relevant ecommerce

PRODUCT SHEET

ZNODE COMMERCE ENGINE | SITECORE

Create Relevant and Engaging Online Shopping Experiences

The Znode Commerce Engine for Sitecore fully leverages Sitecore's rendering and Digital Marketing System (DMS) engine to power the user shopping experience. The combination of the Multifront™ enterprise ecommerce software and Sitecore customer engagement platform provides a best-in-class .NET solution for content management and ecommerce functionality.

Leading Content and Product Management

- Easily manage your website content, products, promotions and the entire customer experience through a single, simplified admin
- Create profile and customer personas to design a personalized user experience that offers relevant content and products to your customers
- Utilize the Sitecore DMS engagement paths to collect customer data and distribute automated marketing programs across multiple channels
- Leverage Sitecore AIDA™ technology to collect, evaluate, manage and analyze customer intelligence to maximize marketing programs

Fully Integrated Solution

Znode's Commerce Engine for Sitecore fully integrates the enterprise-level ecommerce capabilities of Znode with the native Sitecore CEP application, resulting in a complete end-to-end shopping experience. With the Znode open API, you can integrate with virtually any ERP and back office system, allowing you to extend functionality with ease.

- Gain full-featured ecommerce functionality for the Sitecore CEP
- Merchandisers can easily create promotions and manage product catalogs, shipping and taxes
- Marketers can quickly manage all website content through Sitecore's Page and Content Editor screens

sitecore® Technology Partner

Sitecore CEP

Content Management

- Website Layout
- Website Content
- Conversion Forms
- Blogs and Forums
- Social Media

Digital Marketing System

- Customer Experience
- Personalization
- Segmentation
- Email Marketing
- Engagement Analytics and Reporting

Znode Multifront

Ecommerce

- Product Catalog Management
- Promotions
- Pricing
- Inventory, Order Management, RMA
- Connection to ERP and Back Office Systems

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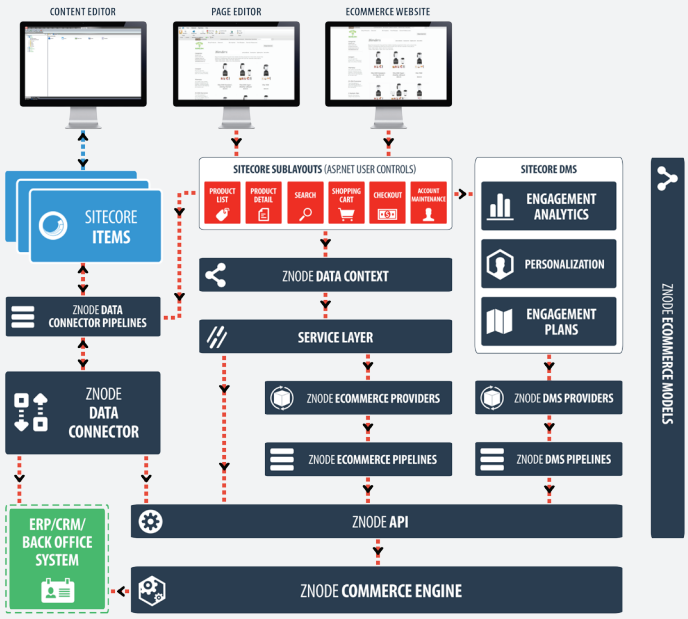

Commerce Engine for Sitecore Integration

Znode Data Connector

The Znode Data Connector allows you to easily map and translate data between the Sitecore CEP and Multifront platform. The connector can even be extended with a few lines of code to map data from any system making integration with back end systems quick and easy.

Znode API

The Znode API is a RESTful open API based service that can be distributed across multiple servers making the solution highly scalable. Use the Znode API to connect and integrate with all of your systems.

Sitecore Content Editor

Map data from the Znode Data Connector right to the Sitecore Content Editor without additional programming. This allows you to get up and running quickly and the flexibility to change your configuration on the fly. Product Catalogs are built in Sitecore pages, allowing you to easily manage your web content and the ecommerce catalog.

Sitecore DMS

Use the Rules Editor within the Sitecore DMS to create personas, add personalization and enable customer engagement.

About Znode

Znode provides the leading .NET ecommerce platform, Multifront™, which enables companies to fully customize and personalize the online shopping experience. The highly scalable and flexible solution features rapid speed to market, full access to the source code, integrations with enterprise back office systems and is completely adaptable to unique requirements of B2C and B2B ecommerce. Znode serves close to 400 customers around the world and is used by leading manufacturers, distributors and retailers. More information is available at www.znode.com.

About Sitecore

Sitecore is an industry-leading web content management solution. Delivering unparalleled ease of use, unlimited volumes of content, total flexibility, and enterprise-grade capabilities, Sitecore CMS is the platform of choice for the top companies around the world.

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