

Introduction to Naveo Commerce

Enterprise Grocery

Headless Commerce Made Simple

The Perfect End-to-End eCommerce Partner

We've got you – from first click, to hand picked, to last mile, to doorstep smile. Whether you're selling grocery, near food, consumer goods, B2B or D2C we're here to welcome you with advanced end-to-end eCommerce capability and a track record that's the envy of the eCommerce world.

For retailers – big and small – for whom success depends on growing online, we provide the perfect End to End platform: a cloud-based SaaS solution, with Headless commerce engine, OMS and Fulfillment technology.

Since the beginning we had a dream – it was simple – to make buying online as smooth and easy as possible. In December 2019, Digital Goodie acquired Maginus, the two products have now combined and Naveo Commerce was born!

Naveo Commerce is the perfect end-to-end eCommerce solution: from first click, to hand-picked, to last mile, to doorstep smile. We are one of only a few companies globally able to offer the entire end-to-end commerce support to retailers and wholesalers. We also provide eCommerce website consultancy and implementation. Our partnership with Magento and Episerver continues to operate as a core consulting arm under Maginus, a Naveo Commerce brand.

Naveo Commerce is venture-backed by the US based eCommerce growth fund Black Dragon Capital. Today we employ retail industry experts and technology specialists in two different continents across three locations.

The Naveo Commerce platform has won awards for the best user experience in 2015, best online store of the year in 2013, and comet of the year in 2012. Our proprietary recommendation technology is praised by IGD Retail Analysts.

What's more, we are listed alongside leading applications in the Gartner Digital Commerce Vendor Guide and eConsultancy's Top 100 Digital Agencies Guide – both for two years in a row.



Brilliant Partners in all Sorts of Sectors

With over 100 implementations behind us, we've got the experience to make your project a success.





Partners We Trust to Help You Get Ahead

We're plugged into the likes of eConsultancy, IMRG, and Internet Retailing to ensure we provide the best solutions to help you get ahead, and stay there.



Our Focus

3 Core Business Domains

Naveo Commerce has 3 core business domains: Enterprise Grocery, eCommerce consultancy and Integrated eCommerce & OMS. In this data sheet we cover the features and benefits of the Enterprise Grocery solution.



Europe's #1 Leader in Grocery Digital Commerce



A Pioneer in Grocery Digital Commerce

Proven track record and heritage developing and deploying world-class digital commerce technology that enables grocers to improve profitability, reduce costs and increase operational efficiency.



Industry-Optimised for Grocery

Next-generation digital commerce platform built on a cloud-native, modular architecture composed of eCommerce and fulfillment applications - integrated in one solution.



Customer-First Technology

We're on a mission to help our customers interlace their digital and physical channels to grow their businesses profitably, improve their customer experiences and innovate - at pace.

Everything you need to go online in 5 steps

Our platform offers five key functional areas. We provide everything you need to run a successful online grocery operation. All these components can be independently deployed on a standalone basis or as a comprehensive end-to-end solution. Pick and choose the ones you need.

Headless Commerce

Save time and trouble upgrading your legacy systems by using a headless eCommerce engine to drive new storefronts and sales opportunities at speed. Pick and choose the microservices specific to your exact eCommerce requirements.



Storefronts

Differentiate your digital brand(s) with a feature-rich storefront designed to deliver a convenient, consistent online shopping experience for your customers on any device.

Whether you use an in-house team or agency partners to help manage your own storefront. We can create both out-of-the-box reference front ends for rapid deployment or custom, personalized eCommerce storefronts. The choice is yours.

Order & Warehouse Management

Confidently manage stock, process orders then pick, pack and dispatch the lot across all your channels.

Get products to your customers faster by implementing a distributed order fulfillment model from your retail stores - using our distributed order management and store picking models



In-Store Picking

If you've already squeezed every last drop of efficiency from your distribution centres, it's time to radically improve your in-store picking, and last mile completion. We can help slash your in-store picking times by 40%



The Last Mile

Your last mile performance will make or break the profitability of your retail operation. It also makes or breaks your reputation.

We've stress tested a last mile solution to optimize workflow, minimize errors and delight both you and your customers.



Naveo Architecture

Goodbye Monolith. Long live the Multi-lith

Modern eCommerce has evolved. No more massive Death-star systems. Now a constellation of small, bright services combined to delight. The new multi-lithic eCommerce model that radically improves your user experience to drive powerful new sales opportunities:

Naveo is built on a MACH architecture (microservices, API-first, cloud-native, headless) making modern, scalable and future-proof solutions in the market. Microservices replace the traditional, monolithic architecture and allow applications to be arranged as a collection of loosely coupled and independently deployable services.

So, what does this mean for you?

- ✓ Our flexible platform architecture allows you to rapidly deploy what you need, when you need it, to meet rapidly changing customer demands.
- ✓ Quick and cost effective plug-and-play integration. Achieve more, for less - cloud based API's enable you to flex and scale to deliver resource and performance on-demand.
- ✓ Continually deliver improved user experiences - Deep integrations and single, more efficient, more profitable, unified customer experiences.



Cloud-Native Microservices

New functionality can be deployed as and when you need, without dependencies on other microservices or affecting the stability of the entire application. This makes experimenting low risk and cost-effective, helping to foster agile and continuous innovation.



Headless Commerce

The decoupled front-end design and back-end allow you to produce shoppable content across any front-end, across any device – faster and easier than otherwise possible. Our loosely coupled approach allows you to drive changes on your digital storefronts without changing any core code or jeopardizing the back-end stability.



API-First

The API-first, microservices-based architecture enables the rapid, frequent and reliable delivery of new features to your customers. This flexible, API-driven architecture allows straight-forward and cost-effective integration with your existing systems and third-party applications, without disruption.



Intelligence Optimisation

Naveo Commerce adopts intelligence optimisation to personalise the shopping experience and optimise fulfillment. Using a combination of historical customer data and site search, Naveo's site search and product recommendations are able to improve customer loyalty and average order values.

Complex Commerce. Made Simple

Everything you need. When you need it.

Naveo Commerce



Digital Storefronts



Headless Commerce



Intelligent Personalization



Price and Assortments



Intelligent Merchandising



Product Data Management



Promotions



Shopper Service

Features

- ✓ **Digital Storefront** – A feature-rich storefront designed to deliver a superior online experience that converts. Pre-configured with everything needed to run a successful online grocery operation.
- ✓ **Mobile-First** – A unified experience that works across all devices, with the same powerful back-end tools.
- ✓ **Headless Commerce** – A ‘headless’ model that gives maximum flexibility for localisation, innovation and future development, compared to a tradition web shop platform.
- ✓ **Multi-Brand & Multi-Store** - Manage multiple brands and stores from a single back office solution. Provide a unique commerce experience, without the complexity.
- ✓ **Multi-lingual & Multicurrency** – Naveo is customisable to meet local market needs.
- ✓ **Personalized Recommendations** – Boost basket sizes through personalized product recommendations. Personalized content, recipes and search results based on market trends, history and browsing behaviour. Even preferences (vegan vs non-vegan).
- ✓ **Price and Assortment Management** – Individual and store-specific assortments and pricing. Discovery through categories, search and recommendations (e.g. popular products, goes well with, before you go).
- ✓ **Product Data Management** – Manage your products, categories, taxonomies, SKU attributes and pricing of your product catalogue including (ingredients, packaging, allergens, product images etc.).
- ✓ **Promotions** – Create and manage promotions as standard. BOGOF (Buy one get one free), bundles and retailer specific promotions.
- ✓ **My Account** - Built in recommendation engine allowing each customer to have a unique view of your offering.
- ✓ **Shopper Service** - Use third party single sign-on for authentication (e.g. login with existing loyalty credentials). Improve the customer experience with stored shopping lists, current basket and order history.

Pick, Pack & Despatch

Profitably

Naveo Fulfillment



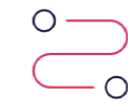
Store Management



Intuitive User Experience



Multi-order Picking



Picking Optimization



Order Optimization



Real-Time Analytics



Dispatch



Storage Locations



Multiple Fulfillment Types



Last Mile

Features

- ✓ **Store Management & Slot Selection** – Manage large assortments, baskets, hundreds of stores and individual assortments. Simply chose the store and relevant delivery and click ‘n’ collect slots.
- ✓ **Intuitive User Experience** – Boost store manager and picker productivity with an intuitive user interface that creates a friction-free fulfillment experience.
- ✓ **Multi-Order Picking** – Naveo has an impressive Grocery pick rate of 300 items per hour. The ability to pick multiple orders at once dramatically increases picker productivity, allowing you to scale your capacity and offer more convenient delivery windows for your customers. We can support same-day, near-window and sub 2-hour delivery.
- ✓ **Picking Optimization** – Naveo provides optimised picking routes for every individual store. What’s more we provide barcode-based picking. You can’t pick the wrong product, because the software simply won’t allow it.
- ✓ **Order Optimization** – Built-in intelligence allows the system to learn and adapt over time. For example, out of stock items can be replaced with substitutions based on historical data.
- ✓ **Real-Time Analytics** – In the on-demand economy, every second counts. Gain real-time visibility and analytics on picker performance, order progress and more with Naveo’s out-of-the-box dashboards. Easily monitor stock availability, out-of-stocks and substitutions.
- ✓ **Dispatch** – Our dispatch application offers age verification prompts for restricted products. As well as automated delivery notifications to keep your customers informed.
- ✓ **Storage Locations** – We support temporary storage locations with different temperature zones that can be used for a fast & error free handover.
- ✓ **Multiple Fulfillment Types** – The Naveo Last Mile applications help you to manage multiple fulfillment types such as Click ‘n’ Collect, Curbside, Lockers and Home Deliveries.
- ✓ **Last Mile** – The Naveo Last Mile applications provide optimized route planning and driver assignment – based on delivery slots and area.

Technology Benefits

Commerce Benefits

- ✓ **Rapid Time to Market** – Our rapid implementation roll-out means you can be up and running online in a matter of weeks.
- ✓ **Grocery-First** – Naveo has been developed to address the challenges of today’s modern grocery retailers. We are trusted by some of Europe’s largest grocers. Our solution is proven to reduce costs and increase operational efficiency.
- ✓ **Control** – Gain complete control over your entire eCommerce experience with self-service tools for merchandising, content, promotions and more. Without the need for technical skills.
- ✓ **Future-Proof** - Naveo’s architecture is infinitely scalable and flexible to your business needs now, and for the future.

Fulfillment Benefits

- ✓ **Maintain Profitability** – Deliver on your customer promises with our industry leading in-store picking solutions (without losing margin to third-party fulfillment providers).
- ✓ **Increase throughput** – and fulfil orders profitably.
- ✓ **Efficiency** – Increase picking speed and accuracy through multi-order and picking optimization.
- ✓ **Fast Fulfillment** – Make ordering online as easy as ordering a takeaway. Offer fast fulfillment windows (sub 2-hours) for click and collect, curbside or home delivery.

Business Benefits

Cloud-First Benefits

- ✓ **Cloud Native** – Built on the cloud, our architecture provides unrivalled speed, scalability, agility and security.
- ✓ **Microservices** – Loosely coupled, modular architecture that can be independently deployed to provide rapid new features and capabilities. As and when you need it.
- ✓ **API-First** – Seamless (and easy) integration with existing, home-grown, and third-party applications.
- ✓ **Headless** – By decoupling the front-end from the back-end, a headless approach enables infinite customer experiences on any device, without jeopardizing stability or performance.

Business Benefits

- ✓ **Innovation** – Quickly and easily deploy new features that enhance your customer experience and drive revenue growth...We’ll help you get ahead of the competition, and stay there.
- ✓ **Resiliency** – Our professional services team provide the highest levels of security, data protection and system reliability. Our data centres are configured to minimize the risk of downtime and prevent data loss.
- ✓ **Lower Total Cost of Ownership** – Our cloud SAAS model frees you up from large capital investments and the administrative burden associated with maintaining an on-premise IT infrastructure. Our solution is fully managed, meaning you can spend more time growing your online grocery business, rather than worrying about IT admin.
- ✓ **Scalability** – We can flex and scale to ensure your site maintains peak performance, even when orders spike unexpectedly.

360k

orders processed annually

£23Bn

revenue through our systems every year

300

a pick rate of 300 items per hour.

30%

less costs compared with an on-premise solution

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