

Unified
Omnichannel
eCommerce
Solutions

RICOH
imagine. change.





A unified buying experience for your customers independent of the channels they use

Stay open 24/7

Bring your products and services to your customers wherever, whenever, and however they prefer to shop. Omnichannel eCommerce allows you to expand and grow your geographic spread across B2B and B2C for your business.

Propel your online business success

By utilising an omnichannel strategy, our solutions for building B2B/B2C and Marketplace commerce solutions enable a unified approach with integration of existing systems or 3rd parties (ERP, CRM, HR, Content, etc.). Analytics consulting and tools improve site sales (behaviours, patterns, artificial intelligence, personalisation, audience targeting, and campaigns).

Leverage new technologies

- Voice commerce using devices such as Alexa, Google and Siri becoming ever more important - let us optimise your channels for voice search.
- Omnichannel retailing offers shoppers a seamless and consistent experience across all channels and devices.
- AI and AR can enhance the eCommerce experience with AI offering guidance and recommendations. Augmented reality allows customers to view products as in a physical store.
- Incorporate new payment options and digital payments.
- Adopt dynamic pricing to stay competitive.
- Mobile commerce is King and dominates consumer eCommerce - Progressive web app (PWA), Accelerated mobile pages (AMP) all help to achieve better mobile conversions.

- Sustainability is a factor influencing sales, green awareness and consumerism is rising.
- Visual commerce using high-quality or 360-degree images and videos to engage with customers.
- Continuous change is the new normal, online customers expect to see sales channels that constantly evolve.



Omnichannel highlights

Ricoh Unified Omnichannel eCommerce includes:

- Mobile Commerce, Mobile Applications
- Progressive Web Applications (PWA)
- Responsive Design
- Headless Commerce Architecture
- Sales Channels with 3rd parties, Amazon, Google Shop etc.
- Integrated B2C and B2B commerce
- ERP integration and live order management.

An experienced and highly skilled team of developers, marketers, designers and digital analysts

Partner with RICOH to build your next omnichannel unified eCommerce solution and you'll gain the expertise of an experienced and highly skilled team of developers, marketers, designers and digital analysts to give your business the best online experience.

What we offer

- Business consulting to define the best strategy together with our customers (roadmap, products, segmentation, adoption).
- Design, customisation, development and implementation of these solution.
- Partner and collaborate with your team to create one single team working together according to changing business needs.
- Agile development of solutions with fast time-to-market.
- Integration with your back-end systems (ERP, logistics, warehousing).
- Analytics and reporting to improve sales, conversion rate and recommendation of up-selling and cross-selling strategies.
- Help desk support and integration with ticketing systems.
- Expertise in a full suite of digital technologies and custom eCommerce solutions including:



Solutions

RICOH Unified Omnichannel eCommerce Solutions are bespoke and unique to every organisation, but these generally fall under one of the following categories:

eCommerce business to business sites (B2B)

Sites for business customers (not final consumers) and vendors where they can manage their business online (product description, details, availability, price, order, bank account activity, invoices, credits, logistics tracking, etc.).

Omnichannel eCommerce business to consumer (B2C)

Where final consumers buy products online and receive them at home. These sites include retailers / manufacturers who want to sell their products through many channels (web, mobile and maybe physical stores) sharing information and a common user experience.

Marketplaces

Sites selling products from 3rd party vendors to final consumers, where the vendor (usually) delivers and invoices directly to the consumer, while the site gets a commission from the customer.





From mid-market to enterprise level solutions

Small business or enterprise, there is a solution to suit, with on-premise & cloud capabilities to scale your business globally or local expansion.

Today's technologies give you the power to grow with scalable, customisable and seamless commerce solutions. Reduce costs with a single unified solution. RICOH can help you to modernise and transform your eCommerce ecosystem.

Provide integrated commerce features including hosting and deployment, support, business intelligence plus rapid deployment packages to help you go live easily and quickly.

Mid-market & Enterprise

Seamless commerce, lower costs, end-to-end value proposal, trusted (PCI, GDPR), secure, customised products and platforms with the best unified solution.

Marketplace

Providing an integrated commerce platform with 3rd parties to deploy online shops in a short time to market.



Common features:

- Marketplace and extended capabilities
- Multi-store & global Solutions
- Product recommendations
- Segmentation and personalization
- Inventory management
- Order management and fulfilment
- Security
- Product and content management
- Click & collect

RICOH
imagine. change.

www.ricoh-europe.com

The facts and figures shown in this brochure relate to specific business cases. Individual circumstances may produce different results. All company, brand, product and service names are the property of and are registered trademarks of their respective owners. Copyright © 2021 Ricoh Europe PLC. All rights reserved. This brochure, its contents and/or layout may not be modified and/or adapted, copied in part or in whole and/or incorporated into other works without the prior written permission of Ricoh Europe PLC.