

## SAP Upscale Commerce

*Next generation B2C Commerce*

*2020 has been an unexpected and a difficult year but it also accelerated digital adoption. Retailers have been at the forefront of this transformation & vendors have worked at breakneck speed to provide the solution or platform to do just that.*

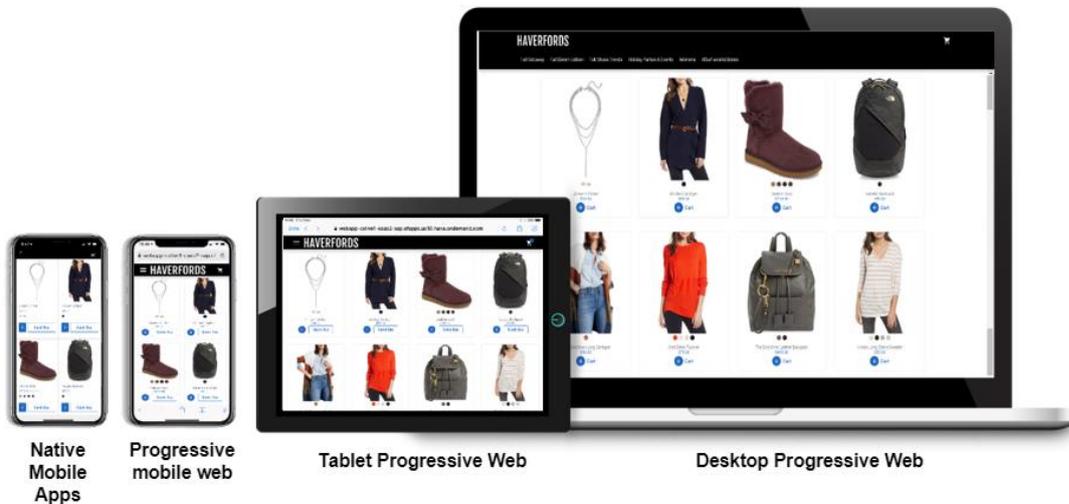
### What Mid-market retailers are looking at?

Horizontal & Vertical Scalable Cloud production environment	Intuitive, no-code drag-and-drop interface
Flexible API-first approach to aid quick Go-To-Market	Manage everything from one back-office application
Mobile-first with one-click buy	Use it as a standalone solution, or integrate with your existing systems
AI-powered personalization to increase upsells with insightful dashboard	AI order fulfilment to maximize profit, reduce delivery times and lower carbon footprint
Translation of websites into iOS/Android apps in just one click	Built-in predictive continuity engine offers auto-replenishment, for recurring revenue

***SAP Upscale Commerce is making a strong case for Mid-Market retailers.***

SAP Upscale commerce is mobile-first commerce to create shopping experiences that can be deployed quickly with no coding involved. The solution enables business users to launch

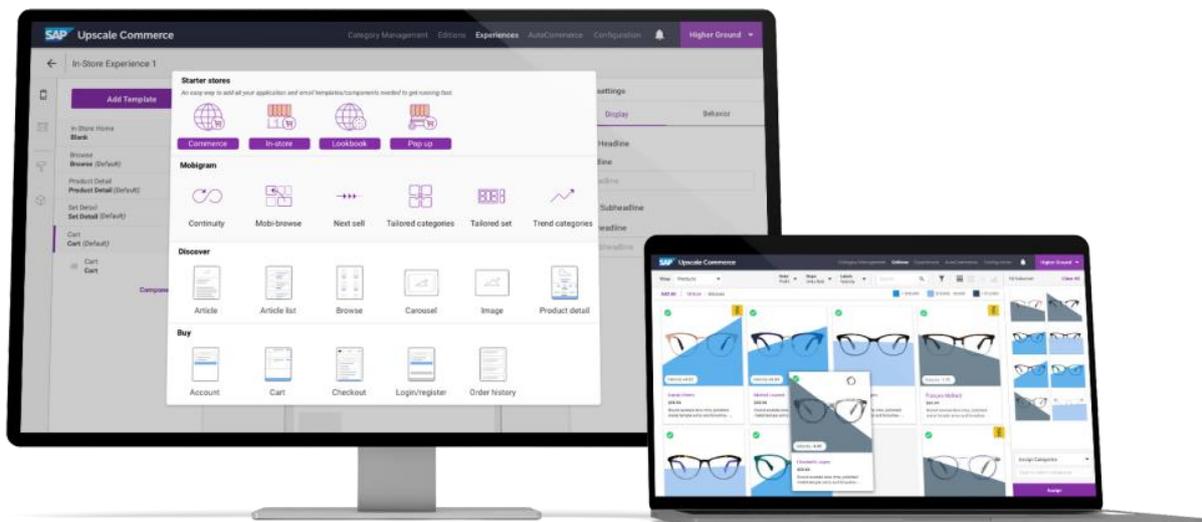
new products and test markets and pop-up stores with mobile apps and progressive Web stores optimized for mobile, Web, tablet, and desktop devices.



Software development have changed from monolith, SOA, enterprise services deployed on premise to on cloud based "as a service" platform or service. The latest transition has taken a shape into *API-first and Headless* architecture.

**SAP Upscale Commerce is a SaaS-based platform that leverages the power of AI to help small and mid-market brands deliver powerful, relevant experiences at light speed.** While many legacy commerce applications are built for desktop experiences, Upscale is developed with mobile users in mind.

Now nearly 70% of current web traffic is driven through Mobile, SAP Upscale commerce which is a next-generation B2C commerce platform designed for retail and direct-to-customer businesses. The solution offers a channel-less commerce experience with intelligent personalized storefronts to maximize both customer satisfaction and profit.



For Business user, all the processes can be managed from the SAP Upscale Commerce back office. Adding product data, creating a navigation and category structure, creating new pages and mapping blog posts or articles can all be done using the same application. Even cloning of an entire website is possible in a single click which is an interesting feature when we want to create and manage multiple websites for different product catalogs.



**Benefits**

<p><i>Big thing Speed &amp; Flexibility</i></p>	<ul style="list-style-type: none"> <li>✓ Cloud solution with focus on code-free configurations with low cost of ownership</li> <li>✓ Intuitive drag and drop interface to design storefronts</li> <li>✓ Optimize profit by combining merchandising, personalization and distributed order management</li> </ul>
<p><i>API Driven Microservices</i></p>	<ul style="list-style-type: none"> <li>✓ Use what you need with Connect each API to a microservice</li> <li>✓ Implement as a standalone or complementary extension to existing commerce applications</li> <li>✓ Continuous upgrades to ensure the latest version</li> <li>✓</li> </ul>
<p><i>AI Powered Mobigram</i></p>	<ul style="list-style-type: none"> <li>✓ AI-powered personal storefront, Mobigram for each visitor</li> <li>✓ Balance retailer needs with the customer experience by applying multi-layered AI and deep learning</li> <li>✓ Continuous learning with every customer interaction to automatically maximise profit</li> </ul>
<p><i>Continuity Programs</i></p>	<ul style="list-style-type: none"> <li>✓ Ability to auto-replenishment orders with embedded AI</li> <li>✓ Re-order alerts to consumers, and replenish products with one click</li> <li>✓ Built-in predictive continuity engine, dynamic kits and boxes to drive higher profits via recurring revenue.</li> </ul>

**Starter Stores**  
An easy way to add all your application and e-mail templates and components needed to get running faster

**Commerce** **In store** **Lookbook** **Pop-up**

**Mobigram**

Continuity Mobibrowse Next sell **Tailored categories** **Tailored set** Trend categories

**Discover**

Article Article list Browse **Carousel** Image Product detail

**Buy**

Account Cart Checkout Login and registration Order history

**Carousel**

**Tailored categories**

**Tailored set**

## Future of Code deployment

SAP Upscale Commerce not only offers a point-and-click configuration option, but it also enables users to drag and drop to import or export data files and deploy on a specific schedule. This also makes it easier to define custom product attributes at run-time.

With PWAs and omnichannel functionality as combined capabilities within the shell of an agile, flexible, scalable SAP Commerce Cloud offering is certainly a game changing in the world of SAP Commerce.

SAP Upscale targets Small and mid-market organizations as an alluring and fascinating option to create and implement a digital experience that can get them in market quickly. This increase their Go-to-Market speed and work on faster ROI.

However, SAP Upscale does not have the trivialities of a platform like SAP Commerce Cloud, it certainly can provide value for larger organizations through its engaging mobile experience and rapid go-to-market abilities. Brands can launch promotional sites, pop-up stores, and special loyalty experiences via Upscale, saving themselves boatloads of time and spend compared to developing an entirely new experience from scratch.



Streamlining Digital  
Transformation

