

Publicis Sapient Rapid Commerce

The numerous touchpoints and channels available to consumers has made optimizing the purchasing process a real challenge for today's retailers. Navigating the complexities of an omni-channel world and anticipating rapidly evolving needs requires a powerful, yet flexible platform that can scale and change as needed.

The Rapid Commerce solution provides the agility, measurability and innovation that modern retailers demand as they transform the commerce experience.

“In a world where 54% of all sales are influenced by the digital shopping experience, how will you deliver faster and keep pace with changing customer preferences?”

ACCELERATE TIME-TO-MARKET WITH RAPID COMMERCE

Rapid Commerce is the first fully cloud-native, microservices and headless architecture-based digital commerce platform. It combines the power of Microsoft Azure and microservices with a proven, Agile-based approach to align and establish priorities, translate strategy into a plan and deliver a detailed roadmap that streamlines implementation and shortens time-to-value. Rapid Commerce provides the speed, flexibility and innovation to help modern retailers drive personalized, intelligence-driven customer experiences on a responsive, scalable platform.

The solution delivers on three key elements required to meet the needs of the business and the customer:

- **The Customer Experience**—The microservices headless architecture offers quick upgrades to the latest platforms, easily integrates with mobile-first approaches and conversational commerce and enables you to rapidly swap out new front ends as needed.
- **Cognitive Capabilities**—Rapid Commerce provides deep integration with machine learning and AI technologies and offers embedded data optimization within purchase path, personalization and product ranking.

- **Modular Design**—The plug-and-play platform is enabled for PIMs, content management, browse & search, OMS, and loyalty. It delivers high availability, elasticity and scalability to meet peak and promotional event demands and adjust to rapid changes in business and digital models.

SERVICES DELIVER A BEST-FIT SOLUTION AND SPEED IMPLEMENTATION

With various options available, achieving the right mix of agility, measurability and flexibility in your commerce platform can be challenging. You must first clearly define your goals and then match them to the technologies and capabilities of available solutions. As part of the Rapid Commerce Solution Accelerator, we help guide you through this process. Leveraging practical experience, proven tools and templates our experts align, assess, pilot and recommend the best platform for your retail business, delivering a pilot solution in as little as eight weeks.



Align	Assess	Pilot	Recommend
<ul style="list-style-type: none"> Define overall vision and goals Conduct workshop(s) and working sessions with business team to understand required capabilities 	<ul style="list-style-type: none"> Assess the current implementation for evolution toward the desired future-state architecture 	<ul style="list-style-type: none"> Develop and recommend the target-state architecture Create a Rapid Commerce pilot using your catalog data and images 	<ul style="list-style-type: none"> Demo the pilot Share the phased program plan with a phased approach Provide budgetary guidance



“Savvy retailers understand that in order to compete and win, they need modern data infrastructure and a cloud – and mobile – ready architecture that can quickly scale and support differentiating customer experiences.”

– Doug Henschen, Vice President and Principal Analyst, Constellation Research

BENEFITS OF RAPID COMMERCE

Rapid Commerce helps evolve your platform to support your business today and adapt to future requirements, while also enabling you to:

- Accelerate platform conversion
- Reduce total cost of ownership (TCO)
- Improve deliverables through experimentation
- Enhance data control
- Deliver measurable results.

For more information, please contact Jon Panella at jon.panella@sapientrazorfish.com

About Publicis Sapient



Publicis Sapient is a digital transformation partner helping established organizations get to their future, digitally-enabled state, both in the way they work and the way they serve their customers. We help unlock value through a start-up mindset and modern methods, fusing strategy, consulting and customer experience with agile engineering and problem-solving creativity. As digital pioneers with 20,000 people and 53 offices around the globe, our experience spanning technology, data sciences, consulting and customer obsession – combined with our culture of curiosity and relentlessness – enables us to accelerate our clients’ businesses through designing the products and services their customers truly value. Publicis Sapient is the digital business transformation hub of Publicis Groupe. For more information, visit publicissapient.com.