

LYONSCG SOLUTIONS FOR UNIFIED COMMERCE

Unified Retail Accelerator

Strengthen Consumer Connections,
Get to Market Faster, and Optimize
Your Salesforce Investment



The LYONSCG Unified Retail Accelerator is a powerful pre-built platform delivering key retail functionality and seamless multi-cloud capabilities tailored to your needs, markets, and customers.

Best-in-class digital experiences require a 360-degree view of the customer, and the LYONSCG Unified Retail Accelerator makes this a reality. This solution helps businesses understand their customers on a deeper level than ever before while enjoying the benefits of expedited launch times and enhanced profitability.

The LYONSCG Unified Retail Accelerator empowers retail businesses by integrating Commerce, Marketing and Service Clouds into a seamless solution. The Unified Retail Accelerator enables:

- ✔ Increased service agent productivity and easier customer profile access thanks to Commerce Profile for Service Cloud.
- ✔ Centralized customer preferences via Unified Profile Center for Commerce Cloud and Marketing Cloud.
- ✔ Marketing-driven, not developer-reliant, email marketing with Responsive Transactional Emails for Marketing Cloud.
- ✔ Geolocation-based email targeting, localized events and promotions and robust personalization features that connect digital to brick-and-mortar with Commerce Cloud Store Content available for Marketing Cloud.

This Salesforce retail solution is a product of LYONSCG's extensive commerce knowledge, proven methodologies, deep technical expertise and award-winning design. Over the course of hundreds of launches, we've created customized solutions and immersive experiences that engage consumers and buyers across channels and enable retailers to realize their commerce visions.

Get in touch with us today and find out how the LYONSCG Unified Retail Accelerator can deliver a top-class customer experience and enhance your brand.

For more information on how the LYONSCG Unified Retail Solution can make your commerce vision a reality, please visit www.lyonscg.com/retail.

About LYONSCG

Lyons Consulting Group (LYONSCG), part of the Capgemini Group, is a leading global commerce service provider, with capabilities that include consulting, digital agency, systems integration, technology services, and managed services. LYONSCG combines proven methodologies, deep technical expertise, and award-winning design to create digital commerce experiences that engage and convert consumers and buyers. Hundreds of leading B2C and B2B brands trust LYONSCG to realize their commerce vision and continually optimize it to drive profitable growth. LYONSCG-Capgemini is a platinum partner of Salesforce and is a repeated recipient of Salesforce Commerce Cloud Global Sales Partner and Delivery Partner of the Year awards. For more information, go to www.lyonscg.com.



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