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"To achieve the seamless holistic brand experience that customers want, retailers need to implement a unified commerce platform. Most retailers understand this, as 78% of the retailers surveyed plan to have a unified commerce platform implemented within 5 years."

- Ken Morris, Principal, Boston Retail Partners

**Introduction**

Today’s retail customer is always connected and always on. She expects service any time, anywhere and any way she wants it. The customer experience – while it has always been important – has reached new levels as customers now control much of their own experience. Customers are empowered. Digital commerce, bolstered by the mobilization of retail, has put the power in the customer’s hands. Instead of technology changes being driven by retailers, alterations in technology are now being dictated by customer expectations.

A seamless shopping experience across channels is not wishful thinking; it is the expectation of today’s consumer (Exhibit 1). What used to be a linear path to purchase is now an exercise in connect-the-dots for retailers as they try to piece together customer information, browsing history, purchases, real-time inventory visibility, and much more to understand and personalize the experience for each customer.

Retailers are striving to meet customer expectations and improve the customer experience through enhancements to their e-commerce sites, offering additional abilities via mobile apps or websites, and most of all, through the execution of unified commerce. Unified commerce goes beyond an omni-channel experience; it eliminates the individual silos to offer the customer a holistic shopping experience no matter how or where she wants to shop. A unified or single commerce platform is essential to offering this seamless shopping experience.

In Boston Retail Partners’ 2015 E-Commerce Benchmark Survey we surveyed top North American retailers to understand the digital commerce priorities and initiatives that organizations are focused on to provide the customer a personalized, seamless experience.

**Key findings:**

**Improving the customer experience is the top priority**
- 43% of retailers indicate a consistent brand experience across channels is a top priority

**A unified commerce platform is critical**
- 78% of retailers plan to have a unified commerce platform within five years

**Mobilizing commerce remains a high priority**
- 45% of retailers indicate that mobile websites are their top e-commerce retail capability

**Payment options and security are essential**
- 63% of retailers plan to accept Apple Pay within two years

**E-commerce continues to expand**
- 85% of retailers expect an increase in 2016 e-commerce website revenue

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Exhibit 1
E-commerce top priorities

Customer experience
In direct response to heightened customer expectations for a personalized, seamless experience wherever, whenever and however they shop, retailers are intensely focused on the customer experience. Unified commerce and the delivery of a seamless customer brand experience dictate the new model for retail success. Our survey confirms this fact, with 43% of the retailers indicating this as one of their top three priorities (Exhibit 2).

To take this even further, we can see that most of the retailer’s top priorities are in direct support of improving the customer experience. Priority #2 is indicative of this, as a third of our survey respondents have improving the user experience/navigation as a top priority. Other priorities like mobile, improving online personalization and fulfillment options support customer experience improvements.

Unified commerce
Unified commerce is in direct support of the customer experience, enabling retailers to transcend channels and store associates to personalize the shopping experience to a customer based on her digital footprint. A single, centralized commerce platform for all channels is integral for unified commerce. This platform promotes tight integration and a seamless experience by combining traditional point of sale, mobile, e-commerce, clienteling, order management and fulfillment into a consolidated, real-time platform. Retailers rated this as a top priority, after customer experience, with nearly a third, 29%, indicating it is a top commerce priority.

Increase site traffic
While brick-and-mortar stores continue to be where the majority of transactions occur, there is no doubt that consumers have embraced e-commerce over the last 20 years. Even as mobile, social and other channels garner attention as vehicles for product and brand information and research, traditional e-commerce sites still remain the preferred focal point for digital transactions.

E-commerce sales remain a smaller percentage of overall sales than brick-and-mortar but the percentage continues to increase at a faster rate than overall sales. Recent estimates released by the Census Bureau\(^1\) indicate that second quarter 2015 U.S. retail e-commerce sales increased 14.1 percent over the same period in 2014, while total retail sales increased only 1.0 percent in the same period. For retailers this demonstrates that e-commerce is an important part of their overall sales and increasing customer traffic to their website is important. Indeed, for 29% of the retailers surveyed, increasing traffic to their e-commerce site is a top priority.

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Improving the customer experience

The balance of power has clearly shifted from retailers to consumers. Customers have the ability to search and compare products and prices online, read peer reviews on their mobile phone, and get instant feedback from their circle of friends via social media. This transparency makes the retailer’s job even more difficult as they can no longer solely differentiate on product or price. In many cases, the customer experience is the key differentiator.

Customer engagement is key to enhancing the customer’s shopping experience. Consumers are constantly bombarded with messages and information via their electronic devices. To effectively engage the customer requires retailers to communicate relevant, compelling and consistent messages across the brand to break through the clutter and engage the customer.

One of the areas where retailers are finding success is in delivering “customer context” communications. Customer context is defined as the interrelated factors of customer insights and environmental conditions that make the shopping experience relevant to the individual customer. This information must be instantly available when a customer enters the brand’s website, mobile app, or store for effective customer engagement.

Without this data in real-time, any information provided internally or externally is out-of-date and can be inaccurate and out of context. Retailers must collect, analyze and respond, in real-time, to their customer’s interactions across all touch points.

We asked retailers about their online engagement practices and the effectiveness of different methods utilized (Exhibit 3). Retailers rated customer reviews as the most effective customer engagement tool, however, 39% of retailers do not offer customer reviews on their website (See Exhibit 4). Consumers agree with the importance of peer reviews. In a recent survey by UPS2, more than half of the shoppers surveyed rated peer reviews an important factor in the search for products online.

Social media is another avenue for customer engagement with 41% of retailers finding it an effective tool for engaging the customer. With many consumers already heavily engaged with social media, this is a natural way for retailers to engage with customers in their preferred forum. Customer reviews and social media are effective ways to magnify the customer engagement with the brand by extending the communications to include the brand’s community of users and followers. They

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involve a larger audience/community that shares the same customer interests and desires. Also, they both enable two-way communication where most other options are just one-way. The only exception to that would be live chat, but that is transaction-focused at one point in time rather than the richness of true two-way interactions.

Blogs are rated nearly as ineffective as live chats – this is likely because it is just another one-way communication that doesn’t encourage customer engagement like social media. Retailers are relatively split on whether blogs are effective or ineffective, as 44% had a neutral opinion on its effectiveness. This may vary based on different retail categories or how companies are utilizing and promoting their blogs.

We asked retailers what type of offerings they had on their e-commerce site to encourage customers to use the site for product research and transactions (Exhibit 4). FAQs were the most popular offering with 83% of respondents featuring it on their e-commerce site.

There are obvious opportunities to further enhance personalization of the online shopping experience through the use of user reviews, suggestive selling, and product comparisons on the retail websites. It is interesting that 39% of the retailers do not offer user reviews on their websites while only 17% do not offer FAQs. In the consumer survey by UPS3 73% found product reviews to be influential on a retailer’s website while only 48% found Q&As influential when visiting an e-commerce site. With a majority of consumers rating user reviews an important factor when they are shopping online, retailers not offering this capability should seriously consider the addition of it as a value-added tool for their customers.

Guided or suggestive selling represents another great opportunity and a big component of many retailers’ customer engagement strategy. Nearly half of the survey respondents do not currently offer the ability to suggest purchases based on items already acquired or items recently browsed. This is key in supporting further mobilization of retail and the convergence of online and in-store experiences. Wish lists, suggestive selling, browsing history, etc. need to be available and consistent from one device to the next, and across channels, so the customer can continue the shopping experience seamlessly.

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"Unified Commerce enables transparency, or the “glass pipeline,” of real-time visibility to inventory, product and customer information. This is the nirvana, or end-state, that many retailers are trying to achieve with their customer experience and unified commerce goals.”

- Brian Brunk, Principal, Boston Retail Partners

Unified commerce is critical

As retailers have shifted their focus to the overall customer experience, the importance of unified commerce becomes even more apparent. Retailers can no longer afford to operate channels in silos. As mobile and e-commerce continue to grow, consumers have higher expectations of a seamless shopping experience that transcends channels. There is no denying that overall sales are influenced by digital shopping behaviors and consumers perception of the shopping experience.

A major challenge to retailers today is that when a customer visits a store – which is still generally the desired purchasing location – most of a customer’s pre-purchase research and behavior is unavailable to a store associate. This makes personalizing the customer experience nearly impossible. Unified commerce transcends channels and enables store associates to personalize the experience to a customer based on her cross-channel digital footprint.

Integral to unified commerce is a single commerce platform, meaning a centralized platform and single, shared shopping cart for all channels. A unified commerce platform is a single consolidation point for all transactions, inventory, pricing, order management, CRM, call center, etc. This platform provides a single version of the truth across all channels to enable transparency, or the “glass pipeline” of real-time visibility to inventory, product and customer information (Exhibit 5). This is the nirvana, or end-state, that many retailers are trying to achieve with their customer experience and unified commerce goals.

Exhibit 6

Technology Status

<table>
<thead>
<tr>
<th>Unified commerce platform</th>
<th>Implemented and working well</th>
<th>Implemented and needs improvement</th>
<th>Implement within 2 years</th>
<th>Implement within 3-5 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>10%</td>
<td>21%</td>
<td>26%</td>
<td>21%</td>
<td></td>
</tr>
</tbody>
</table>

Unified commerce platforms are making traction, as this is one of retailers’ top priorities (See Exhibit 2). Nearly one-third of the respondents currently have a unified commerce platform and nearly half of the retailers who do not have a unified commerce platform plan to implement one within five years (Exhibit 6).

Many retailers have started down the unified commerce path by offering services that provide the expected seamless holistic shopping experience. The ability to “buy anywhere, ship anywhere” is gaining ground as 73% of respondents plan to offer “buy anywhere, ship anywhere” within five years (Exhibit 7). Interestingly, 55% also plan to offer the ability to buy online with same day delivery, which demonstrates the convergence of channels, as customers want the same immediate gratification they get with in-store purchasing.
It is interesting that the standard “buy online, pick up in-store” is lagging, possibly because it is hardest to integrate online and in-store systems. This is another compelling reason for a unified commerce platform.

The ability to track customer orders across channels and devices is gaining momentum as some retailers have real-time visibility to their customers’ behavior across channels that comes from true unified commerce (Exhibit 8).

As retailers look to a single commerce platform to meet customer expectations for a seamless holistic shopping experience across channels, some are considering their order management systems (OMS) as that single platform to fulfill the persistent order, or “single, shared cart,” requirements. An order management solution may be one of the best approaches to offer a single unified commerce platform. Order management systems are designed to manage e-commerce orders, complex fulfillment options, and inventory in real-time, and can be adapted to handle transactions across all channels, including the store. They are well positioned to be the top contender as a unified commerce engine across all channels.

A POS transaction is essentially an order transacted in real-time and as one platform, an OMS can easily support unified commerce order fulfillment scenarios such as “buy anywhere, ship anywhere.” Retailers using their OMS as an enterprise wide order capture hub enables the ability to view and access their customers’ order history, wish lists and purchase behavior across all channels.

Most retailers (74%) have implemented an order management system for their e-commerce platform and the remaining 26% plan to have one implemented within 5 years (Exhibit 9). However, half of those retailers with a current OMS indicate that their current implementations need improvement. As retailers looks to upgrade or replace their current OMS, this is an opportune time to consider enhancing its capabilities to become a single unified commerce platform.

---

### Exhibit 7
**Unified Commerce Services**

<table>
<thead>
<tr>
<th>Service</th>
<th>Implemented</th>
<th>Implement within 2 years</th>
<th>Implement within 3-5 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy online, drop ship from vendor</td>
<td>51%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Buy online, ship from store</td>
<td>40%</td>
<td>29%</td>
<td>14%</td>
</tr>
<tr>
<td>Buy online, ship to store</td>
<td>36%</td>
<td>29%</td>
<td>17%</td>
</tr>
<tr>
<td>Reserve online, pick up in-store</td>
<td>27%</td>
<td>39%</td>
<td>12%</td>
</tr>
<tr>
<td>Buy anywhere, ship anywhere</td>
<td>24%</td>
<td>27%</td>
<td>22%</td>
</tr>
<tr>
<td>Buy online, same day delivery</td>
<td>14%</td>
<td>29%</td>
<td>12%</td>
</tr>
</tbody>
</table>

---

### Exhibit 8
**Unified Commerce Capabilities**

- Track a customer order started on a mobile device, and then completed online: 31%
- Track a customer order started online, and then completed in the store: 29%
- Track a customer order started on a mobile device, and then completed in the store: 19%
Mobilization of retail

Retailers realize that mobile devices are ubiquitous and recognize that a mobile device in the customer’s hands holds tremendous opportunities to enhance the customer experience across channels. While the main goal of mobile technology from a retailer standpoint may still be to drive in-store sales, it is also the conduit that bridges the convergence of the digital and in-store experience.

Mobile websites and capabilities are still high priorities for e-commerce initiatives, with 45% of the respondents indicating that mobile websites have the greatest influence on revenue (Exhibit 10). Not surprising, mobile websites are preferred over native mobile apps by the retailers in our survey. Many consumers are reaching app fatigue and without a compelling enough reason for a customer to take the time to download and launch an app, the app won’t be successful. Retailers with larger product offerings and customers who make frequent purchases tend to find a mobile app to be more beneficial in engaging their customers.

Mobile purchases are still a small percentage of overall retail sales but are continuing to grow. While purchasing may not be done as often through a mobile device, there is no denying the power of the device as a research and informational tool for customers.

Having a loyalty program is listed as a major retail capability, as it is an effective tool to keep customers coming back for repeat purchases. One of the best ways to gather some of the information needed to personalize the customer experience is through a loyalty program. Offering customers exclusive perks and relevant incentives encourages them to identify themselves while shopping. Successful loyalty programs keep valuable customers satisfied, engaged and loyal to the brand.

Retailers realize this as illustrated in BRP’s 2015 CRM/Unified Commerce Benchmark Survey where 46% of the retailers surveyed indicated a structured loyalty program was one of their top priorities. There is also movement to expand loyalty program capabilities via mobile devices to enhance cross-channel visibility and a seamless experience.

Another top e-commerce capability includes product offerings, which ties in with the focus on the buy anywhere/anytime experience the customer wants, especially in combination with mobile capabilities.

Mobile and other channels are showing growth potential. 16% of the survey respondents generate up to 5% of their sales through a mobile app while 14% of respondents generate up to 5% of their sales through social media with 3% actually selling 11-20% of their retail sales through social media.

Exhibit 10
Top E-Commerce Retail Capabilities

<table>
<thead>
<tr>
<th>Capabilities</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile website</td>
<td>45%</td>
</tr>
<tr>
<td>Loyalty program</td>
<td>36%</td>
</tr>
<tr>
<td>Product offerings</td>
<td>36%</td>
</tr>
<tr>
<td>Search engine optimization</td>
<td>36%</td>
</tr>
<tr>
<td>Customer reviews</td>
<td>29%</td>
</tr>
<tr>
<td>Flexible delivery options</td>
<td>26%</td>
</tr>
<tr>
<td>Paid search advertising</td>
<td>26%</td>
</tr>
<tr>
<td>Personalization</td>
<td>26%</td>
</tr>
<tr>
<td>Online catalog</td>
<td>14%</td>
</tr>
<tr>
<td>Mobile app</td>
<td>12%</td>
</tr>
</tbody>
</table>
Mobile websites account for more than 1% of sales for half of the respondents with 27% of the retailers having mobile sites that account for up to 20% of total sales. Revenue from mobile websites and mobile apps is growing (Exhibit 11). More than two-thirds of retailers indicate an increase in revenue from their mobile websites and more than one-third of retailers indicate an increase in revenue from a mobile app. The only major area of decrease is brick-and-mortar revenue, which is likely a reflection of the inroads being made from other channels.

Expansion of mobile capabilities represents a huge customer engagement opportunity for retailers. More than two-thirds of respondents offer a mobile website and one-third offer a mobile app but most retailers are not using mobile technology to identify customers within the store, offer personalized promotions, or even allow the customer to use their mobile device to locate products within the store (Exhibit 12). According to the UPS survey⁴, 46% of mobile users indicate that a comprehensive store locator is important in a mobile app.

---

**Exhibit 11**

<table>
<thead>
<tr>
<th>Channel Revenue Changes by End of 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-commerce website</td>
</tr>
<tr>
<td>Mobile website</td>
</tr>
<tr>
<td>Brick-and-mortar</td>
</tr>
<tr>
<td>Mobile app</td>
</tr>
<tr>
<td>Social media (i.e. Facebook Buy Button)</td>
</tr>
<tr>
<td>Third party (i.e. Amazon, Shopkick, Wanelo)</td>
</tr>
<tr>
<td>Catalog/call center</td>
</tr>
</tbody>
</table>

**Exhibit 12**

<table>
<thead>
<tr>
<th>Mobile Capabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile website (site specifically designed for mobile access)</td>
</tr>
<tr>
<td>Mobile app</td>
</tr>
<tr>
<td>Geolocating</td>
</tr>
<tr>
<td>Suggestive selling</td>
</tr>
<tr>
<td>In-store sign-in via phone</td>
</tr>
<tr>
<td>Customer identifying technology within the store</td>
</tr>
<tr>
<td>Locate products in store with mobile app/website</td>
</tr>
<tr>
<td>Mobile offers within store</td>
</tr>
<tr>
<td>Real-time events selling (i.e promotion based on weather event)</td>
</tr>
</tbody>
</table>

---

⁴ “UPS Pulse of the Online Shopper,” June 2015,
Payment types and security

In addition to providing customers several shipping and delivery options, offering them a variety of payment options can further enhance the customer experience. More opportunities are developing as consumers become more comfortable utilizing emerging payment types such as Samsung or Android Pay (Exhibit 13). While PayPal is currently the top accepted payment type online (beyond credit cards), it is interesting to see retailers’ plans to support Apple Pay and/or Google Wallet in the next few years.

Payment security is also a top priority, as indicated in BRP’s 2015 POS/Customer Engagement Benchmarking Survey. After last year’s data breaches and the EMV (Europay, MasterCard and Visa) liability shift for retailers, the focus is timely. Studies have indicated that most retailers have been breached at one point, the impetus for retailers is to ensure that if/when it happens, the damage is mitigated.

Unfortunately for e-commerce, the advent of chip-enabled credit cards reduces store fraud but means that fraud will likely be driven online. According to online fraud technology provider Trustev⁵, online retail fraud rose 100% in Australia and Canada in the three years after they became EMV-compliant. In the U.K. it increased 89% and unfortunately for

the U.S. it is predicted that online retail fraud will increase 106% in the next three years. The emerging payment types already discussed plus the potential increase in online fraud bring another layer of data security risk. The threat posed by data security breaches has never been more imminent. As the threat looms and negative publicity affects consumer perception and loyalty, it has become even more critical for retailers to defend themselves and their customers against potential security breaches. Simply meeting PCI compliance standards is no longer sufficient to protect customer data. Hackers have become increasingly sophisticated, requiring retailers to re-analyze and revamp their current security protocols to adequately protect their customers and their brand.

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E-commerce trends

E-commerce sales are expected to increase for 85% of retailers (See Exhibit 11). It is not surprising that the percentage of e-commerce sales is expected to increase, since e-commerce is still a significantly smaller percentage of total sales than brick-and-mortar. However, e-commerce sales are growing at a faster rate than brick-and-mortar sales. Some of the retailers surveyed indicated that their brick-and-mortar sales are decreasing and diving deeper into those responses indicates that these sales seem to be shifting towards e-commerce sales.

Most retailers offer more than one e-commerce site to their customers, which makes e-commerce management more complex. The retailers surveyed had an average of 4.8 B2C and 1.9 B2B e-commerce websites.

Retailers’ e-commerce program key performance indicators (KPIs) are good gauges to understand what retailers are focusing on to improve the customer experience and sales performance. For the survey respondents, average order value is the top KPI (Exhibit 14). Generally, a retailer will focus on enhancing the effectiveness of upselling/cross-selling to improve this KPI. Enhancing the customer experience through personalization enables retailers to suggest additional items based on merchandise the customer already has in their closet or has been recently browsing, to encourage additional sales.

Nearly all retailers’ current online advertising and marketing plans include email marketing. It is surprising to see that half of the retailers say they already do personalized communications (Exhibit 15). At this point in time, personalizing customer communications by simply adding their name to the greeting on an email is not enough. True personalized communications need to take into account areas such as personal preferences, previous purchases, and additional customer data.

Retailers must ensure that communications and promotions are meaningful and add value. It is extremely valuable for retailers to understand their customers’ shopping behavior and offer meaningful communication based on “customer context.”

There are huge opportunities in digital marketing and digital asset management as the majority of
implementations need improvement. They seem to have these capabilities but don’t know how to leverage them and are not getting an ROI at this point (Exhibit 16).

One area of customer engagement that has been changing is product delivery, and specifically shipping options. Consumers want and expect to get their purchases quickly (and with little to no extra cost). Many retailers are experimenting with different offerings, including using Uber or even drones, and offering different options for customers including 2-day or even same day delivery or free shipping options. The U.S. Postal Service is even getting in on the action by increasing its same-day delivery business. Free shipping can improve customer satisfaction and enhance the brand experience. According to the UPS survey⁶, 45% of consumers have abandoned a cart online because they didn’t qualify for free shipping.

In BRP’s E-Commerce Survey, three-quarters of retailers offer free shipping with a minimum purchase and one-third offer free shipping during a specific timeframe (Exhibit 17). Various factors impact the free shipping decision and how, or when, it is offered to customers. Is the objective to reward loyal customers for shopping online or to drive short-term sales to meet goals? The retailer’s individual strategy coupled with the economics resulting from this offering helps to drive the overall shipping price strategy.

---

Conclusion
This is an exciting and pivotal time in retail, as retailers look to develop next generation customer experiences and make key decisions on enabling technologies. E-commerce strategies and technology play a key role in shaping and supporting the holistic customer experience. E-commerce success will be found in striking the right balance of the digital and physical experiences to satisfy and delight the customer. Retailers are working on this, blending personalization capabilities from the digital, or online world, with physical benefits – being able to touch and feel and have immediate gratification – that are inherent to the in-store shopping experience.

We are definitely seeing forward momentum, but opportunities still abound to enhance current commerce technology, which is at the core of enabling the customer experience. Retailers have indicated dissatisfaction with current technology across all categories. This points towards the need for transformative next generation technology through unified commerce. Unified commerce is here and offers the transparent and real-time “glass pipeline” solution needed to deliver a personalized, seamless experience whenever, wherever and however consumers want to shop and buy. Many retailers are making or preparing for this paradigm shift – are you?
Survey Methodology

Boston Retail Partners conducted the 2015 E-Commerce Benchmark Survey in June and July of 2015 by contacting more than 500 top North American retailers. Through an online survey system, BRP gained insight into retailers’ planned initiatives, priorities and future trends.

This paper summarizes the results and key findings of the survey, offers insight based on BRP’s client engagements and overall retail experience and identifies current and future trends in the industry to offer retailers opportunities to continue to evolve and prosper.

The primary focus of this survey is the specialty retail segment with 45% of the respondents within the specialty soft goods category and 26% in the specialty hard goods category (Exhibit 18). The remainder falls into various other categories such as general merchandise and grocery.

Of the retailers surveyed, the breakdown in size based on gross annual revenue included a broad selection of Tier 1, 2, and 3 retailers with 55% of the respondents generating $500M to $5B in annual revenue (Exhibit 19).

The respondents were primarily vice presidents or C-level executives.
About Boston Retail Partners

Boston Retail Partners (BRP) is an innovative and independent retail management consulting firm dedicated to providing superior service and enduring value to our clients. BRP combines its consultants’ deep retail business knowledge and cross-functional capabilities to deliver superior design and implementation of strategy, technology, and process solutions. The firm's unique combination of industry focus, knowledge-based approach, and rapid, end-to-end solution deployment helps clients to achieve their business potential.

BRP’s consulting services include:

- **Strategy**
  - Point of Sale (POS)
  - CRM
  - Order Management
  - Supply Chain
- **Business Intelligence**
  - Mobile POS
  - Unified Commerce
  - E-Commerce
  - Information Technology
- **Business Process Optimization**
  - Payment Security
  - Customer Experience & Engagement
  - Merchandise Management
  - Private Equity

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About Mozu

Mozu, the cloud commerce platform, is the commerce platform for today’s omni-channel marketplace. With Mozu, retailers can manage their commerce, content and customer experience across every channel and on any platform. Designed with an API-first architecture and built to meet the demands of the modern consumer, Mozu provides truly limitless commerce to an ever-changing business landscape.

To learn more, visit mozu.com and @MozuCommerce.