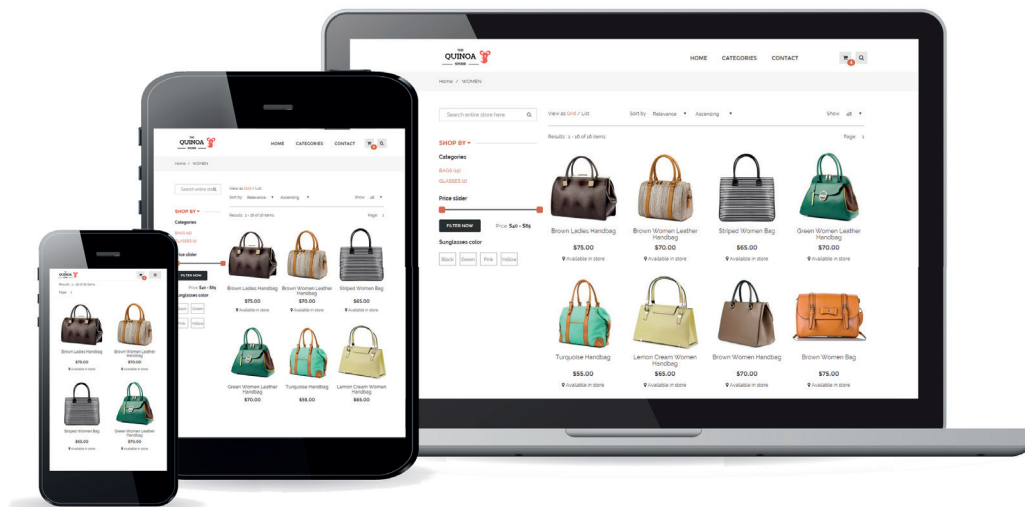


YOURCEGID RETAIL WEBSTORE THE INTEGRATED ECOMMERCE PLATFORM FOR OMNI-CHANNEL RETAILERS

Do you experience any of these challenges in selecting a new eCommerce platform?

- Long project timeframe and missed deadlines
- Concern that what you choose today may not be suitable tomorrow
- Your solution is not integrated with your stores or has limited omni-channel capabilities
- Up front capital expenditure is too costly
- Your current platform is hard to manage and too inflexible to accommodate new requirements
- Satisfying multi-channel orders is difficult, time-consuming and expensive because you do not have a single view of your inventory
- Your current solution has limited or no international capabilities



YOURCEGID RETAIL WEBSTORE

As a global provider of retail software solutions, Cegid addresses these challenges with Yourcegid Retail WebStore – a fully integrated eCommerce solution that enables retailers and brands to instantly deliver on their customer promise in any channel.

Based on our dedicated retail experience in delivering omni-channel solutions, WebStore empowers retailers to not only increase online sales, but also to establish omni-channel processes that boost sales across all channels.

With Cegid's robust technology, retailers can simplify the management of eCommerce site content and operations to decrease long development cycles. Our centralized site management enables effective control of multiple brands and sites, at the technical and sales level.

Through our Software-as-a-Service (SaaS) subscription model, retailers can project and spread IT costs over several years and assign to operational budgets rather than capital expenditure. And there's no need to reinvest in hardware down the line or deal with unexpected events.

CEGID CONNECTED RETAIL EXPERIENCE

HIGHLIGHTS

With Yourcegid Retail WebStore, embrace omni-channel strategies, meet the expectations of the connected consumer and empower commerce / e-marketing and IT teams.

DESIGNED FOR THE CONNECTED CONSUMER

- Provide a consistent user experience on smartphones, tablets, PCs and in the retail stores
- Offer instant visibility of online and in-store stock
- Purchase online and pick up an order in-store
- Make an online reservation for a product at a store
- Provide detailed product information with product pictures
- Share products with friends and get feedback

DESIGNED FOR MARKETING & SALES

- Coherent brand image across any device today and tomorrow, using responsive design
- Single view of stock, customers and orders – so you can provide an integrated journey across any channel, and manage all communications and promotions centrally
- Flexibility for web orders through online reservations and web-to-store
- Easy integration with in-store point of sale enabling customers to shop via any channel
- Global solution, allowing you to operate business locally and abroad
- Easy management of content, catalogs, product information and images in all languages
- Efficiently manage taxes and shipping for different countries and regions
- Centralize e-commerce and store data in Yourcegid Retail and get consolidated reporting and analytics

DESIGNED FOR IT

- Services architecture for building websites and apps
- Native integration with Yourcegid Retail and simple integration with third-party programs
- Fast coding with powerful and intuitive APIs
- Centralized management of multiple websites
- Latest Microsoft .NET technologies and standard development tool (Visual Studio)
- Reliability, scalability and performance

**WHY CEGID?**

Cegid is an international company and a leading provider of enterprise and vertical software solutions geared to improve company performance and assist in IT development and digital transformation with more than 2,000 employees and annual sales of over \$300 million in 2014.

We bring functional expertise to customers around the world, giving you long-term benefits from your investments. We have a direct presence in the USA, Canada, Europe (France, UK, Spain, Italy, Portugal, Russia), Brazil and Africa (Morocco), Dubai and Asia (Japan, China, Hong Kong), and a global network of trained and certified partners.

Cegid's comprehensive offering, Yourcegid Retail, comprises a broad range of applications including POS and store operations, e-commerce and omni-channel retailing, inventory management and merchandising, mobile and clienteling, CRM and loyalty, and reporting and analytics. The easy to use, feature-rich solution enables retailers to optimize business processes, bolster customer loyalty, and increase profitability. Today, more than 1,000 retailers and 30,000 stores in more than 75 countries use Yourcegid Retail solutions to optimize their retail chain.

Cegid. Make More Possible.