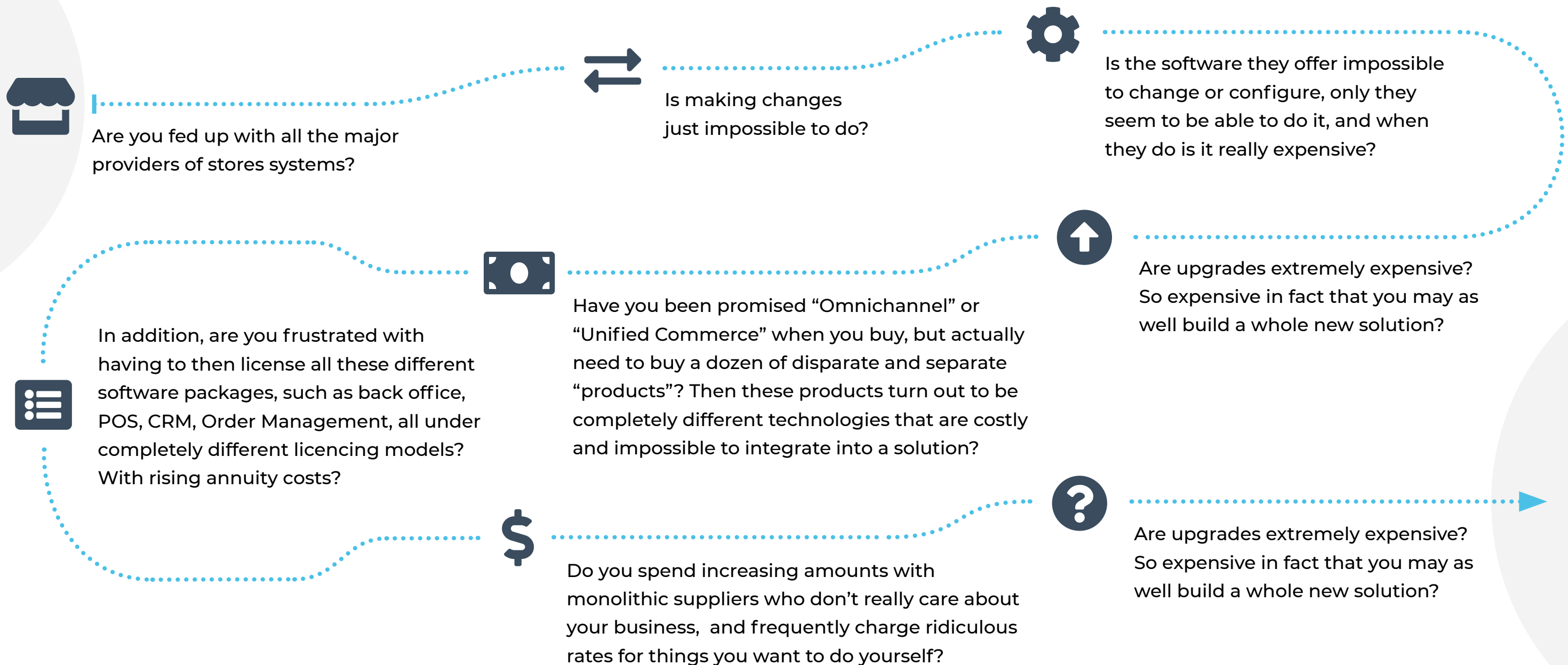




The new
way forward
for Retail
and Unified
Commerce

You're a retailer, you have hundreds or thousands of stores and rely on technology in order to give the business what it needs. In addition, you're under pressure to deliver on the customer experience.

How would you answer these questions?



Discover the new way overleaf »

Why does it matter?

We know consumers want omni-channel, and we also know that retailers are finding it a challenge to deliver. The commercial impact from not doing it is real; mobile commerce is consistently increasing year on year, and is responsible for 70.4% of online retail sales. If the consumer can't integrate this into their store experience, they will go to someone who does.

44% of baskets are abandoned because of technical problems and slow loading times, while the fact that the front-end fetches information from multiple back-end sources certainly doesn't help. The more seamless your platform, the less likely this is to occur.

Footfall in store increased on Black Friday in the UK for the first time since 2016, and much of this is being driven by online experiences. The necessity of joining these experiences into a single, seamless journey helps retailers keep hold of consumers without losing them to the competition.

In addition, elements such as PSD2 payment authentication has a potential to interrupt consumer transactions with additional inputs, a platform that makes it fast to build adaptations to hide these interruptions will put a retailer ahead of the competition.



Here's what we think - There is a better way.

Why not get more autonomy with your own solution? Do your own development, fix your own bugs and build integrations yourself?

Do you want to take control of your own things like your own User Interface?

We are aware that there is great amount of frustration with the “old-school,” big-name suppliers. Many retailers feel there is nowhere else to go. What's worse is that these suppliers just don't share your passion for retail, for your vertical, your customer experience and for you as a business.

Their revenue models are built around endless services for work, stifling innovation. One customer of ours explained recently that when they needed something small completed, their previous supplier would “make them jump through hoops, and three months later it might just be done”.



Enactor has a different way.

We believe in inherent innovation, which can only come from changing the current model, enabling retailers to change business processes quickly as consumer demands change and new technologies emerge in support of the consumer experience.

Enactor is built using products and tools in a completely different way. We have put supporting rapid software change, ease of upgrades, knowledge transfer and self-sufficiency right at the heart of what we do for our customers. The world of modern retailing and commerce is extremely competitive can being reactive and innovative is more critical than ever and controlling needless costs on IT is a critical part of that.

So get in touch to find out how we can make those questions go away!

“ We have put supporting rapid software change, ease of upgrades, knowledge transfer and self-sufficiency right at the heart of what we do. ”



Download our Headless Commerce Technical document for more information, or get in touch below.

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