aptôs

Aptos®
Digital Commerce

Aptos: Engaging Customers Differently

To succeed in today's demanding retail environments you must be able to fully understand your customers; to profitably align your offerings with their traits and preferences in every channel and touchpoint; and to support rich, effortless, customer-centric shopping journeys.

Aptos delivers that advantage to apparel, footwear, specialty and general merchandise retailers. Our singular commerce platform and innovative Cloud solutions unify complex omni-channel environments with the power of one interaction, one order, one customer, one inventory, one truth and one view, to enable seamless customer experiences and optimized management of your entire enterprise.

The Aptos retail suite includes:

- Store / Mobile Store
- Enterprise Order Management
- Digital Commerce
- Customer Relationship Management / Clienteling
- Merchandising
- Planning and Assortment Planning
- Audit and Operations Management
- Analytics
- Payment and Secure Data Management
- Professional Services

Yet the Aptos advantage is about far more than just our solutions. We leverage more than 40 years of best practices; utilize the Cloud to drive efficiency, productivity and growth; support our clients through collaborative, long-term partnerships; and link our compensation directly to your satisfaction. In all these ways and more, we engage customers differently for superior results.

#1 Market Share*
1000 Employees
130 Websites
130K Stores
$570B Annual Revenues

*Store and Mobile Store, per IHL and Boston Retail Partners

Aptos Digital Commerce Suite

Extend the Power of One Interaction Online
Deliver rich customer engagement and seamless experiences online while driving loyalty and sales.

The Aptos Digital Commerce Suite is a fully integrated suite of cloud-based applications that support your customer with a connected, seamless brand experience across all available selling channels, while enabling you to unify information and application silos to streamline retail management. Use Digital Commerce for your Web stores, local stores, mobile shopping, call centers, social media interactions, and any combination of these to leverage a consistent source of product, customer, and transaction data to drive sales and profitability.

Digital Commerce orchestrates and expands your selling opportunities with:

‣ A robust and highly flexible online store with powerful content management tools and advanced features and functions

‣ Search engine optimization to elevate both your users' experience and your performance on Google®, Bing®, Yahoo!®, and more

‣ The ability to share brick and mortar store functions and logic with your online stores for company-wide consistency

‣ A single, omni-channel promotions management tool for item-and transaction-based promotions

‣ Responsive design of the mobile commerce platform that instantly adjusts and customizes the site and viewing experience, to provide a rich experience on any device

‣ Real-time, centralized features for one view of your products, customers, and transactions

‣ Multi-channel fulfillment with inventory reference management to save-the-sale and increase customer satisfaction

‣ Customer order fulfillment to help manage and fulfill orders from stores, warehouses, and distribution centers or directly from the vendor in a timely matter, to meet your customers' expectations

With all these features, Aptos Digital Commerce Suite will enrich your engagement with customers through multiple touch points while elevating their experience, to increase loyalty and sales.

Aptos Digital Commerce Platform

Aptos Digital eCommerce Platform is a unified, feature-rich eCommerce solution that gives you complete flexibility and control over the functionality of your online channels, websites, and mobile sites, and is always up-to-date. Its search engine optimization, product information management, and powerful marketing tools let you create sites that provide an unrivaled shopping experience for your customers, while the intuitive administration interface and content management tools let you tailor your site to meet your unique business needs. This eCommerce platform interacts with the Aptos Retail Suite to help you drive more online traffic, transform store visitors into lucrative omni-channel shoppers, and convert browsers into buyers across your selling channels.

Aptos Digital Commerce Platform

Content Management System

The Digital eCommerce Platform has powerful content creation and content management tools. You can easily access and control the content on virtually every page on your digital store. Easy-to-use tools let you create infinite combinations of product, category, and SKU pages to make sure you get the right information in front of your customers in a user-friendly way.

Aptos eCommerce Platform makes it easy to create and update content—even if you don't know how to code in HTML. Our content management tools give you sophisticated technical access through APIs, as well as page editors and simple-to-use WYSIWYG editors. With our eCommerce solution you can create and manage categories, sub-categories, classifications, brands, products, and your blog, all on your own.

Search Engine Optimization

To compete effectively online, your website must show up where consumers are searching for brands, products, and services—and search engines such as Google and Bing are where most people start. The content management tools within our eCommerce Platform enable you to customize content to enhance not only your users' experience but also your position on Google, Bing, and Yahoo! by easily managing your meta information, titles, tags, URLs, video, photos, and more.

Landing Pages and Additional Site Options

The Aptos eCommerce solution improves your conversions with optimized direct response landing pages that leverage all the functionality available in our award-winning ecommerce platform. Landing pages are easy to customize and highly scalable.

- You can create and benefit from:
- Single or multi-page landing pages
- Continuity and subscription programs
- Credit card and alternative payments (PayPal™, Amazon™, etc.) integrated with 35+ payment gateways
- Pre- and post-checkout cross-sell and up-sell opportunities
- A full order management solution
- Affiliate source tracking
- Stand-alone CRM or access to our omni-channel retail CRM solution

Cross-Channel Capabilities

The eCommerce platform supports a full range of cross-channel purchasing and fulfilling options, including:

- Buy online, pick up in store
- Buy online, fulfill from the store
- Buy online, ship to store
- Buy online, return in the store
- Reserve online, pickup and pay in the store

Channel Management

With the Digital eCommerce Platform, Amazon, eBay™, Buy.com® and other channel partners are accessed, fully integrated, and easily managed in one place: the Aptos Site Manager. You can market and sell products through multiple channels while centrally overseeing product data, inventory, customer information, and orders. This

eliminates the need to login to multiple channel portals; everything is controlled through one user console, and placing products on channels is a simple select-and-upload procedure.

Wish Lists

Wish lists enable your customers to keep track of desired items and return to your site to purchase them quickly and easily. Your customers can share their wish lists, which helps you gain new customers. Wish lists also drive sales by revealing your customers' preferences, so you can create targeted promotions to increase conversions.

Payment Options

The solution offers a variety of payment gateways. In addition to your own secure, PCI-compliant payment system, your site can include trusted

alternative payment methods such as Google Checkout™, Checkout by Amazon™, Paypal, and eBillme. The Aptos Digital eCommerce Platform has also been integrated with WellsFargo and GE Money Checkout, which enables you to offer private financing options directly from your website.

Mobile Commerce

Aptos Digital eCommerce Platform gives your mobile shoppers the full range of features and functions of a traditional ecommerce site, whether they use iPhone®, Android™, Blackberry®, or Windows Phone®. Our mobile platform recognizes when a customer is accessing your site from a mobile device then instantly optimizes their viewing and shopping experience, providing payment options that include credit cards, PayPal, and other alternative methods.

Shipping Options/ Integration

The Digital eCommerce Platform also gives you and your customers a full range of shipping options. It integrates with all the most popular carriers such as UPS®, DHL® and FedEx®, a broad range of LTL carriers, over ninety other carriers, and with Endicia® for efficient USPS postage access. As a result, you can work with your preferred shipping vendors without paying a third-party management service. We've done the heavy lifting on the technology so you can forget about complicated shipping logistics and focus on growing your business.

Product Information Management

Deliver an inspired shopping experience and drive conversions by easily controlling the information

that matters most to your customers and you. The Digital eCommerce Platform lets you centrally manage product content, specs, and images (with auto resizing tools); videos; shipping options at the item level; ratings and reviews; as well as rich taxonomies.

Built-In Analytics Tools

Gain greater insights into orders, products, website traffic, traffic sources, channels, and users by easily running reports from a simple menu within our site manager. All data is displayed in graphs and charts that can be exported into Microsoft® Excel® with the simple click of a mouse. You can adjust the timeframe to compare data year-to-year, month-to-month, or even day-to-day. Additionally, you can set reports to trigger system events or customer e-mails.

Aptos Enterprise Order Management

Aptos Enterprise Order Management complements Enterprise Selling by providing a central commerce hub to manage all orders throughout their lifecycle, from initiation to fulfillment and back again (RMAs). Whether your orders are coming from a marketplace, store, mobile device, or website, the Aptos order management system empowers an optimal customer experience by letting you create and manage orders and quickly access customer history, communication logs, and order information. This completely cloud-based solution can also be sold stand-alone if you already have an eCommerce, mobile commerce, or catalog system that lacks a robust OMS solution.

Streamlined Order Management

Every order—regardless of where it originates—is processed the same way within the Aptos order management system. This means that returns, credits, and other logistical tasks are handled properly and efficiently with just one system. Order fulfillment is further streamlined by native integration with marketplaces such as Amazon, Buy.com and eBay, as well as comparison shopping engines such as NexTag and PriceGrabber. Customers can be given full access to their order details to improve their experience and reduce your customer service costs.
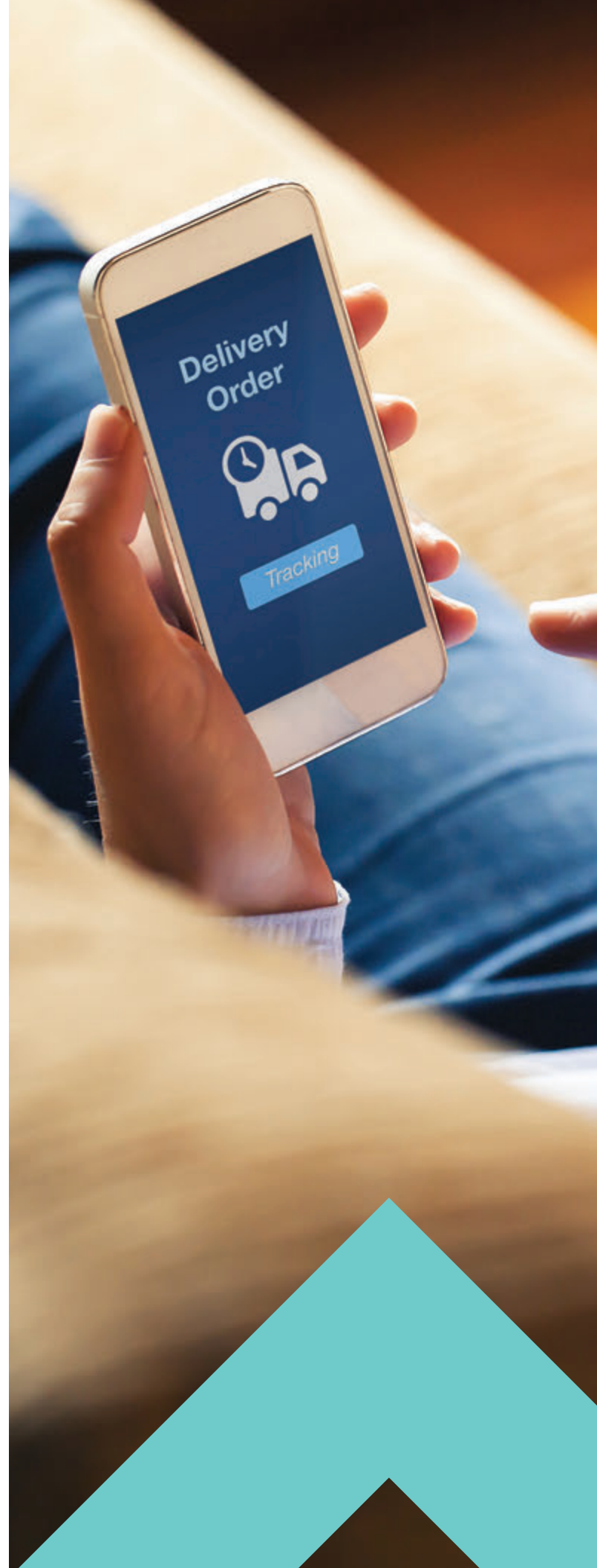
Key Features:

Payment Authorization + Check Fraud integrates with multiple payment gateways to support various tender types (see eCommerce Platform Payment Options). You can establish internal fraud scoring with custom fraud rules and/or integrate with external third-party fraud scoring providers.

Customized Pricing / Discounts enables you to negotiate contract pricing down to the SKU level and to support flat percentage tier discounting, line-level discounting, and transaction-level discounts.

Continuity Program Management lets you manage subscriptions and preset orders to ensure your customers get their products on time, based on their re-order preferences.

Inventory Sync lets you access inventory availability in real-time across stores and distribution centers to prevent over selling.

Call Center and Customer Service App lets you create new customers and orders, including split orders and back orders. You can easily modify order details, quantities, and options; customer information; and shipping options. You can also create RMAs/ Returns and provide credit down to the line item within an order.

Robust search tools with dozens of attributes let you enter and maintain order notes and view histories. You can also recalculate order totals, promotions, discounts, and sales tax, as well as authorize and process payments, all within one tool and with a complete audit trail.

Promotions provides both the promotion engine at check out and the promotion creation tool. You can easily create promotions for any occasion and generate unique promotion codes for your customers.

Product Information Management gives you full control over product images, specs, videos, reviews, ratings, search tools, rich eCommerce type product taxonomies, and up-sell and cross-sell recommendations.

Additional Features and Functionality

- ‣ E-mail customer order statuses
- ‣ Accept orders originating outside OMS
- ‣ Multi-site OMS support
- ‣ PO support
- ‣ Drop-ship support
- ‣ In-store reserve and in-store pickup
- ‣ Distributed order management

Aptos Warehouse Customer Order Manager

Aptos Warehouse Customer Order Manager gives you the tools to manage fulfillment orders that flow to a warehouse or distribution center. It allows you to prioritize or batch the orders, set pick methods, assign operators, create tasks, adjust order balances, print carton labels, pack slips, and communicate order statuses back when an order is acknowledged, picked/packed, no-stocked, and/or shipped. It's also integrated with multiple shipping carriers.

Order Detail Worklist provides details of the selected orders with processing tasks and statuses such as priority codes, shipping method, location, quantity, special requirements, etc.
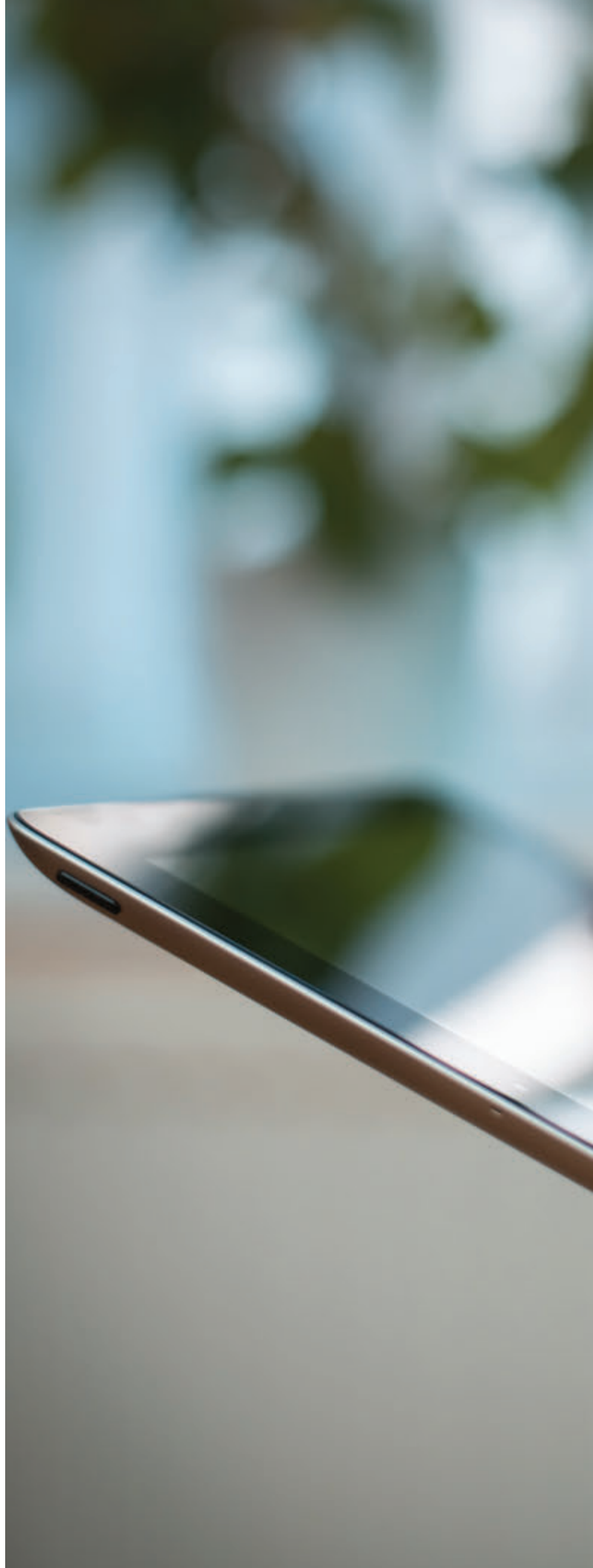
Priority Screen is a menu option used to establish priority code settings that will be applied globally to all future orders within the priority criteria indicated for the company/warehouse selected. You can modify priority settings manually for specific orders via a single or mass modification process on the Worklist.

Order Inquiry is an option to review the order summary, order details, gift messages, special handling, and additional information relevant to fulfilling an order.

About

Aptos: Engaging Customers Differently

In an era of virtually limitless choice, sustained competitive advantage only comes to retailers who engage customers differently—by truly understanding who they are, what they want and why they buy. At Aptos, we too, believe that engaging customers differently is critical to our success. We are committed to a deep understanding of each of our clients, to fulfilling their needs with the retail industry's most comprehensive omni-channel solutions, and to fostering long-term relationships built on tangible value and trust. More than 500 retail brands rely upon our Singular Commerce platform to deliver every shopper a personalized, empowered and seamless experience… no matter when, where or how they shop. Learn more: www.aptos.com.

aptos®

Engaging Customers Differently.

Offices

United States
Aptos, Inc.
945 East Paces Ferry Road, Suite 2500
Atlanta, GA 30326 USA
+1.866.493.7037

400 Venture Drive
Lewis Center, OH 43035 USA
+1.614.840.1400

15 Governor Drive
Newburgh, NY 12550 USA
+1.845.567.1234

Canada
Aptos Canada Inc.
9300 Trans-Canada Hwy, Suite 300
Saint-Laurent, QC H4S 1K5 Canada
+1.514.426.0822

Mexico
Aptos Mexico
Ricardo Margain Zozaya 575, Suite 5642
Corporativo Santa Engracia
San Pedro Garza García, N.L. 66267 Mexico
+52.81.1551.7100

United Kingdom
Aptos UK & EMEA
Marlow International
Parkway, Marlow
SL7 1YL UK
+44 (0)1628 362252

Sandwell Business Centre
4th Floor, 1 Providence Place
West Bromwich, B70 8SZ UK
+44 (0)8708 506880

Contact

📞 1.866.880.4200   ✉ info@aptos.com   🌐 www.aptos.com

in linkedin.com/company/aptos-retail   🐦 twitter.com/aptos_retail   f facebook.com/AptosRetail