



DEEP DIVE: INTEGRAATIOALUSTAN HYÖDYT DIGITAALISEN KAUPANKÄYNNIN MOOTTORINA

Suna Koljonen, 27.1.2022 Smart Commerce





Vaimo is one of the world's most respected experts in digital commerce. As an omnichannel agency, we deliver strategy, design, development and managed services to global leaders.

16

Countries

500+

Employees

100%

Digital Commerce focus



Nordics



United Kingdom



United States



Western Europe



Baltics & Ukraine



Africa & Middle East



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“Through 2020, integration work will account for 50% of the time and cost of building a digital platform.

Moreover, the complex challenges posed by digital business transformation require a radical change in the integration technology platform and in the way organizations deal with integration.

By 2023, 30% of commerce organizations will require an API product manager role to modernize digital commerce applications and architecture.

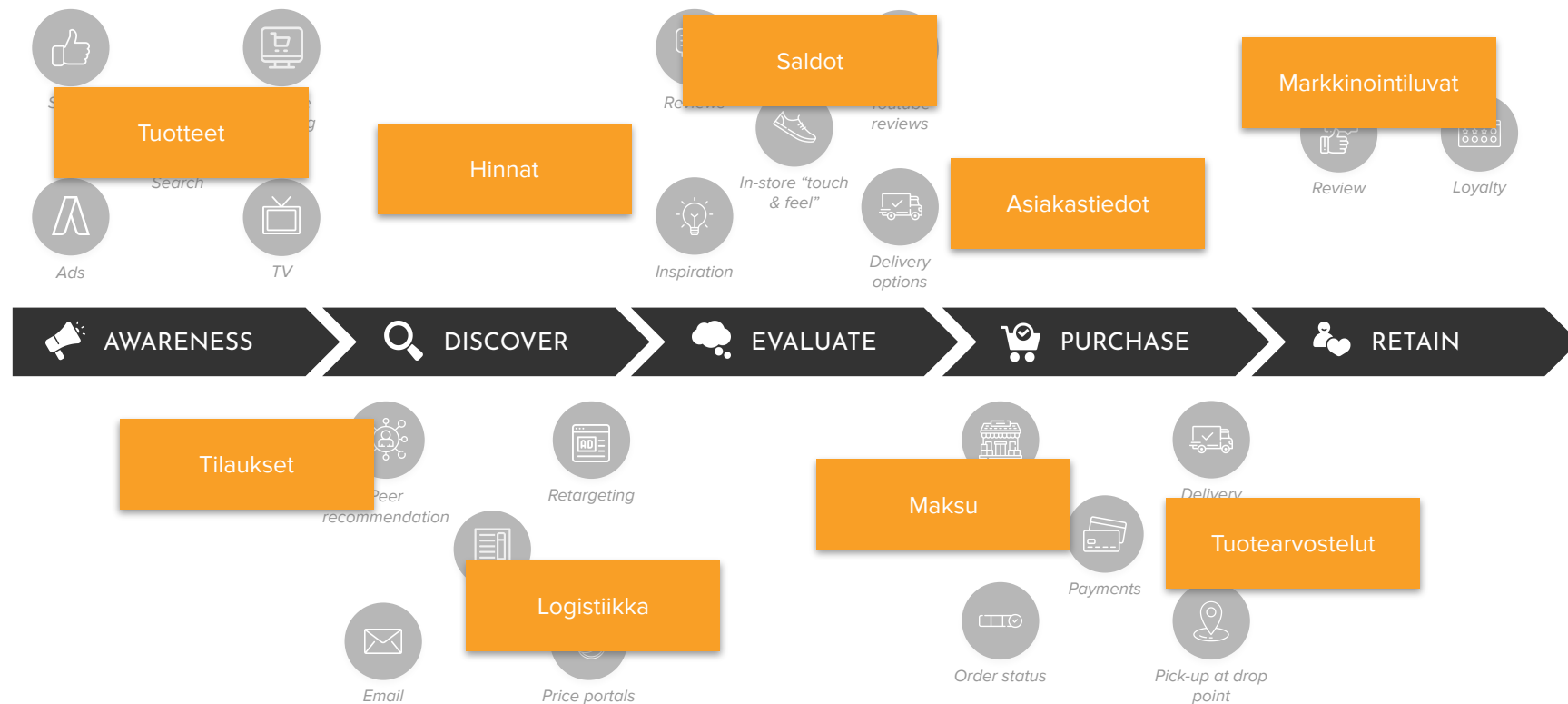
By 2023, organizations that have adopted a composable approach will outpace competition by 80% in the speed of new feature implementation.”

Gartner

THE CUSTOMER JOURNEY

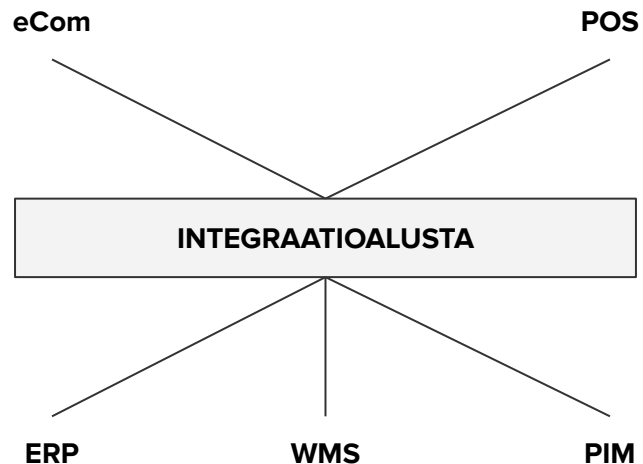
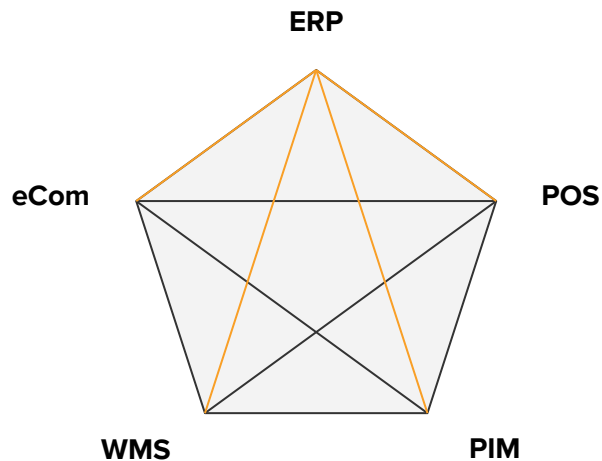


THE CUSTOMER JOURNEY



Miten vastata asiakaskäyttäytymisen muutokseen?

INTEGRAATIOT = VERKKOKAUPAN MOOTTORI



INTEGRAATIOALUSTAN HYÖDYT VERKKOLIIKETOIMINNASSA

- Ajantasainen tiedon kulku
- Prosessien selkeys
- Päällekkäisen työn eliminointi
- Nopeat ja joustavat uusien järjestelmien käyttöönotot
- Asiakkaalle näkyvä saumaton ostokokemus

ESIMERKKI COMPOSABLE COMMERCE TOTEUTUKSESTA



MODULAR (HEADLESS)

Commerce

Personalisation

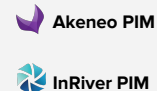
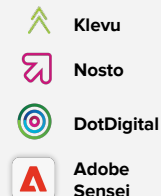
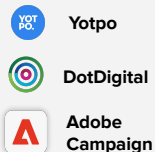
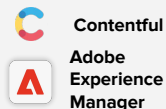
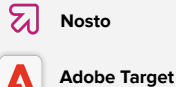
Content

Communication

AI &
Intelligence

Product
Information

Core systems



WMS
ERP
CRM
DAM
Loyalty
Logistics
Payment services
Reporting
Customer service
POS



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THANK YOU !



CHECK **VAIMO - LOUNGE @PORTAL**

The screenshot shows a web portal for the Smart Commerce Nordic 2022 event. The header includes the event name and navigation links: Home, Live Program, Agenda, Deep Dives, Speakers, Attendees, Partner Lounges, Material Bank, Virtual Lobby, and My Event. The main content area features a large banner with the text "WE ARE THE WORLD'S LEADING FULL SERVICE DIGITAL COMMERCE" and the VAIMO logo. Below the banner, there are sections for "Information" and "Social media". The "Information" section describes VAIMO as a full-service omnichannel partner. The "Social media" section includes icons for LinkedIn, Facebook, Instagram, and Twitter. On the right side, there is a "Talk to VAIMO" chat window with a message input field and a "Send" button.