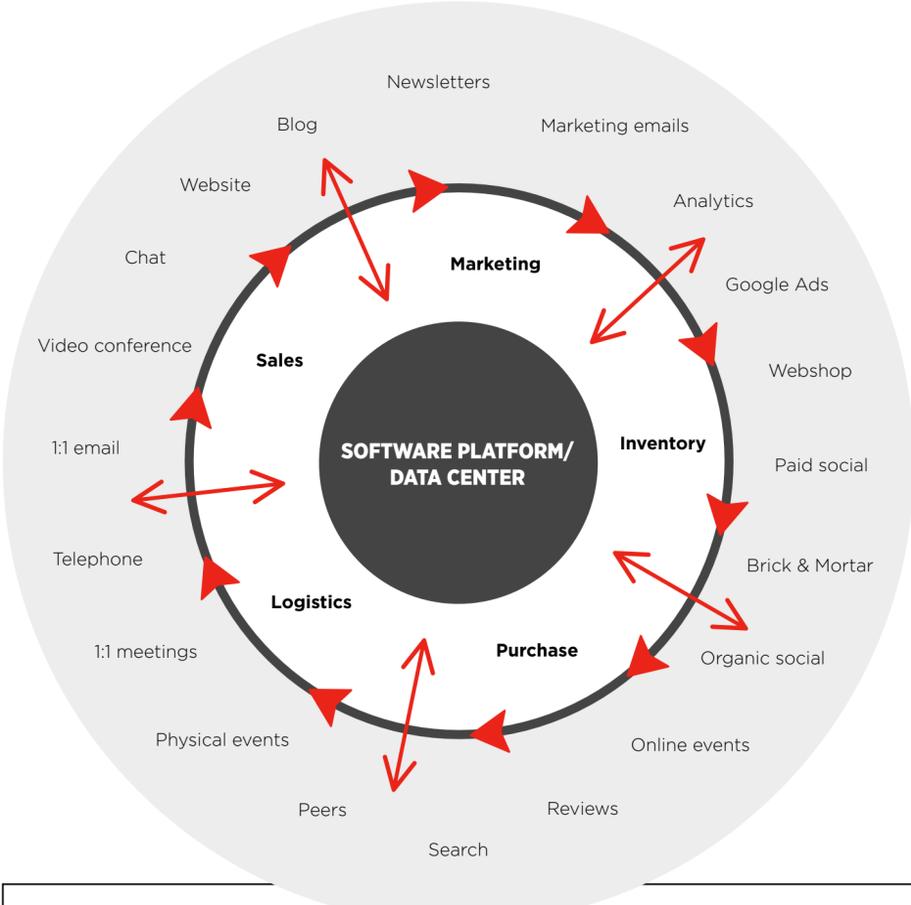
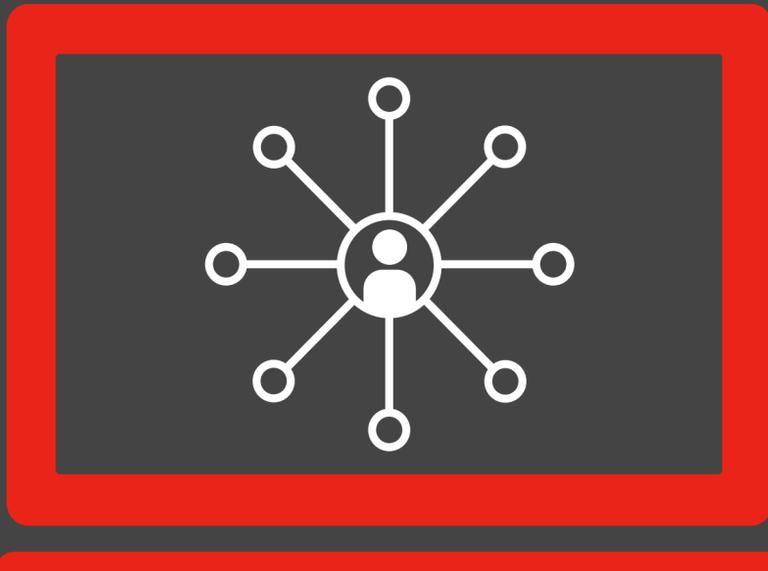


WHAT IS OMNICHANNEL?



INTRO

Omnichannel ensures customers a streamlined, user-oriented purchase journey, regardless of channel. Your company receives optimized, agile, up-to-the-minute processes across every function (sales, marketing, production, inventory, finance, etc.), as well as precise operations data, enabling you to make informed decisions. Omnichannel offers powerful benefits to both you and your customers.

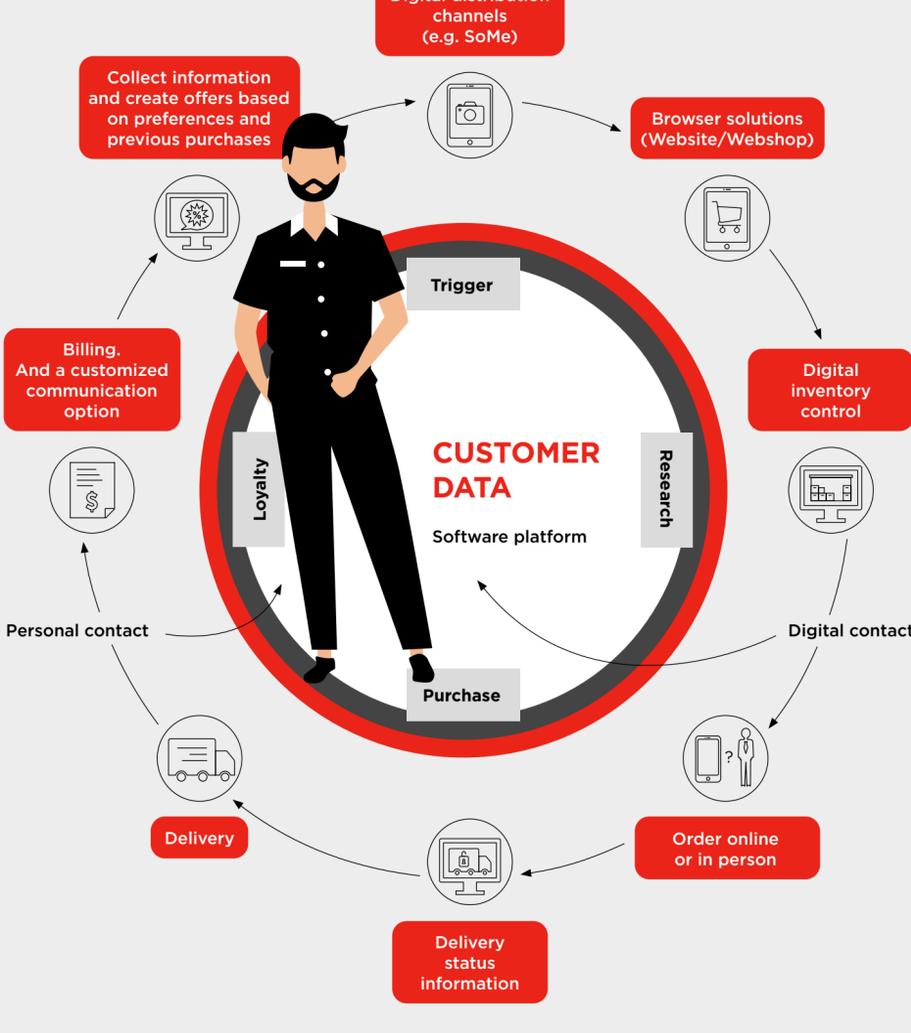
The absence of personal, physical contact throughout the purchasing process during the Covid-19 pandemic has accelerated the use of

digital tools for B2B sales. This reality also applies to B2C interactions. The number of channels is growing rapidly. The average number of channels where customers and companies interact have increased from five to 10 over the last five years (McKinsey). Omnichannel is not a new concept, but the explosion in the number of channels has created a need for companies to have a complete overview of the information customers are seeing on those channels. A software platform that can centralize all of this data is vital to achieving success in today's marketplace, and that functionality lies at the heart of one omnichannel strategy.

IMPROVED CUSTOMER DIALOGUE

Omnichannel customer journey

B2B customers now use up to 10 different channels to interact with a brand. Their purchasing journey is rarely linear, and digital channels take up more space than ever before. B2B retailers need to understand how their customers interact throughout their journey. This is accomplished by identifying touchpoints, channels and informational needs. Success is achieved by meeting those needs - whether via e-commerce, face-to-face interactions, video conferencing or another preferred form of contact.

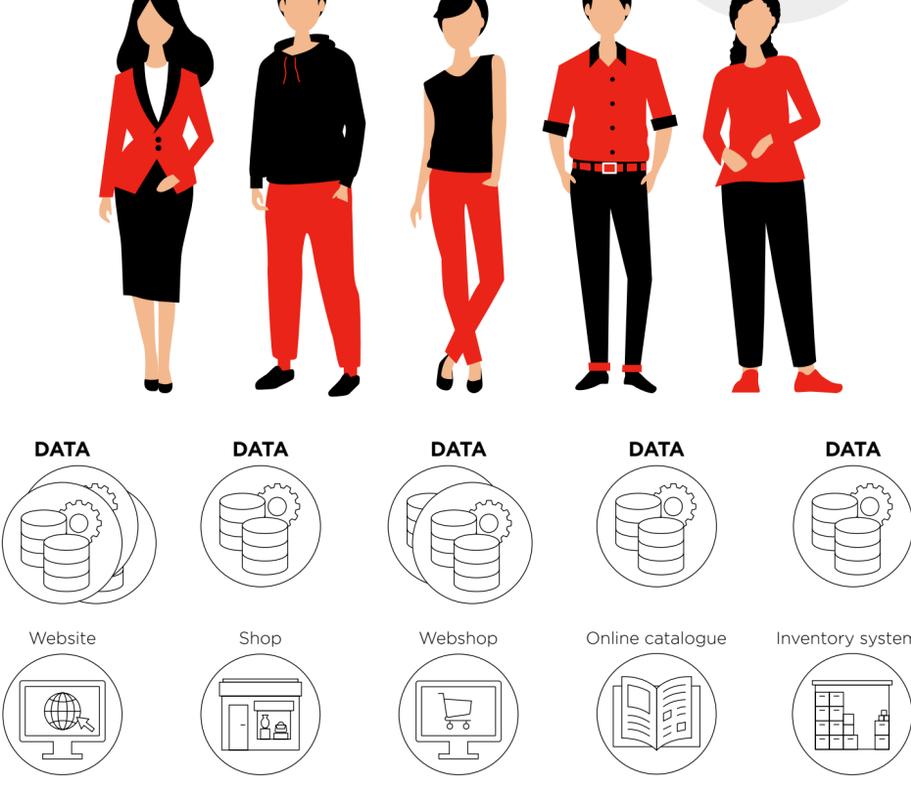


ADVANTAGES OF INTERNAL OPERATION

INFORMATION ABOUT NEW PRODUCTS

Decentralized data strategy

Data about a new item must be updated in many different places by several different employees.



Operational benefits of Omnichannel

An omnichannel strategy centralizes company data. Every department has access to the same data and can use it both for their own activities and in cross-functional collaborations. This results in, for example, a shorter time

to market for new products because data is coming from a central location. Fewer company resources and time are required and the risk of errors occurring and misidentified products is minimized.

