



# PhaseZero CxCommerce™

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

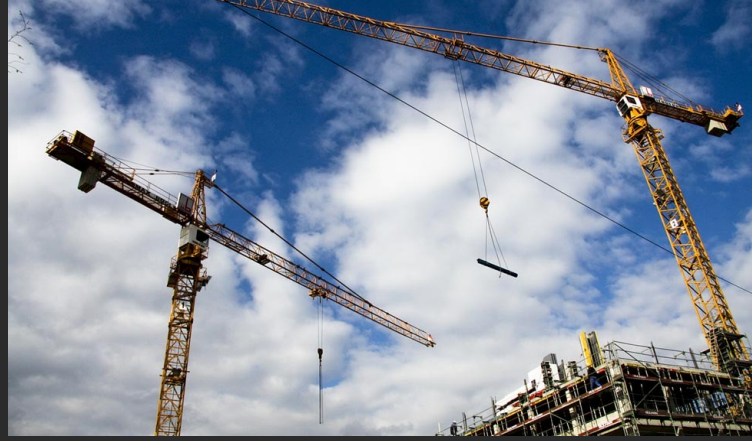
CxCommerce makes it possible to add a modern, digital commerce experience for your customers – and your employees – quickly and affordably. Without changing any of your current back-end systems.

# Built with **INDUSTRY EXPERTISE**

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

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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 through all channels, especially digital given that 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



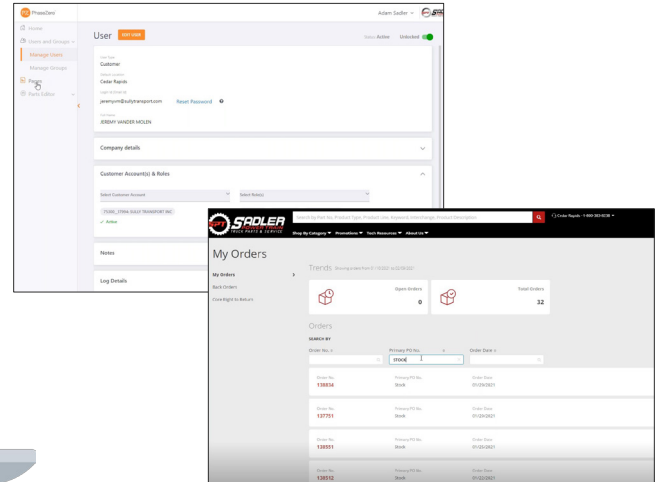
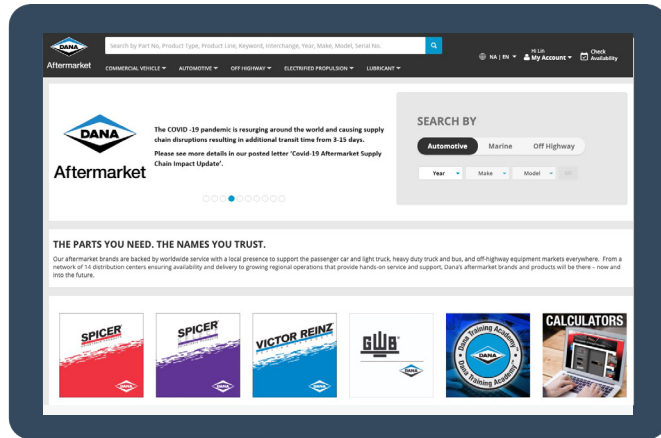
End Customer



Field Sales

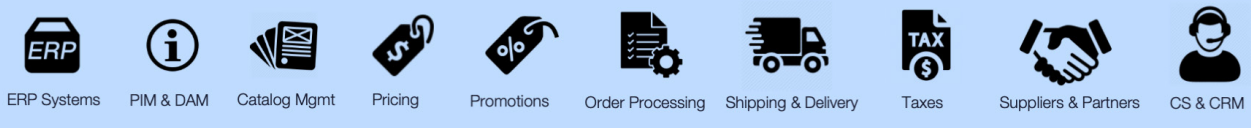


Inside / Counter Sales



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

### PhaseZero CxCommerce Unified Digital Commerce



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

# 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



# CxCommerce™

Leveraging Modern Technology and the Cloud to Drive Continuous Innovation

## PhaseZero CxCommerce Unified B2B Digital Commerce

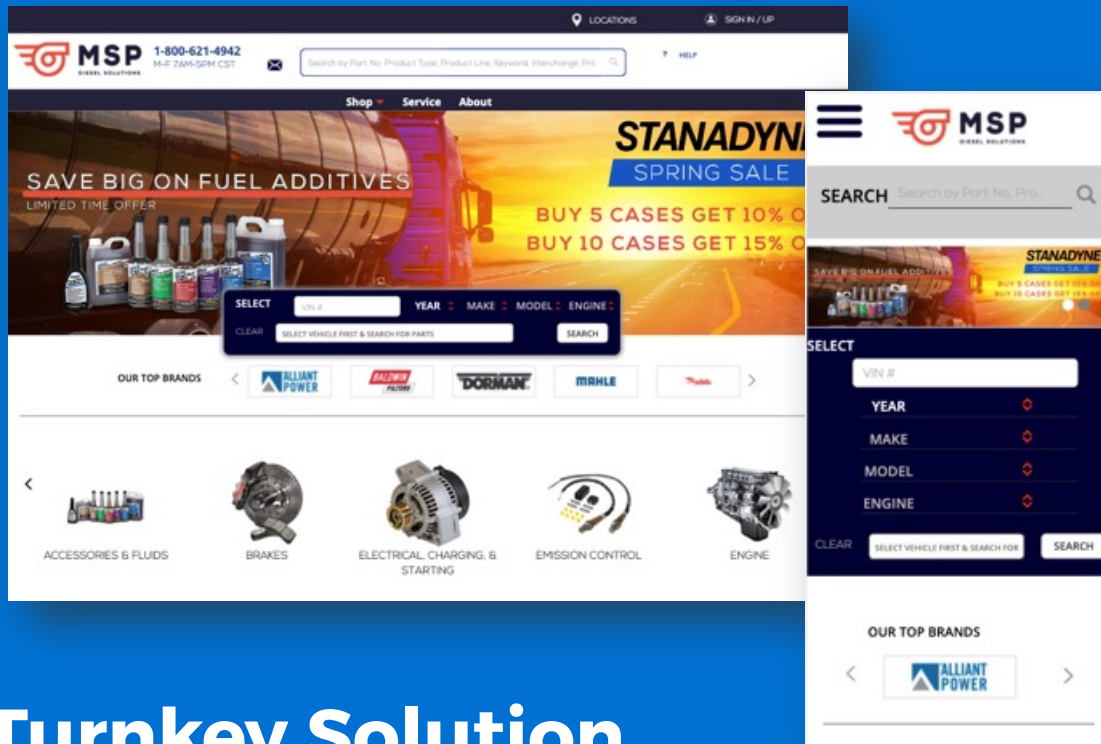
Product Search	Availability	Pricing	Order Management	Business Management
Content Management	Promotions & Incentives	Returns Management	Global Multi-Market	Sales Analytics
Real-Time Commerce	Network Inventory	Network Orders	Marketing Analytics	User Management

### Integration Layer + APIs

Legacy Back-end Systems and Digital Ecosystem



**Multitenant  
Microservices  
Multi-cloud  
Headless Commerce**



## Turnkey Solution

CxCommerce offers flexible Configuration and branding 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

## Built-in FEATURES

### Launch Your Digital Channel Quickly and Affordably

- Product Search & Interchange
- Real-Time Inventory by Location
- Rich Product Pages and Content
- 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
- Marketing and Sales Analytics
- Payments: PO/Invoice, Credit Card, PayPal
- Shipment Tracking
- Legacy System Integration
- UAT and Production Environment Included

# Extensive and Growing PARTNER ECOSYSTEM

Pre-integrated with Top Back-end Systems and Digital Ecosystem—Flexibility to Easily Integrate With Any System

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## ERP/DMS

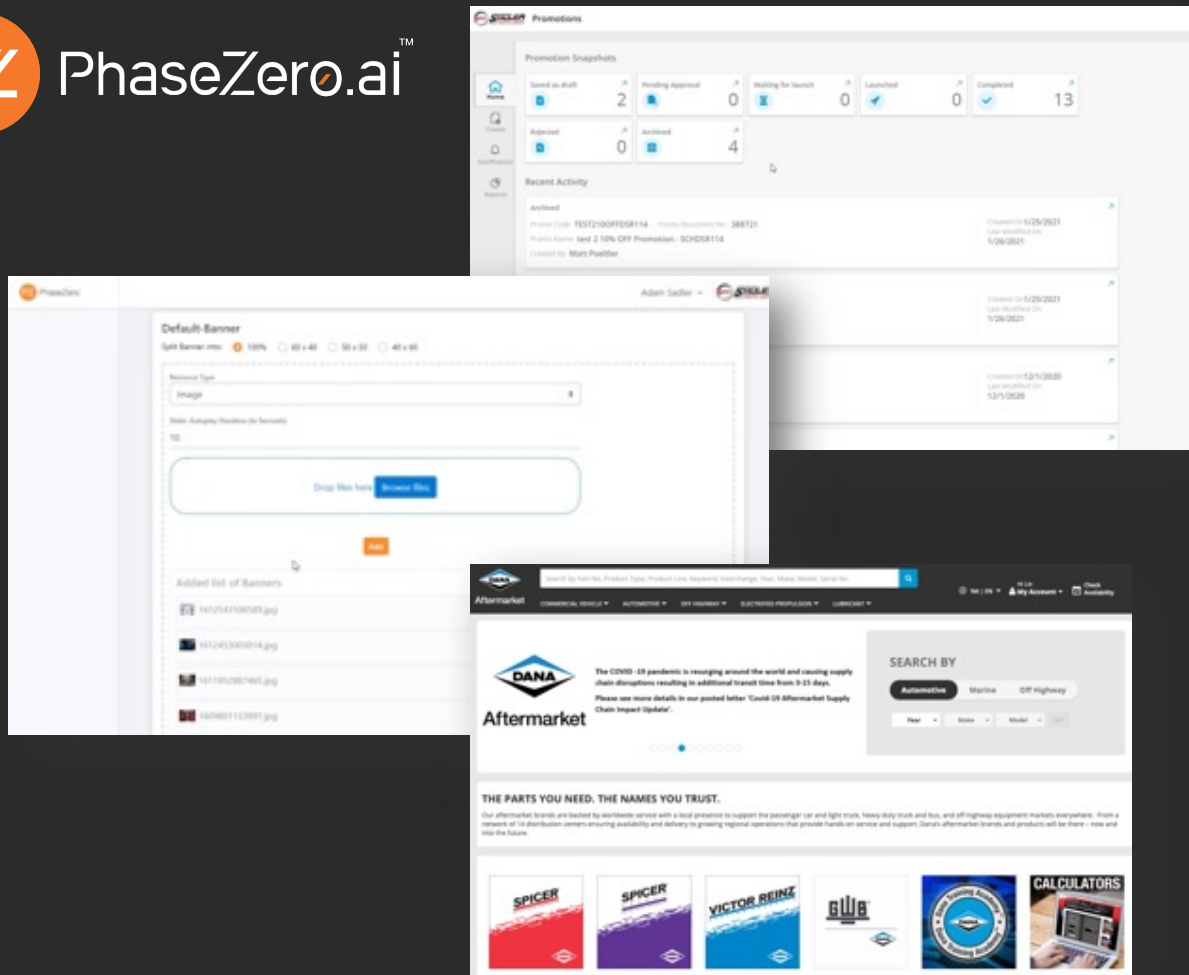


## CATALOG/PIMS



## COMMERCE ECOSYSTEM





**Multitenant | Microservices | Multi-cloud**

# 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 product releases:** infrastructure, functionality, features / modules

# CLIENT SUCCESS STORY: UNIFIED CUSTOMER EXPERIENCE

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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 business segments, 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 Tech**  
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.

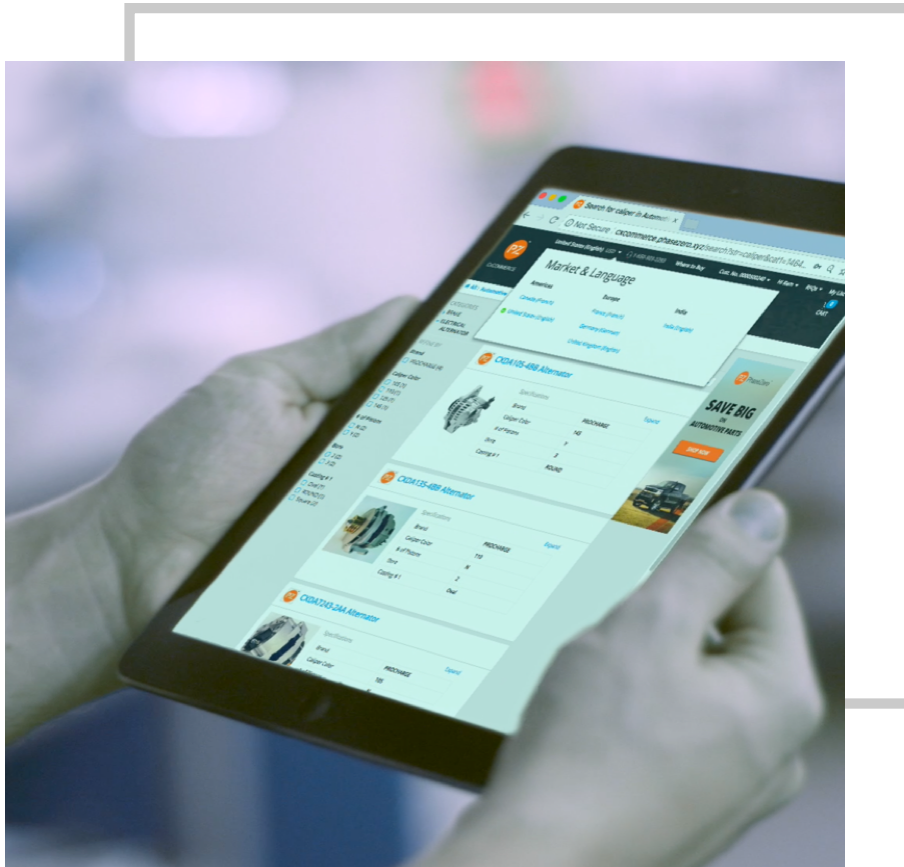
**Configuration not customization**  
Easily add content and capabilities over time, no IT support required.

**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 manufacturers and distributors in the automotive, heavy-duty and off-highway industries.**





# Accelerate **DIGITAL SALES**

**With CxCommerce**

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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\*\*](mailto:cxcommerce@phasezero.ai)