipping & Delivery | Taxes | Suppliers & Partners | CS & CRM |

**Delivering a modern, unified customer experience improves ease-of-doing business and can increase sales.**

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# PhaseZero CxCommerce™
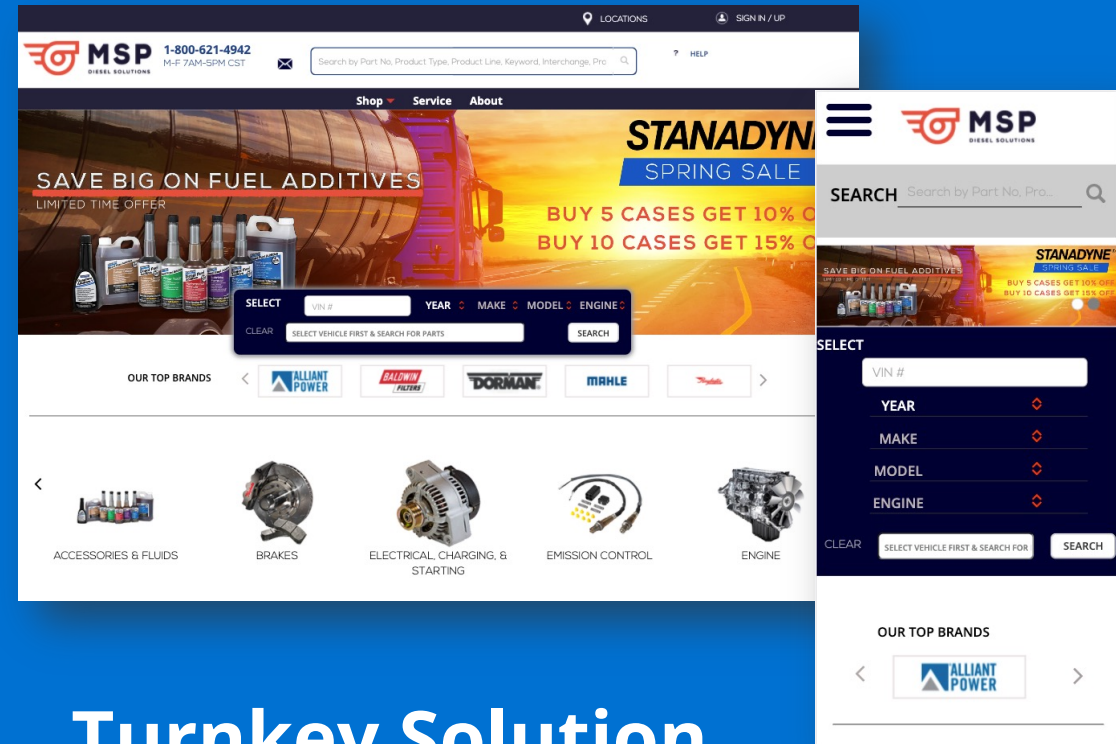## Leveraging Modern Technology and the Cloud to Drive Continuous Innovation

**PhaseZero CxCommerce**
**Unified B2B Digital Commerce**

| Product Search | Availability | Pricing | Order Management | Business Management |
|---|---|---|---|---|
| Content Management | Promotions & Incentives | Returns Management | Global Multi-Market | Sales Analytics |
| Real-Time Commerce | Network Inventory | Network Orders | Marketing Analytics | User Management |

**Integration Layer + APIs**

*Legacy Back-end Systems and Digital Ecosystem*

## *Multitenant | Microservices | Multi-cloud*

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# Built-in
# Features

**Launch Your Digital Channel Quickly and Affordably**

- Product Search & Interchange
- Real-Time Inventory by Location
- Rich Product Pages and Content
- UAT and Production Environment Included
- 24/7 Online Parts Ordering
- Responsive Design: Optimized for All Devices
- Account and Volume-based Pricing
- Bulk Ordering and Lists
- Order and Account Management
- Returns Management
- Customer Analytics
- Payments: PO/Invoice, Credit Card, PayPal
- Shipment Tracking
- Legacy System Integration



# Turnkey Solution

**CxCommerce offers configurability – not customization so you can launch in 4 to 6 weeks.**

- Highly configurable multitenant instances
- Time to first order in weeks not months
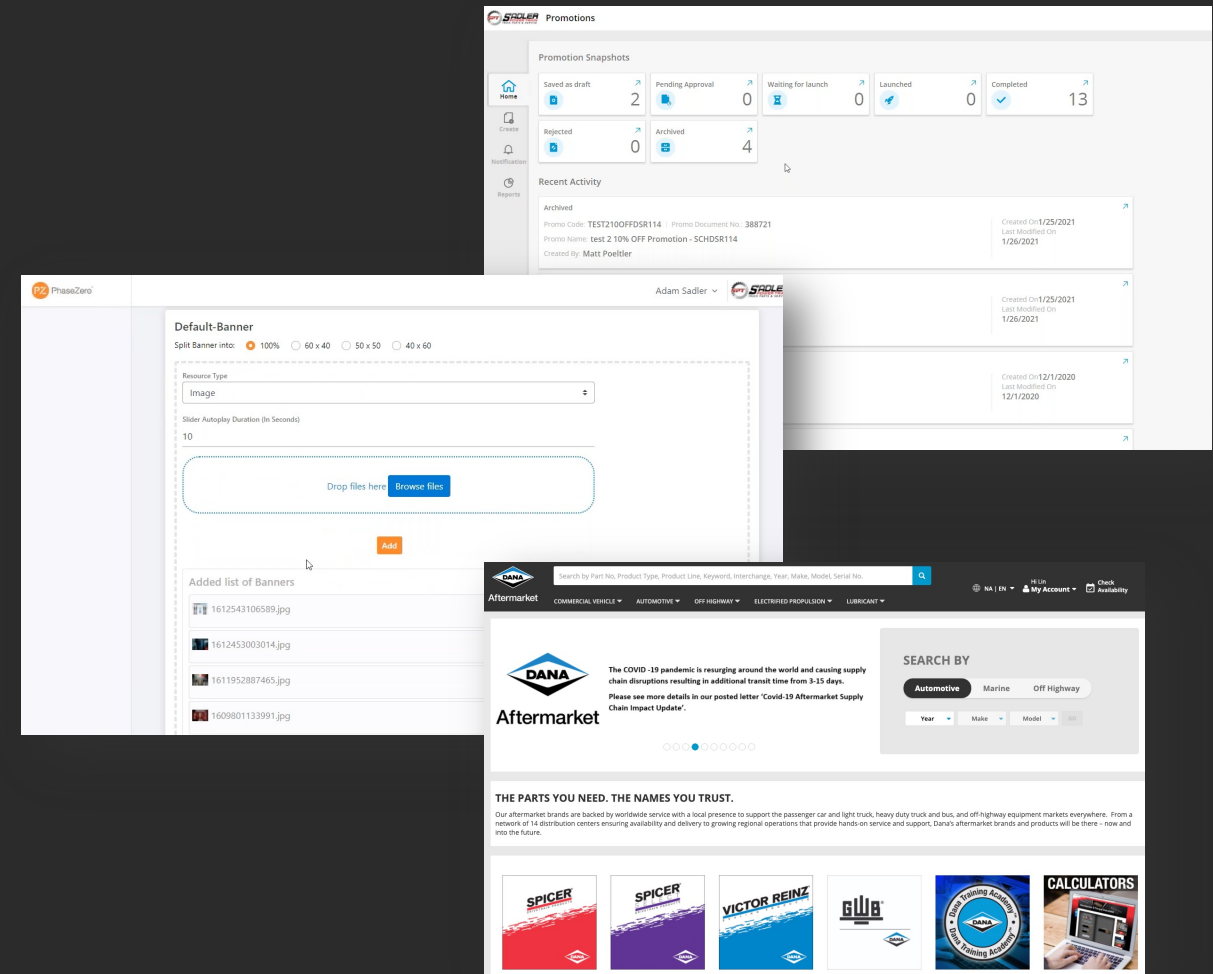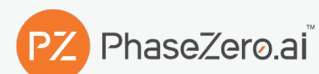- Add content and capabilities over time, no IT support required

# Continuous
# INNOVATION

**Ensure Your Digital Commerce Channel Always Meets Customers' Expectations**

CxCommerce uses a state-of-the-art cloud-based approach to deliver continuous improvements and upgrades.

**Modern Microservices Architecture**

- **Any front-end experience**–Self-service, Assisted Sales, Voice, IoT, AR, Omnichannel

- **Easily integrate** with any system

- **Enterprise-grade** high availability, disaster recovery, compliance

- **Multi-cloud deployment** for enterprise customers

- **Monthly releases**: infrastructure, functionality, features / modules



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**Multitenant | Microservices | Multi-cloud**

# CLIENT SUCCESS STORY: UNIFIED CUSTOMER EXPERIENCE

*Leading global manufacturer consolidates 100+ legacy websites to deliver unified customer experience*

## Objectives

- Provide a uniform customer experience for every market and brand across all lines of business
- Grow digital sales and ease of doing business for all direct customers
- Make product information and availability readily accessible
- Streamline operations to expedite fulfillment

## Solution

- Four product lines, multiple brands, multiple country sites consolidated on a single platform and experience
- Single experience for customer self-service and assisted sales
- Consolidated more than 500,000 parts from six global catalogs with rich media and supporting collateral

## Results

- *10x Digital Sales Growth*
- *Serving 6000+ registered business customers*
- *500% SEO Growth*
- *Handling 80%+ of PO lines*
- *Business model enabled by headless commerce integrations*

# The PhaseZero Difference

### Turnkey Solution Not a Toolkit
CxCommerce is an all-in-one platform that's fast to deploy.

### Built for Industry with Industry Expertise
Optimized for industry-specific best practices with input from leading manufacturers and distributors.

### Thought Leadership and Continuous Innovation
Built with multitenant, microservices, multi-cloud architecture to allow for continuous innovation.

### Affordable State of the Art Technology
Provides affordable access to industry-leading cloud technology at an affordable price.

### Business Systems Integration
Works with your existing systems without any custom development.

### Mobile and Search Engine Optimization
Ensures your customers can find and easily use your site.

### Configuration not customization
Easily add content and capabilities over time, no IT support required.

### Time to first order in weeks
Launch your site in as little as 4 to 6 weeks.

## PhaseZero CxCommerce powers digital commerce for these leading aftermarket companies

![PZ PhaseZero.ai logo]

## Accelerate
# DIGITAL SALES
## With CxCommerce

To sustain and grow your business, you need **a unified digital commerce** experience that works seamlessly with your brick-and-mortar stores, sales, and customer service. CxCommerce provides exactly that without having to change your back-end systems—in as few as 4 weeks.

### Email us to schedule a call today!

✉ cxcommerce@phasezero.ai