
A-commerce: One e-commerce platform for Everyone

A presentation for the GR.EC.A Friday's Workshops

by **ATCOM**



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Tools & Platforms

Throughout these 21 years of experience, we have built numerous tools that help us deliver secure, stable and fast digital properties.

These tools offer amazing features to our clients/partners helping them operate their digital properties efficiently while providing engaging experiences to their end users, consumers and partners.

Now we have combined all these mature tools and experience into one super tool. It is a game changer, and we are confident that it will future proof your investment in such a changing game.

Its **One** e-commerce platform for **Everyone**.





**Future proof your
commerce operations
with A-commerce**

A-commerce

It doesn't matter how small you believe you are or how big you aspire to become. Whether you are starting now or replatforming to grow.



Start Selling Fast

A-commerce comes with tons of ready to use features and out of the box functionality that can give you the ability to start selling sooner



Build & Integrate

Customize Web and Native mobile app experiences, integrate with any system and expose native or custom APIs (headless).



Scale & Grow

A-commerce will allow you to scale & grow along with your commerce operations. Your solution will never halt your expansion.

shorter time to value

reduce total cost of ownership

increase return on investment

A-commerce

All you need and more to deliver on the promise of modern omnichannel customer experiences

Stable

Unlimited
Store fronts

Product Catalogue

Structure any kind of products (tangible or intangible) into any category hierarchy. Manage product dimensions such as sizes, colors, materials etc. Launch a subscription service or product.

Order Management

View all orders in any state and perform allowed actions either automatically or manually. Define the exact order workflow that fits your business needs.

Offer Management

Create customizable discounts that drive sales and make shoppers happy. Set rules, qualifiers, schedule coupon generation, control which discounts apply, in what order, and how many times.

Content

Create bre through th editor. Take personaliza Structure c the correct

Scalable

Unlimited
Users

Customer Engagement

Get a 360 view of all contacts (customers) on your database, search, filter, and sort in business-critical segments to target content and marketing material to. Support loyalty schemes and product ratings & reviews.

Artificial Intelligence Built in

With built in Artificial Intelligence you can serve custom-made product recommendations to customers based on order history and other past actions. Laser focus your offer newsletters to the correct customers.

Mobile App SDK

Build and deliver amazing native mobile apps using the native mobile app SDK that leverages all core functionality, reducing time-to-market of feature rich mobile commerce.

Speedy

Unlimited
Languages

Secure

Unlimited
Currencies

Unlimited
Contacts

Headless & Limitless UI

Optionally decouple your core processes from the UI. Bring any commerce experience to life. Simply put, no UI limits

Cloud Native

Build from the ground up to natively support cloud infrastructures. With a microservices architecture you can be assured that scaling your commerce platform will be easy and cost effective while streamlining your CI and CD.

Merchandising

Combine innovation and data to implement your digital merchandising strategies, understand what drives purchases and convert browsers into customers.

Developm

Let your dev their talent t first applicat and grow yo in house or v well-trained



our 4S foundation

Modern architecture

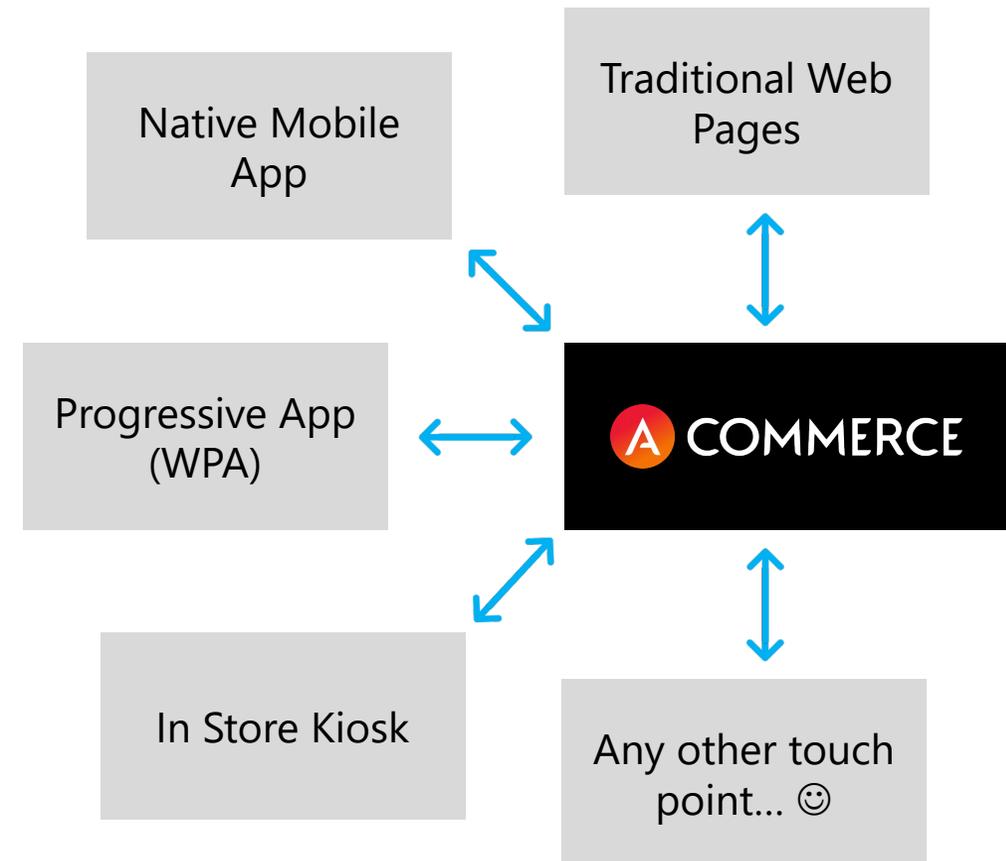
It leverages the most updated and modern frameworks, so you get the **latest** and **greatest**.

Microservices meaning that parts of A-commerce can be isolated and scaled separately

Modernized and **cloud native**

Use and extend the **Headless** APIs or develop new custom ones for your special needs.

A ready to use **Native Mobile App SDK** that bridges the A-commerce functionality with your Native Mobile App



headless

.net framework 6.0

microservices

Kubernetes

Azure

AI Built In

A-commerce has Artificial Intelligence built into the core.

Ready to use personalization scenarios:

- Product recommendations
- Cross selling
- Up selling
- Offers and bundles
- Visually similar products



Artificial Intelligence is the only way to go **truly personal** at **scale**.



Product Catalogue

Create any type of product.

Define your catalogue in multi categories & product types

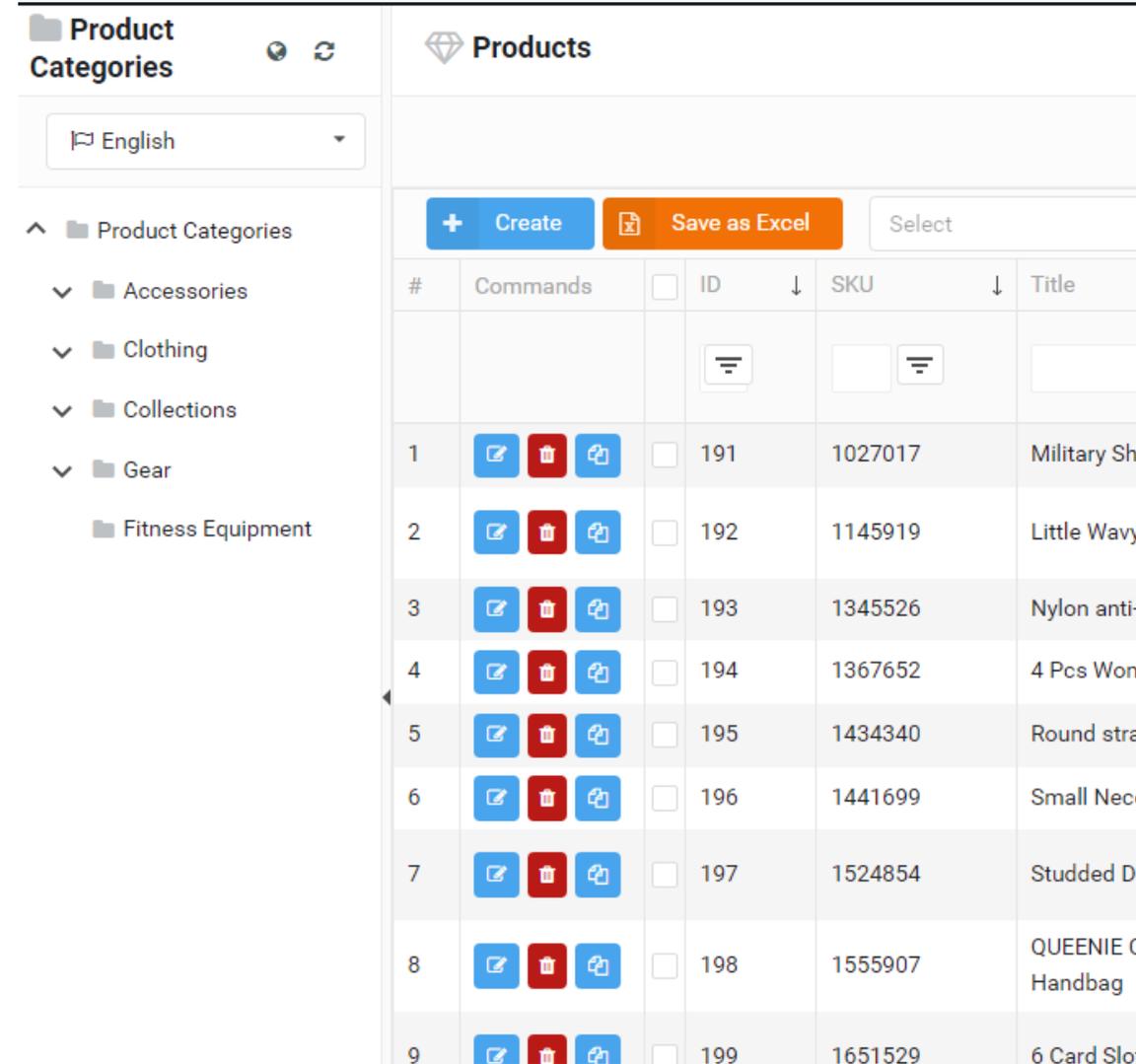
Tie with different price lists and warehouses per business rule

Specify as many attributes as you wish and how they appear in the storefront

Create **group of products** to create a custom listing within your site pages or create dynamic product lists created by any attribute. Product groups can also be assigned to a promotions, offers

Assign filter, sorting rules to the categories your products appear in your storefront

Manual creation or import via structured files. Integration with ERP or external PIM.



The screenshot displays a product management interface. On the left, a sidebar titled 'Product Categories' shows a tree view with categories: Accessories, Clothing, Collections, Gear, and Fitness Equipment. The main area is titled 'Products' and features a table with columns: #, Commands, ID, SKU, and Title. The table contains 9 rows of product data. Above the table are buttons for '+ Create', 'Save as Excel', and 'Select'. A language dropdown menu is set to 'English'.

| # | Commands | ID | SKU | Title |
|---|---|-----|---------|----------------------|
| 1 |    | 191 | 1027017 | Military Sh |
| 2 |    | 192 | 1145919 | Little Wavy |
| 3 |    | 193 | 1345526 | Nylon anti- |
| 4 |    | 194 | 1367652 | 4 Pcs Won |
| 5 |    | 195 | 1434340 | Round stra |
| 6 |    | 196 | 1441699 | Small Nec |
| 7 |    | 197 | 1524854 | Studded D |
| 8 |    | 198 | 1555907 | QUEENIE C Handbag |
| 9 |    | 199 | 1651529 | 6 Card Slo |

Product Ratings & Reviews

Choose automatic publishing or to moderate reviews, manage rejection templates or type in your own answers

Adjust the time window for the automated email review prompt

Choose who you will allow to submit ratings and reviews (allow anonymous or not)

Configure custom dimensions (quality criteria) and dimension groups and assign them to related product type

Configure and choose from rejection templates or type in your own answers

Set up Ratings Filters

Detailed report on ratings & reviews

The screenshot displays a product interface with several key components:

- Price Filter:** A slider for 'ΤΙΜΗ' (Price) ranging from 10€ to 30€, with a current selection between 3€ and 1552€.
- Star Rating:** A 4.5-star rating with a '4.5' score and a '97%' approval rate.
- Review Dimensions:** A section titled 'ΑΞΙΟΛΟΓΗΣΕΙΣ ΠΡΟΪΟΝΤΩΝ' (Product Evaluations) showing 4 stars and above. It lists five dimensions:
 - 5 stars (181)
 - 4 stars & above (39)
 - 3 stars & above (145)
 - 2 stars & above
 - 1 star & above (132)
- Review Report:** A table titled 'Κριτικές' (Reviews) showing counts for various criteria:

| Κριτική | Αριθμός |
|---------------|---------|
| Ποιότητα υλι | 345 |
| Σχέση ποιότη | 936 |
| Ευκολία στη : | 342 |
| Ειδικό (αν υπ | 0 |
| | 180 |
- Filters:** A toggle for 'Μόνο επιβεβαιωμένες αγορές' (Only verified purchases) and a 'Με απόθεμα' (In stock) filter.
- Review Example:** A sample review snippet: 'Name S. στις 30 Μαΐου, 2023' with a 4.5-star rating and a title 'Title of review'. The text includes 'Vestibulum ante ipsum primis in faucibus orci luctus et ultramcorper sit amet ligula.' and 'το συστήνει'.

Order Management

Call agent screen to manage order. Add and remove items, change quantities and edit order details.

Lookup customers by name, email or any other field, view and edit profiles or contact data, and view associated orders for management.

Sophisticated and customizable order management workflow.

Invoke and play the workflow as defined manually where allowed.

Extensive logging for every action performed during order provisioning.

The screenshot displays the 'Order Management' interface. At the top, there are tabs for 'Order', 'Workflow', and 'Logs'. The 'Workflow' tab is active, showing a breadcrumb 'Order - v1' and a status 'Completed - D'. A 'Records' section on the right shows a 'Log Level' dropdown menu with options: All, All, Error, Info, and Trace. Below this, a 'Transitions' table lists the workflow steps. The table has columns for 'Time', 'From', and 'To'. The transitions are as follows:

| Time | From | To |
|--------------------|---------------------|---------------------|
| 4/4/2022 8:51 π.μ. | SystemStates.New | Processing Payment |
| 4/4/2022 8:51 π.μ. | Processing Payment | Resolving Stock |
| 4/4/2022 8:51 π.μ. | Resolving Stock | Order Confirmed |
| 4/4/2022 8:51 π.μ. | Order Confirmed | Collecting Products |
| 4/4/2022 8:51 π.μ. | Collecting Products | Ready to Ship |
| 4/4/2022 8:51 π.μ. | Ready to Ship | Shipped |
| 4/4/2022 8:51 π.μ. | Shipped | Delivered |

At the bottom of the interface, a status message reads 'Order shipment marked as ready'.

Offer Management

Create customizable discounts that drive sales and make shoppers happy.

With rules, qualifiers, scheduling and coupon generation, retailers can control which discounts apply, in what order, and how many times.

Define the channel(s) that offer is published (web only or mobile app only etc.)

Out of the box functionality for offers and discounts on specific categories and products as well as discount coupons.

Extend the system to support even more types of promotions such as product bundles, free gifts, extra discounts with minimum order value, etc.

Coupons

- Single code
- Unique code
- Generated on the fly
- Max usage per code
- Max usage per user
- Anonymous or signed in

Promotions

- % discount
- Value discount
- X+X and any combination
- X+Y and any combination
- Free gift / Bonus product
- Tiered discounts

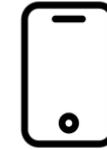
Consent Management



GDPR Perfect



Design Customization



iOS & Android



Advanced Scanning



Log Audit



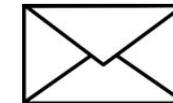
Strict Mode



Do not Track



Google Consent Mode



Alert notifications



W3C WCAG 2.0 &
WAI-ARIA
Multiple Languages



Consent Analytics

Many more...

Manage content through an intuitive user interface. **Create** and **publish** rich pages with the revolutionary **Visual Drag & Drop Editor**.

Customer engagement through a 360 view of you customers' profile and customer segmentation.

Perform Content Personalization to optimize visitor experience and conversion rates.

Sophisticated content and product search.

Built-in **Realtime Reporting**, and self-service dashboard visualizations for you to visualize and better comprehend your data.

and more... and more... and more...



A Pricing model for all

We created an inclusive pricing model that virtually any retailer can afford.

3 Subscription tiers... One will be best for you!



All A-commerce features are available on all 3 tiers, **no limits** and **no conditions**

no kidding 🗨️



A-commerce benefits

60%

Of **time** needed to
deliver a fully functional
e-commerce operation

shorter time to value

reduce total cost of ownership

increase return on investment

A-commerce benefits

60%

Of **time** needed to deliver a fully functional e-commerce operation

55%

Of **budget** needed to deliver a fully functional e-commerce operation

shorter time to value

reduce total cost of ownership

increase return on investment

A-commerce benefits

60%

Of **time** needed to deliver a fully functional e-commerce operation

55%

Of **budget** needed to deliver a fully functional e-commerce operation

30%

More **value** based on features needed to deliver a fully functional e-commerce operation

shorter time to value

reduce total cost of ownership

increase return on investment



**Any
Questions?**

thank you

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