

Digital Transformation (DX) support on E-Commerce business

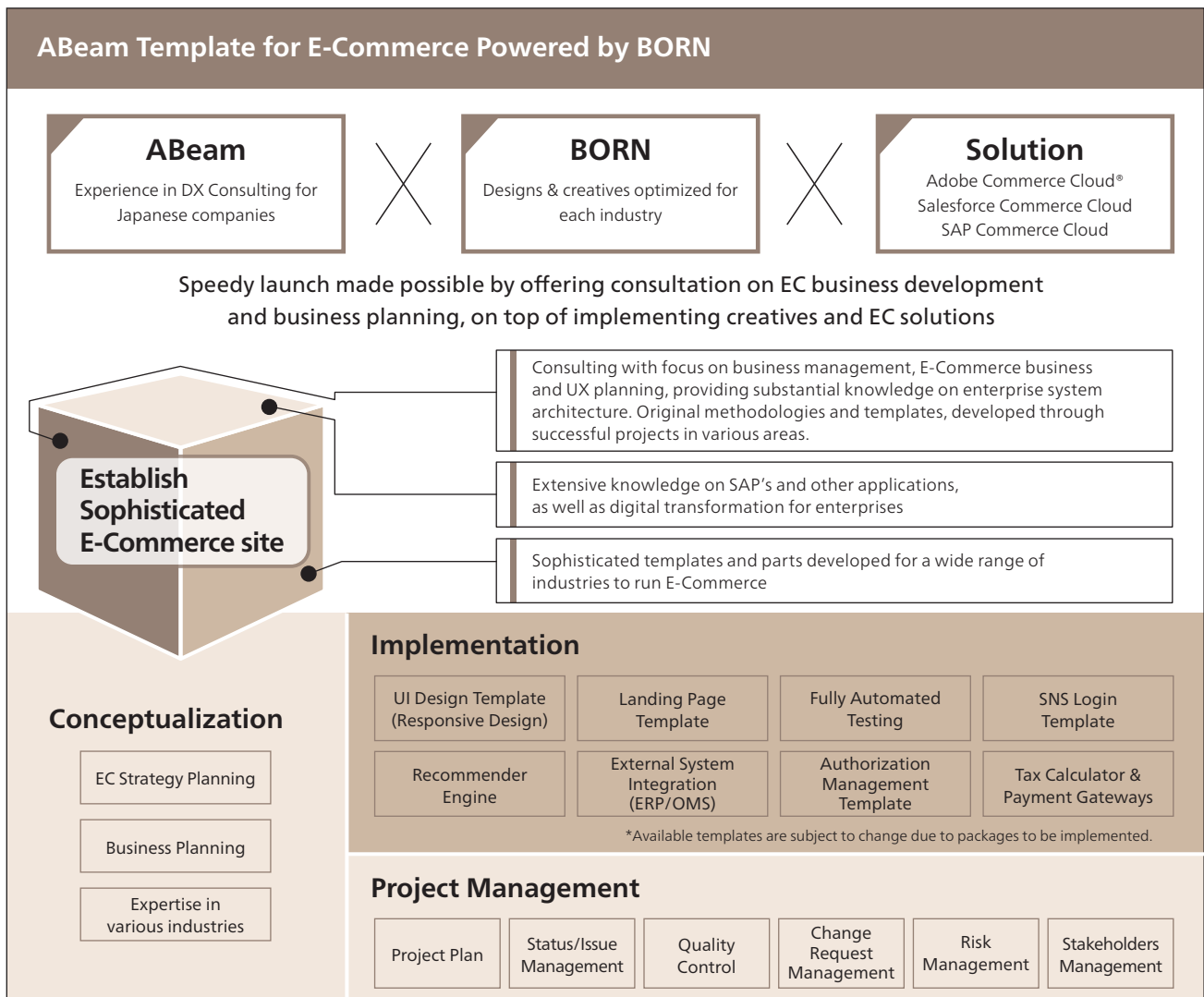
E-Commerce platform solution with stability and sophisticated UX, made available swiftly by an extensive understanding and expertise on a wide range of industries, to address the issues and challenges for successful business

E-commerce has been expanding as a major channel to improve sales. However, companies are facing limitations in providing sophisticated UX and unique branding when they continue to be dependent on major marketplaces. Many companies are attempting to rebuild their E-commerce business by pivoting from major marketplaces due to fierce competition and costly seller fees. In order to remain competitive in the market, it is essential to build an effective business plan and shorten TTM (Time2Market).

ABeam Consulting, in collaboration with BORN, an award winning pioneer in experience management and enterprise Commerce, will support companies build and enhance its e-commerce business at speed.

Service Overview

ABeam Consulting and BORN will provide the "ABeam Template for E-Commerce Powered by BORN" which enables companies to establish their e-commerce business (using industry-leading global e-commerce packages such as Adobe Commerce Cloud®, Salesforce Commerce Cloud or SAP Commerce Cloud) in as short as 3 months, while minimizing cost by utilizing the two companies' proprietary template based on their expertise.



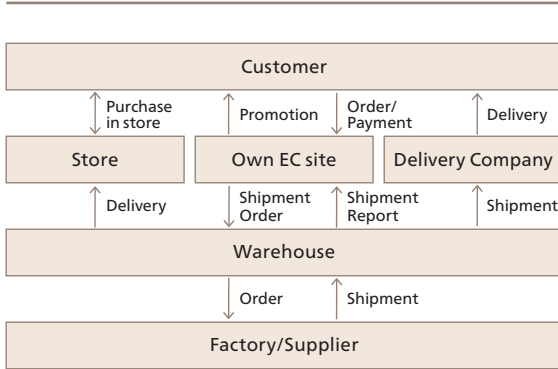
"ABeam Template for E-Commerce Powered by BORN" enables stable yet sophisticated e-commerce business planning, progressing swiftly from conceptualization to launch (as fast as within 3 months), utilizing original methodologies and templates.

Benefits to introduce E-Commerce business launch support

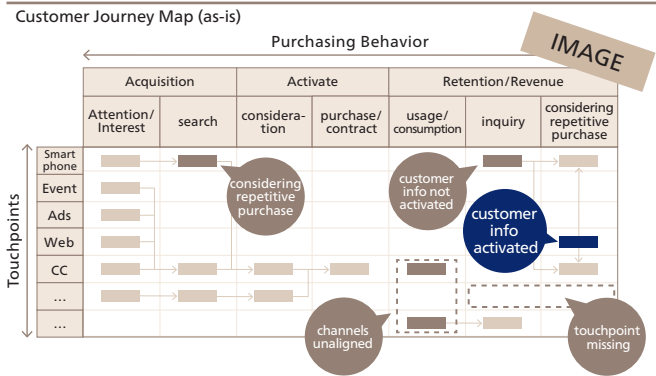
Benefit 1 Business Design

The value proposition and business model of the e-commerce business are fine-tuned by utilizing ABeam's proven methodologies. Additionally ABeam will optimize the customer journey by clarifying customer behavior and its touchpoints in a step by step approach (awareness ~ purchase) based on its customer journey framework.

Business Model



Customer Journey



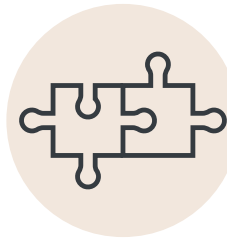
Benefit 2 Pre-defined E-Commerce functions and sophisticated design templates

Pre-defined e-commerce functions on ready-made template



General functions required for e-commerce such as membership management, order management and product management are included in the template. We will support e-commerce establishment by clarifying requirements and working together closely.

Quick add-on implementation



Based on extensive project experience, we have created templates for frequently requested add-on functions. These add-on templates enable us to quickly implement popular functions, which will also contribute to saving cost. To further improve the customer experience, we can always provide proposals to add the latest e-commerce functions upon request.

Sophisticated design template



Templates for this solution are based on sophisticated UI & UX concepts designed by an award winning design team. This enables a cutting-edge customer experience on your own site, without adding additional costs on designs.

Benefit 3 Global implementation

The solution can be duplicated for global business purpose. We will support expanding your E-commerce business in other countries.

Global Functions

GDPR	Customer information management (e.g. obtain consent from customer) to comply with GDPR and other major regulations
Language	Multi-language support
Payment	Integration with various global payment providers
Currency/Tax	Compliance with multi-currency/ tax calculation per country

*Templates are subject to change due to packages to be implemented.

Global Roll-Out

Template creation for functions to be standardized globally (e.g. operation process, business rules, IT, etc.) and support roll-outs to global entities.

