



eZ Commerce

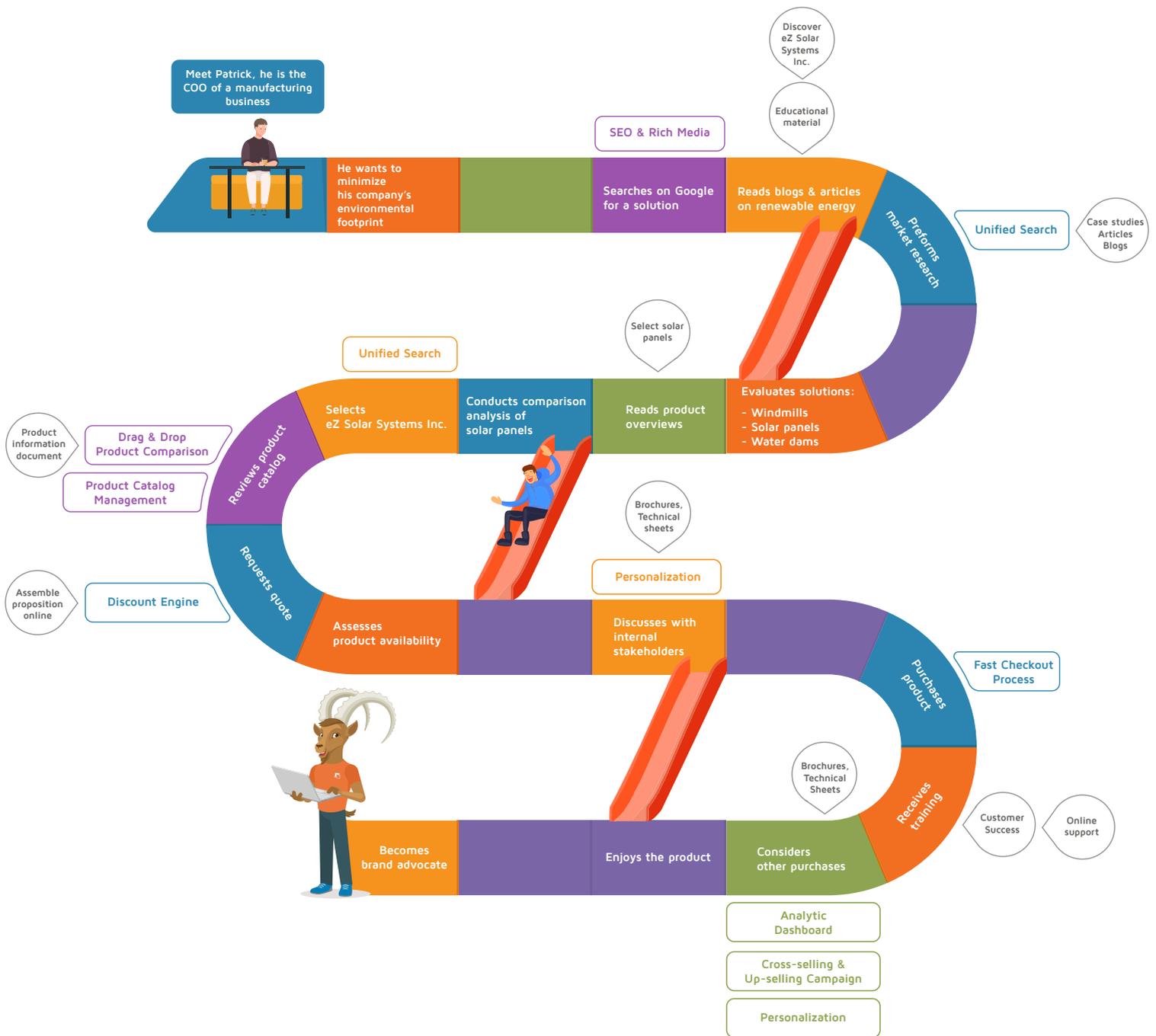
An e-commerce add-on that transforms eZ Platform into an all-in-one system to manage e-commerce and content



Streamline Your Buyer's Journey

Deliver great customer experiences from sparking interest to taking an order.

The way customers shop has changed. It's a long way from engagement to transaction. With one single platform for both content and commerce you can deliver the most streamlined journey, accelerate the buying process and nurture happy customers who will turn into advocates.



Introducing eZ Commerce

In this day and age, businesses need to offer personalized customer experiences that support sales strategy with rich, relevant and exciting content—be it product landing pages, videos, blog posts or anything else in between.

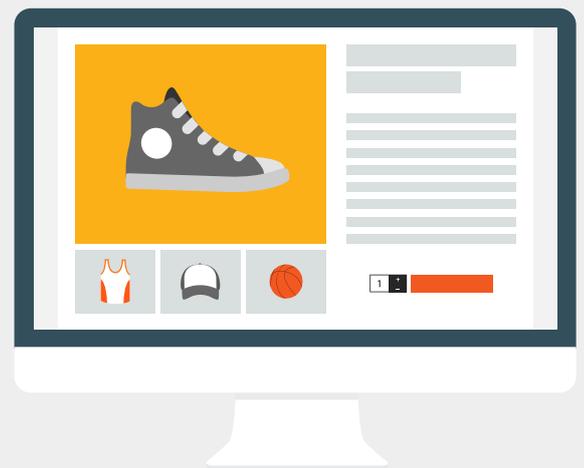
For a simplified control of content, it is crucial to use a content management platform tightly integrated with e-commerce capabilities. eZ Commerce is an e-commerce add-on to eZ Platform that turns it into an all-in-one e-commerce and content management solution.

Better Customer Experience, Better Bottom Line

Whether you are in B2B or B2C — eZ Commerce can help you improve the buyer's journey — making each touchpoint with your customer a significant one. Increase your customer's interest in your products and help form an ongoing conversation with them at each step of their journey with you, leading to not just increased sales, but more importantly building long-term loyal customers.

e-Commerce Capabilities that Support Your e-Commerce Needs

eZ Commerce seamlessly adds e-commerce capabilities to eZ Platform, providing a more content-driven e-commerce solution for B2B and B2C businesses. This all-in-one platform features an easy to use interface for your content team that supports all the monetary and transactional aspects of an e-commerce website. And from your buyer's perspective, they are continuously engaged with relevant content for wherever they may be in their journey with you.



eZ Platform: A Modern Content Management System

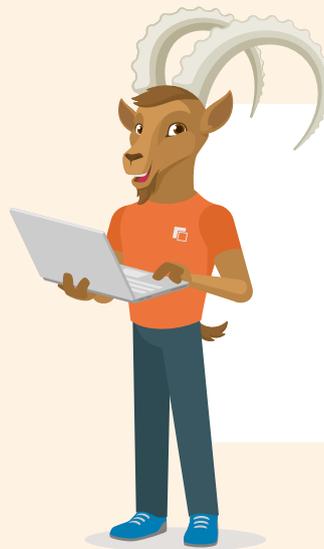
eZ Platform is our latest generation content management platform. Built on the strength of more than 15 years' experience, it offers a very robust and sophisticated system that fits the simplest to the most complex content management projects. eZ Platform provides a decoupled architecture, rich APIs and modern editorial experience. It is open source and built on top of the leading web technology: PHP, on Symfony's full-stack framework, giving your tech team the ability to develop faster, be agile and scalable.

Buyer Personas

Meet Pulley, he is the Chief Technical Officer (CTO) and innovation wizard.

Pulley is searching for a digital application platform that meets three criterias:

1. One technology stack for both content management and e-commerce
2. Low operational costs and fast implementation
3. Secure and robust system that the business can rely on



eZ Commerce transforms eZ Platform into an application that covers both content and e-commerce, leading to lower operational costs. eZ commerce is built on the Symfony full-stack framework allowing for better and faster performance.

Meet Julie, she is a Chief Commerce Officer. She is looking to digitalize her business. She is in search of a solution that supports her growth and increases her revenue while providing her customers with a remarkable, seamless and personalized purchase journey.

Julie is looking to answer three questions:

1. How do we engage our visitors throughout their purchasing journey?
2. How can we foster long lasting relationships with our customers?
3. How can we capitalize on upselling and cross-selling opportunities?



eZ Commerce lets Julie and her CX team nurture their customers with captivating product content that is relevant to them, depending on where they are in their buying process. eZ Commerce helps Julie and her team reduce shopping cart abandonment and improve conversion rates, impacting return visits and overall sales performance.

Meet Mark, he is a marketer, editor and a remarkable creative storyteller. He is searching for a solution that lets him customize pages and analyze different pieces of content to evaluate performance.

Mark is continuously worried about:

1. How to manage the product catalog and editorial content
2. How to more simply deliver product and editorial content across different channels



eZ Commerce allows marketers and editors like Mark to easily customize and personalize content pages by dragging and dropping banners, blog post images and other types of content. With eZ Commerce they can embed articles and reviews in product pages, all under one repository. They can increase buyer engagement by delivering personalized product information according to a visitor's behavior and preferences. Most importantly, Mark and his team can use the dashboard to track and analyze content performance.

Core Features

Bridging the Gap Between Commerce and Content



Unified Site Management

Simplify all your operations by using a single system for both editorial content management and e-commerce operations.



Content-Rich Product Pages

Enrich and optimize your products with various types of content—articles, blog posts, product information, images, videos and other rich media.



Product Catalog Management

Easily manage your product catalog with up-to-date analytical information and pricing—all from one centralized hub. Guarantee quality and consistency of product information across all marketing channels.



Roles and Permissions

Decide who in your team can access and edit product information in a very granular and controlled manner. Set user permissions to ensure critical content and features are only manageable by those selected.



Unified Search

Provide a fast and easy-to-use search engine for both the editorial and e-commerce sections of your website. Buyers can quickly find products, articles, documents, images and other media. The feature has the ability to auto-suggest search results.



Personalized Customer Experience

Deliver relevant and personalized content based on customer preferences and behaviors. Deliver targeted promotions that fit your customers' needs using our AI powered personalization service.



eZ Commerce Dashboard

Track, analyze and assess sales performance for your bestsellers, last ordered products, top customers and pending orders. Identify top selling products and craft a promotion strategy to drive sales.



Fast Checkout Process

Reduce buyer friction with a smooth and quick checkout process from anywhere on your website.



Drag and Drop Product Comparison

Simplify your buyer's decision-making process by allowing them to compare various products side by side.



Shopping List

Create and manage multiple shopping lists. Implement a more efficient ordering process for your buyers that shortens the time dedicated to re-ordering.



Multi-Site, Multi-Language and Multi-Currency Capabilities

Setup multiple currencies for your multi-language e-shops. Pre-select different currencies for your visitors depending on their geographic region. Manage exchange rates with accuracy and display up-to-date prices.

silver.
solutions

eZ Commerce is engineered by silver.solutions

silver.solutions is a software company and service provider who focuses on facilitating B2B e-commerce for companies in technology-oriented industries worldwide. silver.solutions offers profound business process knowledge, a strong analytical approach and more than 18 years

of experience in building e-commerce solutions on top of eZ Systems technology. One of silver.solutions' core competencies is the integration of ERP, CRM and PIM systems with ecommerce solutions to ensure a seamless user experience.

Discover Other Benefits of eZ Platform Enterprise Edition

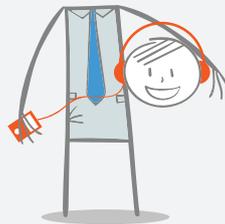
Here are highlights from our content management and digital experience system, eZ Platform.

Open Source



eZ Platform is an open source content management system. The eZ Community contributes to important parts of the project, influences the eZ roadmap and ensures the platform stays on top of market trends and organizations' needs.

Go Headless or Traditional



eZ Platform is based on a decoupled architecture so you have the freedom to go headless or traditional—or a combination of the two depending on the project.

Multichannel and Multi-Device



Developing content solely for a webpage is like trapping it in a spider web. Our repository, web services and APIs enable you to deliver content to various devices, channels and platforms.

Flexible Content Repository



Our repository, APIs and tools give you the control to customize the content model, structure your content and reuse it across channels. Make your content more discoverable and easily combine assets into new collections.

Multilingual and Multisite



Manage them all from a single content repository, and share, reuse and leverage content in a unified way. eZ Platform Enterprise Edition is perfect for consolidating a large number of web properties, in as many languages as you want.

eZ Personalization



Turn each site visit into a tailored and targeted moment as products or content are recommended in real-time according to the user's preferences and on-site behavior.

About eZ

eZ Systems is a global content management platform provider dedicated to helping businesses maximize the value of their content. Our software simplifies the way enterprises create, deliver and optimize content in order to engage customers. Thousands of organizations rely on eZ to deliver digital experiences that foster business growth.

eZ Facts

- Founded in 1999 in Norway
- 15+ years' experience in commercial open source software
- Supports 500+ enterprise customers in 25+ countries
- Ecosystem contains 80+ business partners and a community of 45,000+ members
- 9 offices located throughout Europe, North America and Asia

Resources

- Explore eZ software: www.ez.no/products
- Request a demo: www.ez.no/demo
- Read success stories: www.ez.no/resources/case-studies
- Get the latest news and insights: www.ez.no/blog
- Read our documentation: doc.ezplatform.com
- Find an eZ partner: www.ez.no/partners

