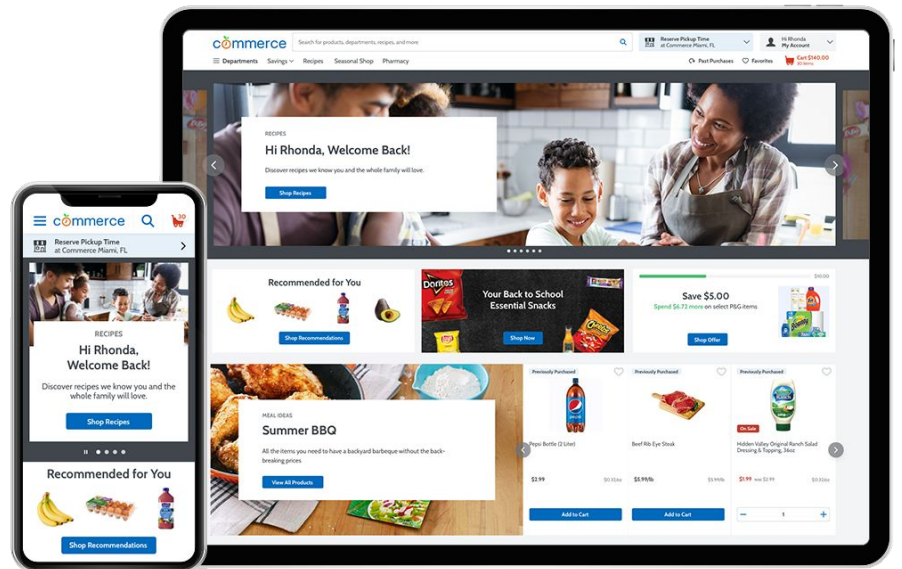


# wynshop

## Commerce

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



**Digital Storefront**



**Headless Content Management System**



**Multi-Site**



**Intelligent Personalization**



**Mobile App**



**Configurable Search**

### Digital Storefront

Differentiate your digital brand(s) with a feature-rich storefront designed to deliver a convenient, consistent online shopping experience for your customers on any device.

### Headless Content Management System

Bring unique experiences to life and produce shoppable content across any front-end. The native CMS provides complete control and customization over the look and feel of your site, no special skills needed.

### Multi-Site

Manage multiple banners and/or unique digital storefronts from a single instance of the Wynshop platform, without added complexity and expense.

### Intelligent Personalization

Increase basket size through personalized product recommendations, targeted promotions, recipes, and search results based on purchase history, browsing behavior, and market trends.

### Mobile App

Deliver a unified digital experience for your customers with Wynshop Mobile, a full-featured extension of your digital platform with the same powerful back-end tools for branding, content management, and personalization.

### Configurable Search

Boost, bury, and optimize search results to increase basket size with our advanced search features. Easily manage and control search results with self-service tools.

## Commerce Applications

**Wynshop Commerce** is composed of functionally complete, cloud-native applications that can be deployed quickly and autonomously.

**Wynshop Fulfillment** is an order orchestration, picking, and fulfillment app that will increase operational efficiency and lower your fulfillment costs. Deploy Fulfillment as a fully integrated capability of Commerce, or as a standalone, best-of-breed application.

## Business Benefits

**Fast Time to Value:** Our proven implementation methodology and industry experience will get you up and running quickly.

**Grocery-First:** Features have been developed to address the common challenges of grocery retail and are proven to reduce costs and increase operational efficiency.

**Control:** Gain complete control over your digital experience and your customer data with self-service tools for merchandising, content, promotions, search, and more, no special skills needed.

**Future-Proof:** The Wynshop platform is infinitely extensible and adaptable to your business needs, future-proofing your business and your technology investments.

## Technology Benefits

**Microservices:** Modular architecture of independently deployable business capabilities enables the rapid, frequent, and reliable delivery of new features.

**API-First:** Accommodates easy and cost-effective integration with existing systems as well as homegrown and third-party applications.

**Cloud-Native:** Built on the cloud, providing unmatched speed, scalability, agility, and security.

**Headless:** The frontend UI is decoupled from the back-end CMS, enabling infinite customer experience possibilities on any device, without risking system stability.

**CICD:** Continuous integration and delivery development methodology enable continuous innovation without long upgrade cycles.

## Features

### Digital Commerce

- Digital Storefront
- Headless Content Management System (CMS)
- Mobile App (Wynshop Mobile)
- Configurable Search
- Multi-Banner, Multi-Store, Multilingual, Multi-Currency
- SNAP/EBT
- Personalized Recommendations
- Complex Promotions
- Identity (IDP)/Single Sign on Solution (SSO)
- Product Data Management
- Store Management
- Shopping Lists
- Shoppable Recipes
- Made to Order
- Dashboards and Reports
- Media Network Integration
- Public APIs support integrations such as: Master Data, Circulars, Last Mile, Single Sign On (SSO), Coupon, Email Service Provider, Loyalty, Tax, Marketplace, Payment Gateway, POS, and more

### Fulfillment

- Order Management/Order Optimization
- Order Fulfillment
- Mobile Personal Shopper App (Picking)
- Reporting and Analytics
- Slot Management and Delivery Options
- Customer Communications
- Curbside Notifications
- Two-way In-Aisle Communications (available as an add-on)

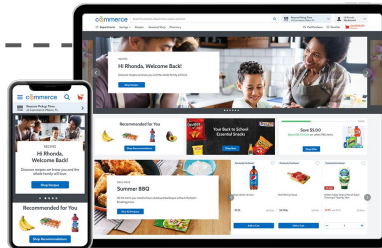
## Proven Results

**\$4.8B**

revenue transacted on Wynshop

**67%**

reduction in fulfillment costs



## About Wynshop

Wynshop is an ambitious team of digital evangelists and innovators obsessed with a solitary mission—to help grocers and other local store-based retailers grow wildly successful online businesses. Our refreshingly easy-to-use digital commerce platform enables efficient in-house picking, reduces fulfillment costs, and gives retailers the ability to fully personalize the customer journey, amplifying shopper loyalty.

