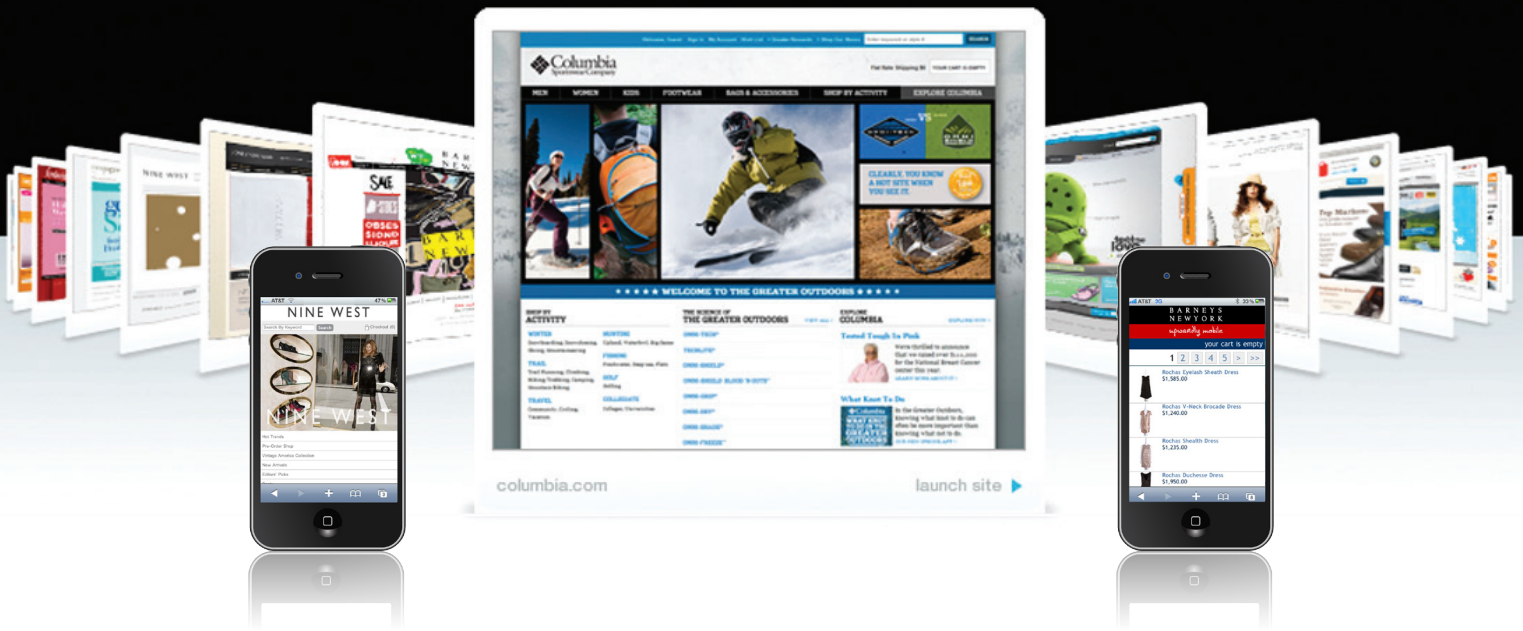


# demandware®

Commerce Innovation. Not Infrastructure.



## Exceptional Consumer Experiences, On Demand

Demandware revolutionizes how merchants deliver customized shopping experiences to consumers in the digital world. By combining the on-demand ecommerce platform rated #1 by industry analysts, an open ecosystem of partners that extends the value of the platform, and a business model designed for sustained client revenue growth, Demandware continually sets industry standards for market innovation and client satisfaction.

Demandware delivers much more than software. It commits to a partnership where client success is the first priority before, during and after the software implementation. As a result, it's the trusted ecommerce platform for leading brands such as:

Bare Escentuals  
 Barneys New York  
 Burton Snowboards  
 Callaway Golf  
 Carter's  
 Columbia Sportswear  
 Crocs  
 Frederick's of Hollywood  
 Goertz  
 Hamleys

Hanover Direct  
 House of Fraser  
 HUGO BOSS  
 Jones New York  
 LACOSTE  
 Lifetime Brands  
 L'Oreal  
 Lucky Brand Jeans  
 Michaels Stores  
 Mikasa

Mirapodo  
 Neckermann  
 Nine West  
 Panasonic  
 Playmobil  
 Procter & Gamble  
 PUMA  
 Rachel Roy  
 Reitmans  
 Roots Canada

s.Oliver  
 Sally Beauty Supply  
 shoeWoo  
 Solstice  
 SportScheck  
 Telecom Danmark  
 Theory  
 Tommy Hilfiger  
 USC  
 Volcom

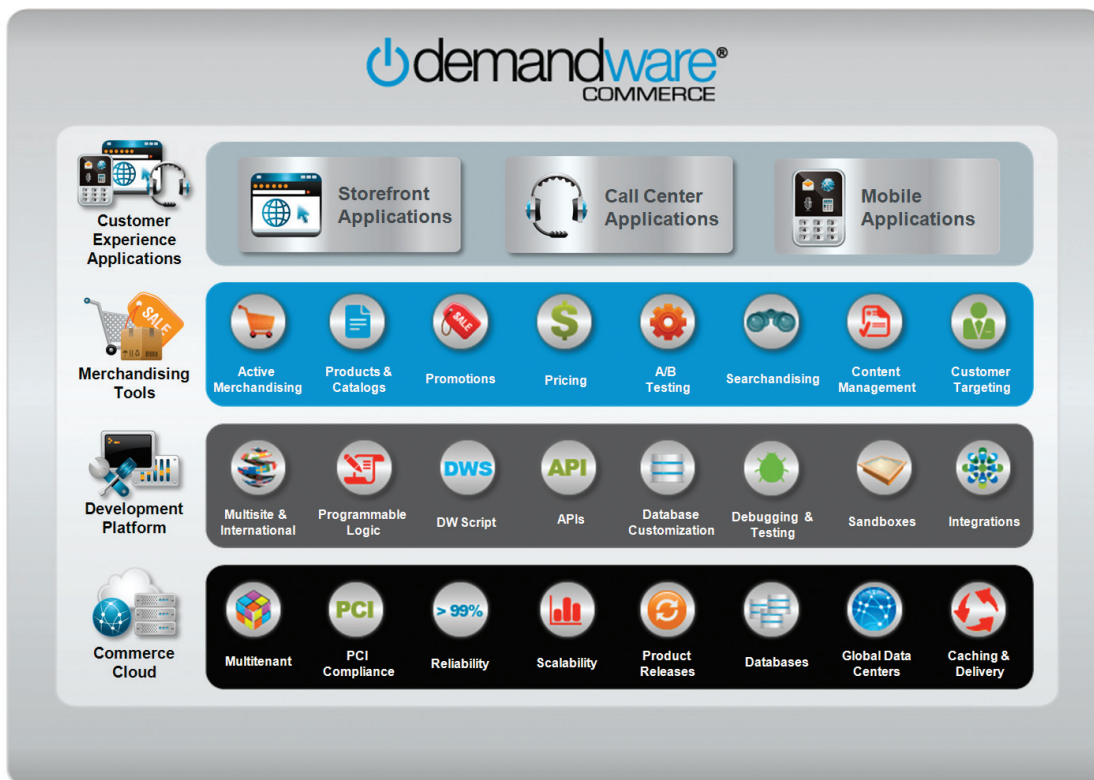
# DEMANDWARE COMMERCE

## ENTERPRISE CAPABILITIES, SUPPORT AND SERVICE — ON DEMAND

Your competitive advantage does not come from managing IT infrastructure, but rather in your ability to continually innovate to meet and exceed consumer expectations. Demandware's approach to on-demand is fully aligned with the success of your business. We take care of your ecommerce infrastructure so you can focus on your core differentiation and create the most effective and tailored shopping experiences possible for your customers across all digital channels.

Demandware combines the operational benefits of on demand, with a feature-rich, enterprise-class solution that includes:

- Best practice customer experience applications
- A sophisticated cross-channel merchandising engine
- An open development environment for full platform customization and extension
- The efficiency and power of next-generation cloud computing.
- Multi-site and multi-language capabilities for quickly extending into new geographies and adding new brands
- 99.98% site availability, unlimited scalability for seasonal traffic peaks and the highest levels of PCI compliance
- A worldwide network of state-of-the-art data centers
- Continuous ecommerce feature innovation and instant upgrades
- An extensive set of pre-built integrations to third-party technologies
- The experience and expertise of our ecommerce strategists, implementation services and our client community



### CUSTOMER EXPERIENCE APPLICATIONS

Demandware Commerce provides one platform with which to manage consumer interactions across all digital touchpoints, enabling a seamless brand experience on any channel. Pre-built Customer Experience Applications for web, mobile and call center provide a solid foundation for getting to market quickly. The applications are based on commerce best practices and can be customized to individual needs, with full access to a sophisticated cross-channel merchandising engine and open development environment.

**Web Storefront** – Demandware's SiteGenesis™ storefront is optimized for building ecommerce sites; tooled for the merchant and designed for the consumer.

**Mobile** – Demandware's Mobile Commerce application includes a full-featured, customizable mobile storefront with all of the functionality you need to create a compelling shopping experience on mobile devices.

**Call Center** – Demandware's Call Center application allows your agents to quickly access all order information, customer information, product information and more through one web-based interface, providing a seamless experience for your customers.

## POWERFUL MERCHANDISING TOOLS

A robust set of easy-to-use, yet sophisticated merchandising tools enable retailers to deliver tailored user experiences across all digital channels.

Demandware Commerce provides unsurpassed merchandising functionality and control to help you optimize efficiency and profitability. A web-based interface provides one central location to control and manage your site—from products to pricing to placement to content. You can develop and upload a new homepage flash, launch new products quickly and link the two together with a powerful promotion—in minutes, not days – without requiring IT support.

Unlike other platforms, Demandware Commerce enables retailers to deploy merchandising strategies that leverage a powerful combination of merchandising art and analytics science. Active Merchandising®, a metrics-driven online selling engine that controls merchandising interactions, enables merchandisers to replicate brick-and-mortar product presentation techniques online without a clumsy hodge-podge of homegrown and point solutions.

## DEVELOPMENT PLATFORM

Demandware Commerce offers the flexibility and control of a development environment based on a procedural language with the convenience, scalability and security of on-demand, multi-tenant delivery.

With Demandware Commerce, developers and IT professionals can focus on innovation and not infrastructure. Developers can build, customize, test, debug, deploy, integrate and extend – all on-demand. An integrated development environment (IDE) maximizes programmer productivity by providing tightly-knit components with a common user interface.

The development platform provides many features for authoring, modifying, compiling, deploying and debugging. It includes access to an extensive library of pre-built business processes and contains all the necessary tools to edit them. Using a standards-based server-side scripting language, users can quickly create new logic to business processes, new custom objects, Web services calls, integrations to back-end systems and XML data processing. Business processes within the development platform are graphically illustrated as pipelines and are edited via simple drag-and-drop, making it easy for web developers to quickly integrate to other applications and modify the customer experience as necessary. Your locally developed application is uploaded automatically to the server, where it actually runs, allowing you to code over the Internet. It's that easy.

## COMMERCE CLOUD

Web traffic is volatile, global and independent of your operational hours. Your customers expect your online store to be open and functional at all times, even when it's serving millions of other customers during your busiest shopping season. With legacy in-house systems, you have to plan for demand, buy resources for the peak season and create a disaster recovery back-up strategy. With Demandware Commerce, you just tap into the power of the Commerce Cloud.

Demandware's Commerce Cloud provides elasticity on demand, industry-leading uptime and availability, built-in disaster recovery and access to our global network of state-of-the-art data centers. It also delivers continuous innovation in ecommerce product features and capabilities. Most importantly, your customers get a reliable, high-performing, secure online shopping environment that meets the highest standards for PCI compliance.

# playmobil

“We partnered with Demandware to gain multi-site and multi-language capabilities.”

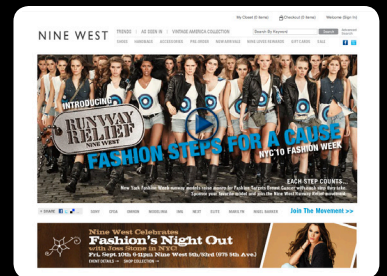
Michael Konzmann  
Director of eCommerce  
Playmobil



# NINE WEST

“Working with Demandware gives us the functionality needed to address our customers' existing appetite for mobile shopping – and, at the same time, the opportunity to introduce new, exciting capabilities that will make their mobile shopping experience more interactive both now and in the future.”

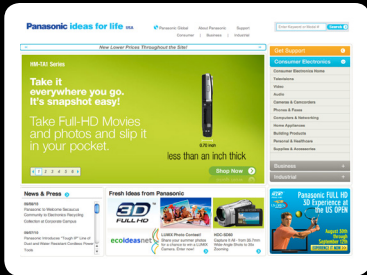
Ron Offir  
President of eCommerce  
Jones Apparel Group





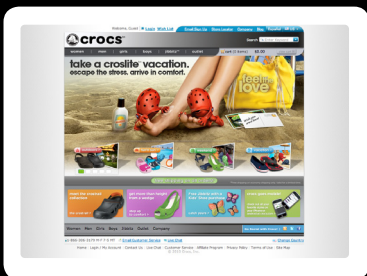
“With Demandware, we have a powerful ecommerce solution that allows us to reach new markets quickly, while significantly reducing our implementation costs. We’re confident that Demandware is the right partner to help us execute our European ecommerce strategy.”

André Gallé  
Head of eCommerce  
Panasonic Marketing Europe GmbH



“Demandware is the best solution to combine a fully-customizable, feature-rich platform with the financial and operational advantages of the on-demand model. With Demandware, we have a flexible, scalable platform that can help us meet our initiatives for international growth. The results so far have been great.”

Chris Ladd  
Vice President, Global Direct  
Crocs



## DEMANDWARE LINK

Technology integrations can account for up to 50 percent of the overall time and cost of a typical ecommerce implementation and can be a significant barrier to the adoption of available technologies. Demandware LINK eliminates these integration hurdles by providing clients and developers with access to no-cost, pre-built integrations between more than 70 leading third party technologies and the Demandware Commerce platform. These integrations span a broad range of technologies, including campaign management, imaging, order management, payment management, personalization, PIM, ratings and reviews, social commerce and more, giving Demandware clients a level of choice not available from any other ecommerce platform. The pre-built integrations can reduce the time required for the implementation of various ecommerce technologies by more than 90%.

For a complete listing of free, pre-built integrations, go to the Demandware LINK Marketplace – [marketplace.demandware.com](http://marketplace.demandware.com).

## DEMANDWARE RETAIL PRACTICE

Unlike other companies, Demandware assigns an ecommerce practitioner within our Retail Practice group to your team. These ecommerce strategists work hand-in-hand with your company’s ecommerce team and are 100% focused on your success and growth. They are there to help you grow your revenues by taking full advantage of Demandware Commerce and engage with you before your site goes live to ensure that your short and long-term visions are understood and brought to fruition in a timely fashion. Once your site goes live, they continue to work with you to maximize your success.

## DEMANDWARE FULL-SERVICE PARTNERS

Our full-service partners combine the power of the Demandware Commerce platform with a host of complementary services and technologies to provide a comprehensive end-to-end ecommerce solution. From customer service to order management and fulfillment, Demandware full-service partners offer a one-stop shop for everything required to run a best-in-class ecommerce direct-to-consumer business. Our full-service partners include:

eCommera – A pioneering provider of intelligent ecommerce trading solutions, enabling brand owners and retailers to sell efficiently and intelligently across multiple channels. Clients include Asda, House of Fraser, Hamleys, Magasin du Nord and USC.

NETRADA – Europe’s largest ecommerce partner of the fashion and lifestyle industry, operating more than 60 online shops in more than 20 countries for international brands. Clients include HUGO BOSS, LACOSTE, PUMA and Tommy Hilfiger.

PFSweb – A leading provider of comprehensive end-to-end ecommerce solutions for Fortune 1000, Global 2000 and brand name companies, including interactive marketing services, global fulfillment and logistics, and high-touch customer care. Clients include Procter & Gamble, Carter’s, Lucky Brand Jeans and Roots Canada Ltd.



5 Wall Street Burlington, MA 01803 781.425.1400  
[info@demandware.com](mailto:info@demandware.com) [www.demandware.com](http://www.demandware.com)

This document contains archival information which should not be considered current and may no longer be accurate.