

OSF | DIGITAL



BRINGING INNOVATION TO THE GROCERY INDUSTRY WITH FAST COMMERCE GROCERY



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IMPROVE THE ONLINE GROCERY SHOPPING EXPERIENCE

Brands wanting to improve their online grocery marketing strategy to leverage the full capabilities of a digital transformation use Fast Commerce Grocery, a custom solution based on Salesforce Commerce Cloud to accelerate growth. Fast Commerce Grocery allows global retailers to expand digital capabilities at a lower cost and reduced time to market.

The ecommerce solution offers supermarket industry-specific customizations within Fast Commerce Grocery including tailor-made architecture, pricebook management, content management, and store-specific data management along with a connector for third-party integrations.

When implementing Fast Commerce Grocery, grocery retail merchants have realized:

- an increase in online audience and sales
- improved customer service
- a unified view of customer data
- improved delivery process
- increased customer satisfaction

4 INDUSTRY-SPECIFIC ECOMMERCE CUSTOMIZATIONS FOR ONLINE GROCERS TO DEPLOY RAPIDLY



1. TAILOR-MADE ARCHITECTURE

Website architecture allows a retail brand to manage as much as 750 stores with more than 250,000 products from a single catalog.



2. PRICEBOOK MANAGEMENT

Product availability is determined by the pricebook assigned to each store. If the price is higher than zero, then the product is marked as 'available' for that specific store.



3. CONTENT MANAGEMENT

Store-based content is implemented by using dynamic customer groups defined for each store. Store-specific content is displayed using content slot configurations that are customer-group specific.



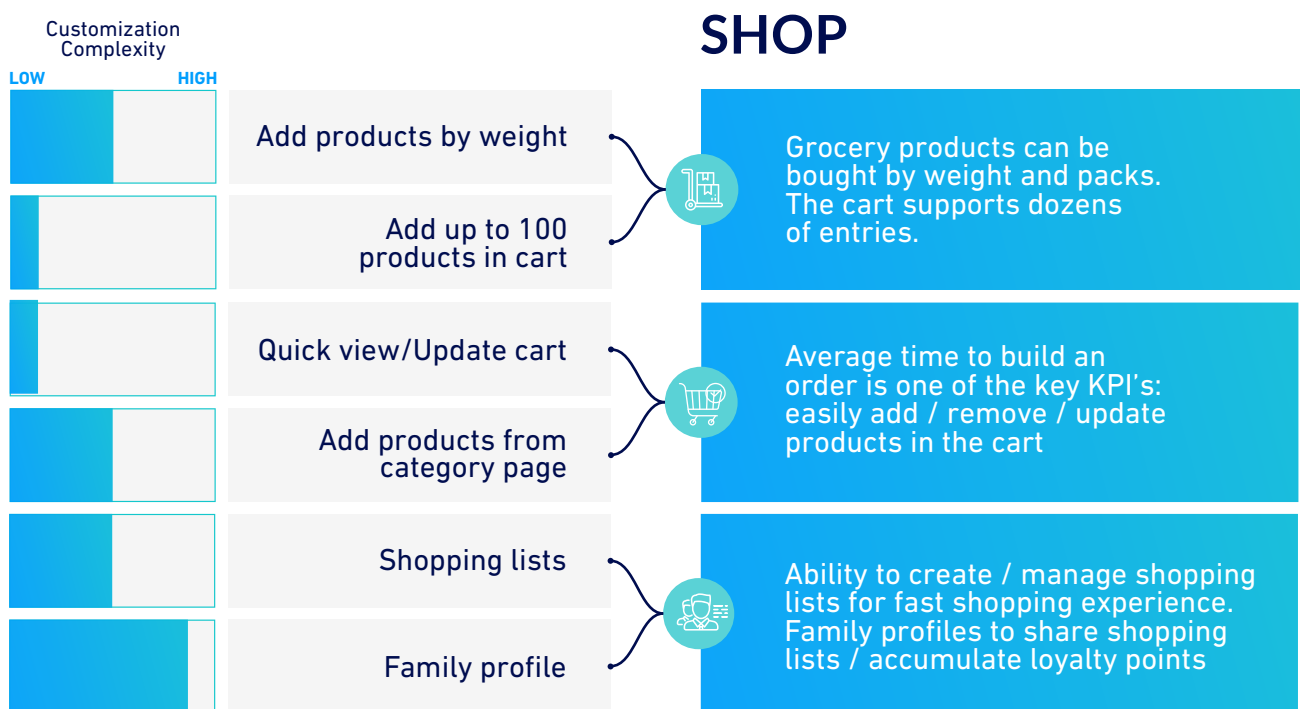
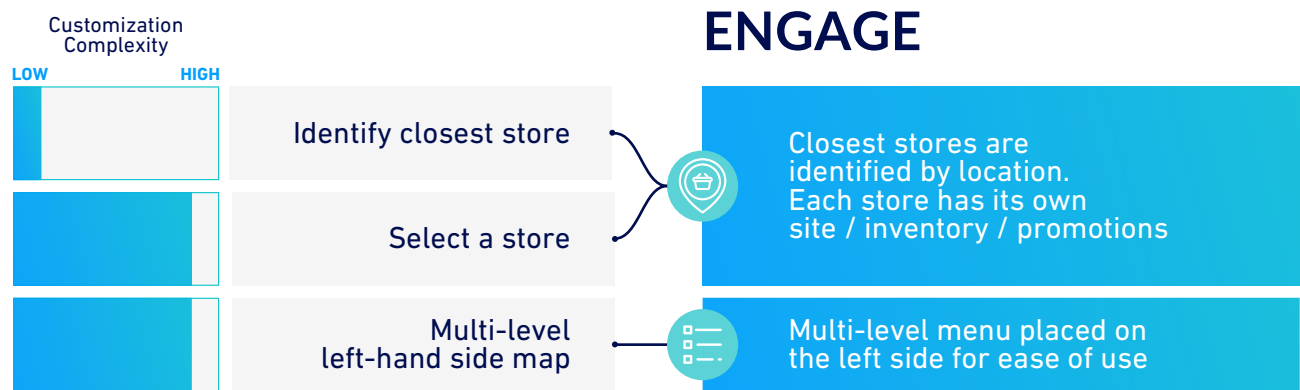
4. STORE-SPECIFIC DATA MANAGEMENT

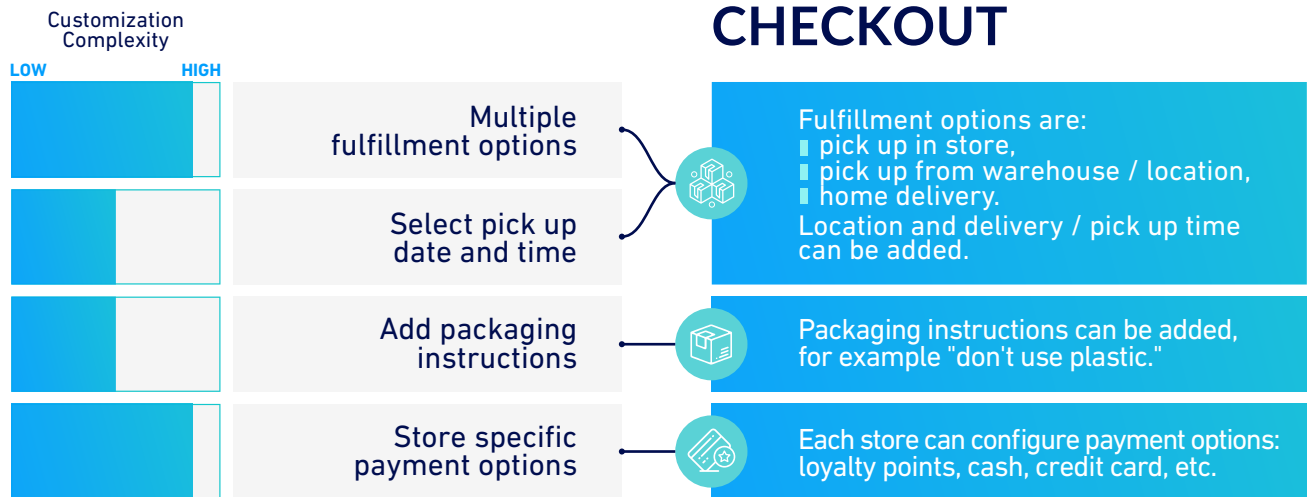
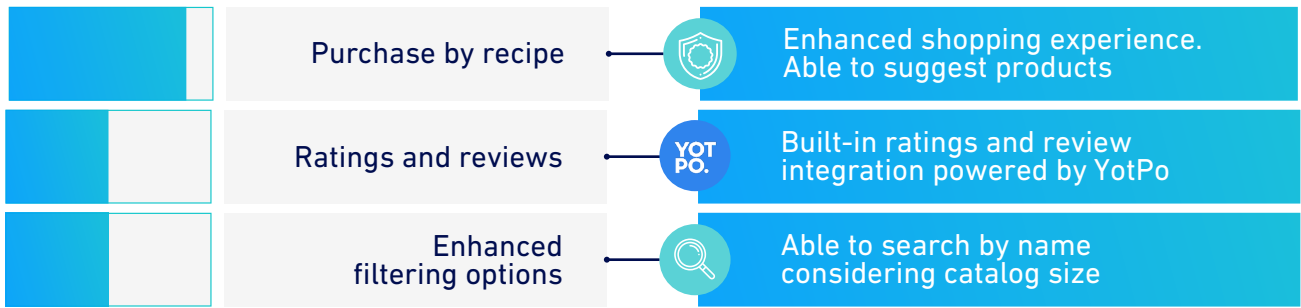
Basic information on the store, and delivery and payment methods are managed using Salesforce Commerce Cloud store objects at the store level.

Additionally, grocers can link to a wide variety of dedicated systems and third-party integrations such as customer management, order management, wish list and timeslots management.

Many global online grocery markets find their ecommerce systems lack the necessary flexibility to meet their company's business needs and keep up with their company's growth. OSF Digital has a deep understanding of pain points, challenges and objectives in the supermarket retail industry and delivers some of the most extensive projects in the commerce space, helping manage multiple brands within a single site.

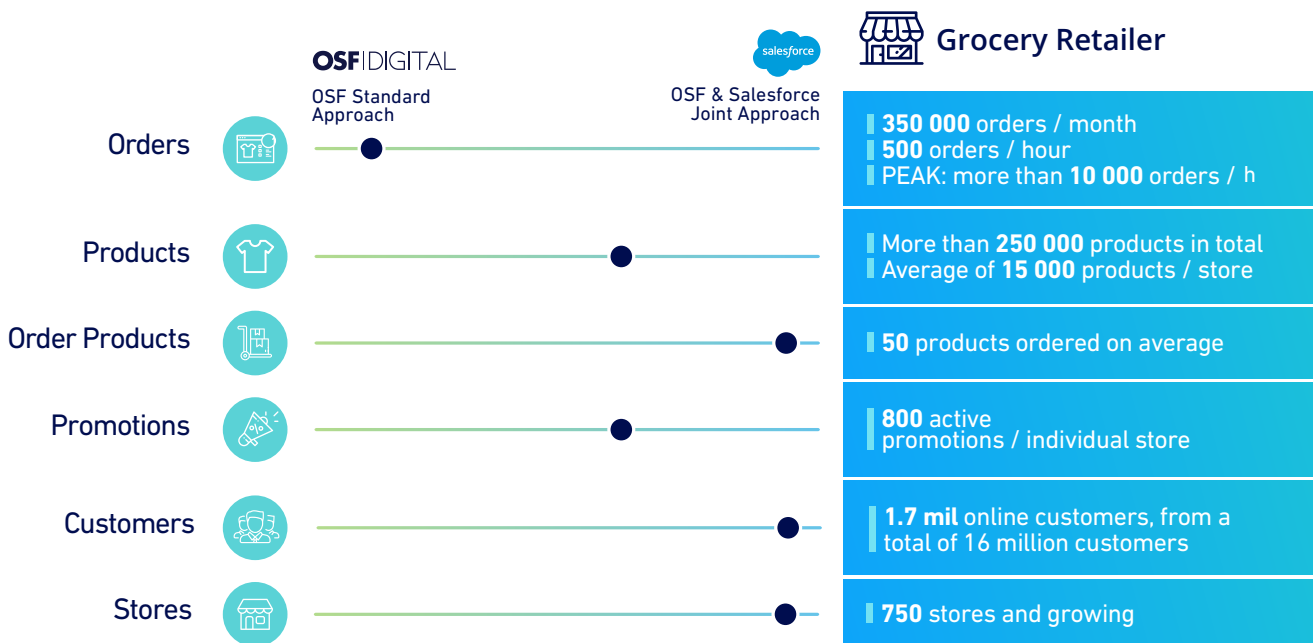
WHAT FAST COMMERCE GROCERY CAN DO FOR YOUR ORGANIZATION





What Makes Selling Groceries Online Challenging?

VOLUMES



OSF Digital excels at defining and delivering industry-specific strategies, which result in higher average monthly revenues, increases to visits per week and monthly active promotions. OSF's dynamic and experienced team is supportive, forward-thinking and solution-driven and has created first-of-its-kind in the grocery, retail, and commerce space. To accelerate your online grocery sales growth, see [Fast Commerce Grocery](#) in action for yourself.

Expand your digital capabilities at a lower cost and reduced time to market.

Schedule Live Demo

ABOUT OSF DIGITAL

OSF Digital, winner of the 2019 Partner Innovation Award in the category of Customer 360, the 2018 Salesforce Lightning Bolt Trailblazer Award for Retail and Salesforce's 2016 Partner Innovation Award in Retail, is a leading global commerce solutions company providing technology, consulting, implementation and online shop management services to emerging and premier brands and merchants. Our agile approach allows us to scale global growth more quickly and enable companies to enhance the customer experience. With over 250 ongoing projects and eight years of worldwide deployments, OSF Commerce delivers connected commerce solutions across channels, devices and locales.

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