Unified Retail Accelerator

Strengthen consumer connections, get to market faster, and optimize your Salesforce investment

The Capgemini 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 Capgemini 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 Capgemini Unified Retail Accelerator empowers retail businesses by integrating Salesforce Commerce, Salesforce Marketing, and Salesforce Service Clouds into a seamless solution. The Unified Retail Accelerator enables:
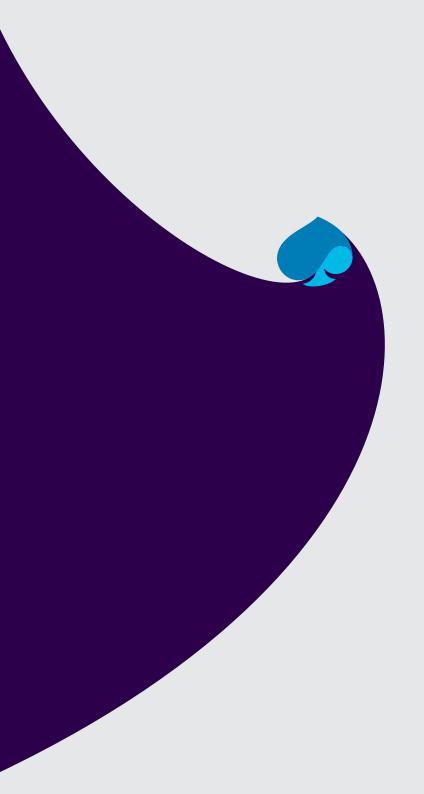
- Increased service-agent productivity and easier customer-profile access thanks to Commerce Profile for Salesforce Service Cloud.

- Centralized customer preferences via Unified Profile Center for Salesforce Commerce Cloud and Salesforce Marketing Cloud.

- Marketing-driven, not developer-reliant, email marketing with responsive transactional emails for Salesforce Marketing Cloud

- Geolocation-based email targeting, localized events and promotions, and robust personalization features that connect digital to brick-and-mortar with Salesforce Commerce Cloud store content available for Salesforce Marketing Cloud.

This retail solution has been created for brands using Salesforce technology and is a product of Capgemini's extensive commerce knowledge, proven methodologies, deep technical expertise, and award-winning design. Please move to column two

For more information on how the Capgemini Unified Retail Accelerator can make your commerce vision a reality, please visit:
www.capgemini.com/us-en/unified-retail-accelerator

About
Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion (about $15.6 billion USD at 2018 average rate).

Learn more about us at

www.capgemini.com

People matter, results count.