

OSF | DIGITAL

QuickStart **D2C**

Quick Start Commerce Solution for selling Direct to Consumer

Empowering consumer goods brands' transition
from B2B to DTC business model in just 2 weeks



WHY SHOULD YOU CARE ABOUT DEVELOPING YOUR OWN ECOMMERCE WEBSITE?

During these unprecedented times, when many **traditional selling channels are closed**, the **supply chain is experiencing disruptions** and **consumers are being forced to stay at home** — online shopping is unavoidable. Consumer goods brands all over the world are being pushed to act fast and launch their own ecommerce websites to start selling direct-to-consumer.



Even though big changes are happening and there is a lot of uncertainty on the market, you are not alone. Being able to rely on **a trusted digital transformation partner** — who will help you launch your ecommerce practice to get direct customer access and build strong relationships that will last long after the crisis is over — can bring calm and certainty to the table.

WHAT'S IN IT FOR YOU?

Solution Benefits

Quick Start Direct to Consumer helps consumer goods companies to

1

Save their business by opening a new revenue and distribution channel to sell directly to consumers

2

Move inventory faster through their own ecommerce website

3

Manage orders and demand fluctuations caused by the health and economic crisis

4

Transition from collecting cash to enabling online payments

5

Build direct and strong relationships with customers that will last long after the crisis is over



HOW DO YOU GET STARTED?

Quick Start Direct to Consumer



LAUNCH A DIRECT TO CONSUMER ONLINE SHOP IN JUST 2 WEEKS

When time is of the essence and you need to adapt fast, you will need — besides a trusted technology integration partner — the perfect technology to help you deploy quickly.

OSF's **Quick Start Direct to Consumer** is an out-of-the-box commerce solution, designed specifically for brands that are selling durable and non-durable consumer goods through distributors, such as food products, packaged goods, clothing, beverages, automobiles, and electronics.

This innovative solution, powered by **Salesforce Commerce Cloud**, is developed for consumer goods brands that are affected by disruptions in supply chains, distribution channels, consumer behavior, and market restrictions caused by the COVID-19 pandemic.

Solution Overview

SOLUTION FEATURES

- ✓ Social Sign IN
- ✓ Basic Customer Journeys
- ✓ Cart and Checkout
- ✓ Flat File Sync (Catalog, Price List, Orders, etc.)
- ✓ Payments
- ✓ Taxes
- ✓ Tagging Plan Build In
- ✓ Commerce Ready Theme
- ✓ Responsive Templates

STOREFRONT AS A SERVICE

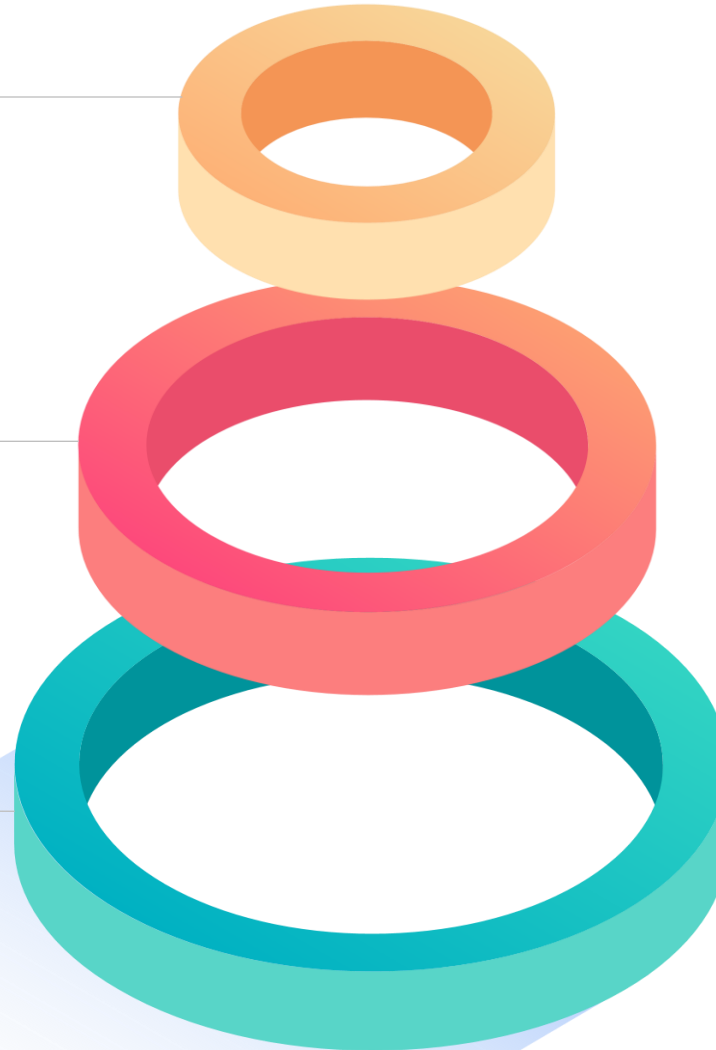
3 MONTHS












- ✓ Shop Improvement (New assets, template updates)
- ✓ Content and Merchandising updates
- ✓ Digital Ads Management
- ✓ Products, Inventory and Promotion maintenance
- ✓ Order Monitoring and Support


SOLUTION INSTALL

2 WEEKS

- ✓ Preparation workshop
- ✓ UI Theme setup
- ✓ Promotions and associated assets
- ✓ Product Catalog setup
- ✓ Order Management Process setup
- ✓ Analytics, Payments, Taxes, Shipping Methods setup



 Wishlist	 Einstein /AI
 Product Bundles	 Product Options
 Large Catalogs (SKU's)	 Content Scheduling
 Gift Registry	 URL Redirects
 Product Sets	 100+ OOTB Promotions
 Search Suggestions	

 commerce cloud **FEATURES**

WHY CHOOSE QUICK START DIRECT TO CONSUMER TO BUILD YOUR ONLINE SHOP?

Launch a DTC online shop in just 2 weeks



GO TO MARKET QUICKLY

Move from offline to online and start selling directly to consumers **in just 2 weeks.**

OPEN A NEW CHANNEL

Maintain business continuity by transitioning to a **direct-to-consumer ecommerce** platform and creating a new revenue and distribution channel.

SELL DIRECT TO CONSUMER

Sell your **products directly to your customers** quickly, by transitioning to a DTC ecommerce platform.

ADAPT TO CONSUMER NEEDS

Sell **online** – where customers are shopping right now, and better manage your **inventory, demand, and order fluctuations.**

STAY AHEAD OF THE COMPETITION

Capture **market share** and **gain competitive advantage** over companies that sell through offline channels only.



OSF | DIGITAL

THANK YOU!

Schedule a Live Demo:
contact@osf.digital

