

Shop It. Pick It. Get It.

Wynshop on Google Cloud



Online grocery challenges

- 3rd-party marketplaces are expensive for grocers and their customers, they do not provide customer data to the retailer, and they frequently risk service quality.
- The biggest challenge to online grocery profitability is the cost of in-store picking and order fulfillment.
- General e-commerce solutions lack grocery-specific functionality, are costly to set up and maintain, and are slow to deploy.



Create great experiences with Wynshop Commerce

Drive new growth with a next-generation digital grocery platform. Sell online, fulfill orders, and personalize the shopper experience seamlessly, efficiently, and profitably.

- Wynshop is the only modern e-commerce platform that is built for grocery (and other local-store based retailers) first.
- Wynshop's grocery accelerator gets you up and running quickly on robust, industry-specific functionality.
- Our modern, API-first and headless architecture enables you to build out new functionality, create your own digital experiences, and integrate with other systems at whatever pace your business demands.
- Wynshop provides the unique product capabilities, strategic partner ecosystem, and grocery experience to make your online grocery business wildly successful.



"The latest platform technology is modern, agile, and performant. The strategy of the organization is well-thought out and should help ensure the long-term viability of the solution."

VP of Digital Technologies
Wynshop Customer



Why Wynshop

- **MACH architecture** - provides scalability to handle spikes in traffic, flexibility to integrate with third-party systems, and ability to innovate and personalize the shopper experience without making significant changes to the platform itself.
- **Grocery-specific functionality** - available out of the box, reducing cost and time required to deploy new e-commerce capabilities.
- **Wynshop Fulfillment** - an in-store picking and fulfillment solution that is part of the Wynshop platform or available as a standalone application.
- **Headless CMS** - native content management system geared toward business users.
- **Industry-leading AOV** - bigger basket size via enhanced search, complex promotions, personalization, recommendations.



Why Wynshop & Google Cloud

- **Built on GCP** - Wynshop is a cloud-native digital commerce platform built exclusively on Google Cloud Platform. Wynshop is microservices-based, API-first, and headless making it ideal for retailers of all sizes.
- **Superior Analytics** - Wynshop's event-driven architecture lets you maximize insights from your data with Google BigQuery and Looker.
- **Best-in-Class Security** - Take advantage of the same secure-by-design infrastructure and global network that Google uses to protect your information, identities, applications, and devices.
- **The Cleanest Cloud** - Power your workloads on a net carbon-neutral cloud. Electricity used to run Google Cloud products and services is matched 100% with renewable energy.
- **Google Cloud Marketplace** - Wynshop is available on Marketplace.



Ready to start your journey?

Learn more about Wynshop at: <https://wynshop.com>

Learn more about Grocery trends at: <https://grocerydoppio.com>