Unifying Your Data To Propel Your Business Forward

Table Stakes

Amazon
Prime Shipping

Walmart
Omnichannel Experience

Target
Omnichannel Experience

Examples of How Merchants Utilize Integrations

The Distributor/Wholesaler that wants modernize their analog business operations:
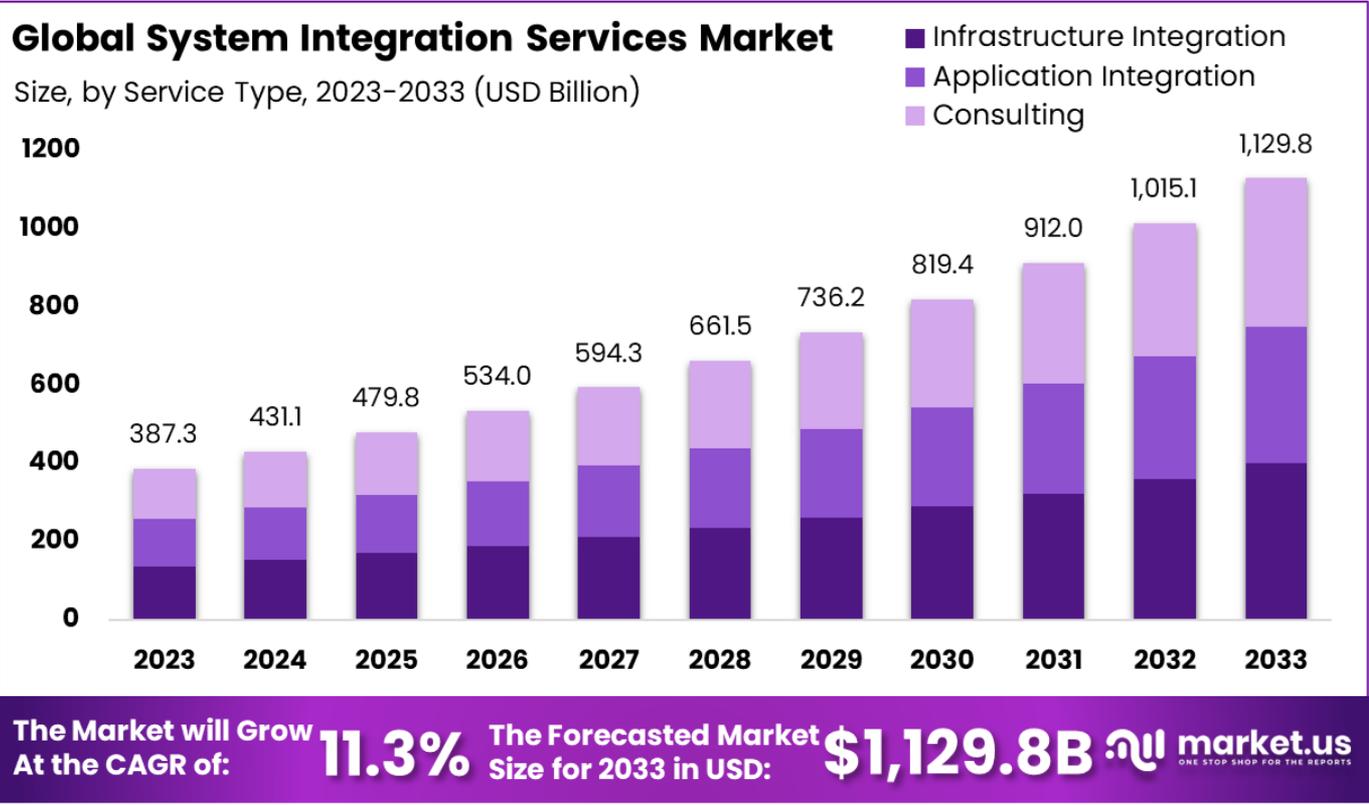
- Outcomes they'd like to achieve
    - Flow product data from their ERP to a PIM to be enhanced.
    - Publish enhanced product data to their eCommerce and other sales channels.
    - Sync order data from all sales channels to a CRM to improve sales outreach.
    - Manage sales tax exemption certificates across sales channels.
    - Send dropshipping orders to trading partners via EDI feeds.
    - Pull all sales orders into one shipping software for combined order fulfillment.
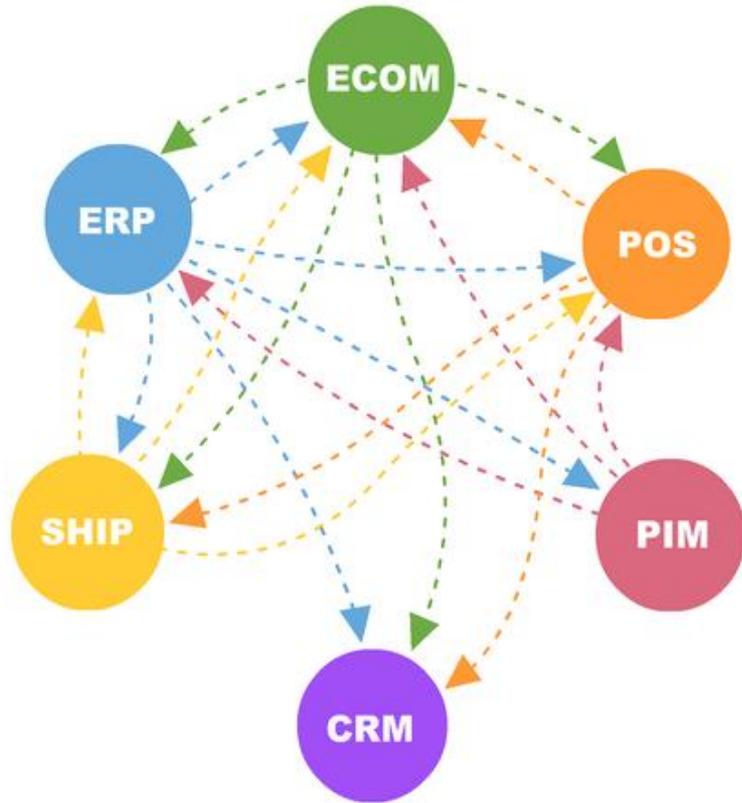
Examples of How Merchants Utilize Integrations

The Brick-and-Mortar Retailer that wants be omnichannel:

- Outcomes they'd like to achieve
    - Flow product data from a POS to their eCommerce store.
    - Send orders from eCommerce to POS for store pickup/fulfillment.
    - Send orders that require shipping to an ERP/WMS/OMS/3PL.
    - Sync gift cards and loyalty points between eCommerce and POS.
    - Flow customer/order data to their Email/SMS marketing platform from their POS to help target campaigns to shoppers based upon in-store purchase histories.
    - Submit data to an ERP/Accounting suite for financial reporting.
    - Integrate data with a Field Services platform for local in-home installation.

Demand for Integrations Continues to Grow

Global System Integration Services Market

Size, by Service Type, 2023–2033 (USD Billion)

Legend:
- Infrastructure Integration
- Application Integration
- Consulting

Data values (total market size by year):
- 2023: 387.3
- 2024: 431.1
- 2025: 479.8
- 2026: 534.0
- 2027: 594.3
- 2028: 661.5
- 2029: 736.2
- 2030: 819.4
- 2031: 912.0
- 2032: 1,015.1
- 2033: 1,129.8

The Market will Grow At the CAGR of: **11.3%**

The Forecasted Market Size for 2033 in USD: **$1,129.8B**

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The Challenge

You need best-in-class software for each facet of your business, but the high maintenance costs and complexity of traditional integrations leave you struggling to achieve your goals.

The Result - Integrating your data becomes a reactive part of your business, not proactive.

The Solution

Centralize Product, Order, Customer, and other Dataflows with one Data Hub. Streamline your integrations so that you can turn on new spokes to the hub, or replace old ones when you change your software.

The Result - You're not beholden to custom integrations or lackluster connectors that you struggle to maintain. Instead, you have a proactive approach breaking down silos and getting your data flowing.

B2C Commerce Example

B2B Commerce Example
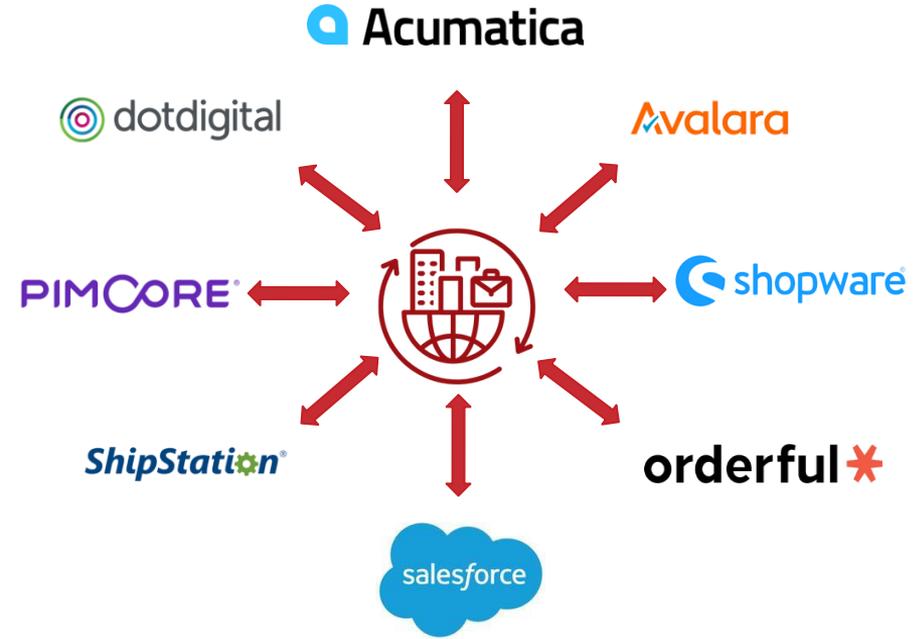
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