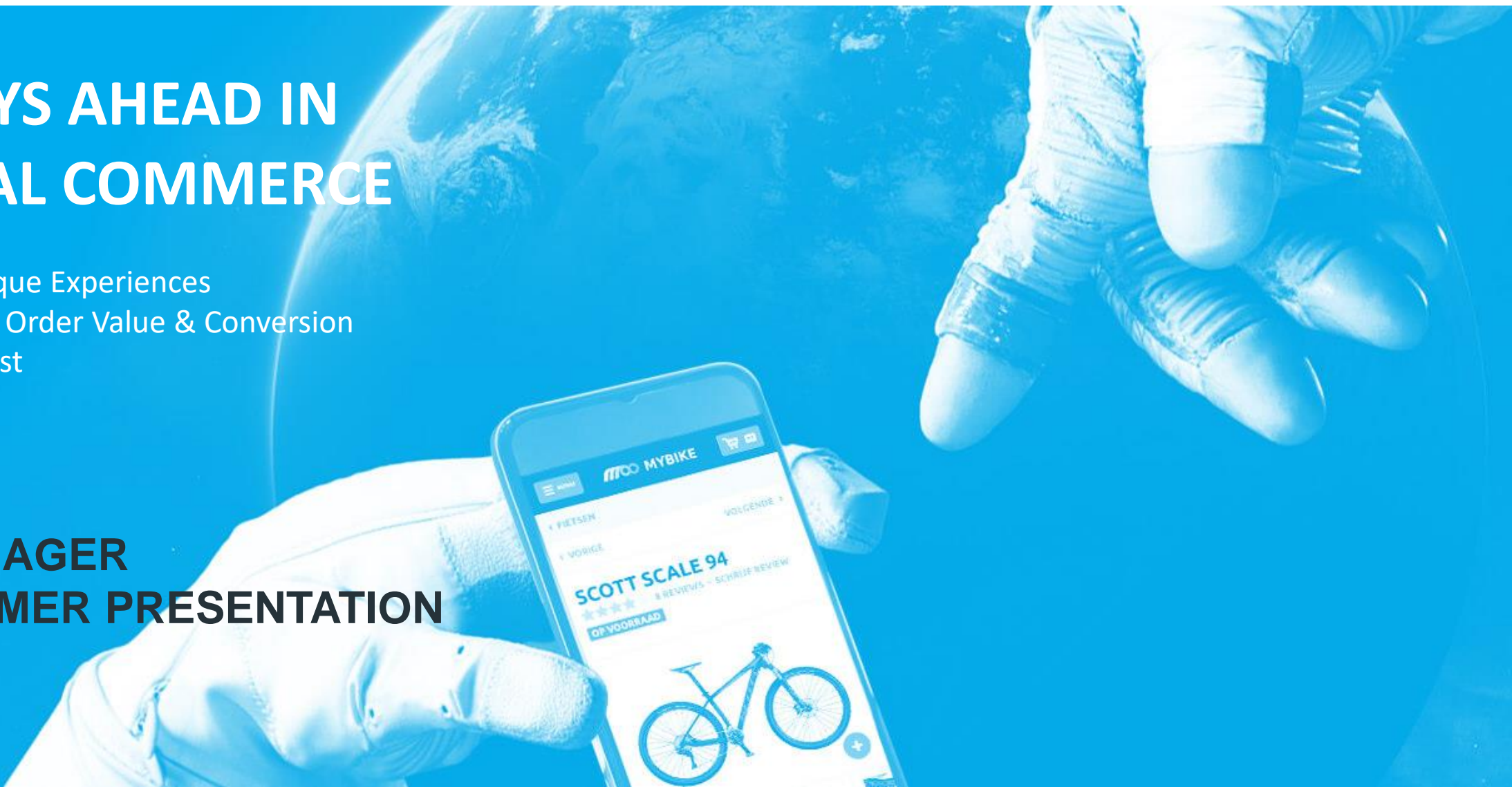# ec·manager

Microsoft Azure

ALWAYS AHEAD IN DIGITAL COMMERCE

↗ Build Unique Experiences
↗ Maximize Order Value & Conversion
↗ Always Fast

ECMANAGER
CUSTOMER PRESENTATION

Build Unique Experiences

Your customer is leading.

ecManager enables you to build the ultimate shopping experience for your customers.

Fully customize your storefront presentation.

Maximize Order Value & Conversions

Increase business results.

ecManager has open, customizable and extendable feature modules.

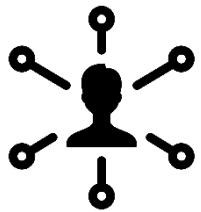This enables you to optimize and maximize order value and conversion continuously.

Always Fast

To be ahead in business, speed matters.

Fast and real-time performance, fast time-to-market and fast development cycles. Always.

CUSTOMER VALUE PROPOSITION

Customer
centric &
omni-channel

+

Modular
Commerce
Platform

+

Partner or In-
house

+

6
week
PROMISE

Time-to-market

+

Lowest TCO

+

GraphQL

Headless &
Integration
Flexibility

+

Scalability &
Platform
Ingredients

=

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Always Ahead In Digital Commerce

WHOLESALE CHALLENGES:

Going direct. Deal with integrations and processes.

How to deal with brands going direct and cross-border issues? What do you do with your huge amount of data and how to integrate processes and a complex IT-landscape?

Wholesale companies have challenges that fits a best-of-breed approach and a robust, secure and compliant digital commerce platform.

Challenge

How to connect your dealer network? How to connect to all your backend processes and business applications? What is the impact on TCO and time-to-market?

Ideal Solution

Efficiently built and manage fast and secure integrations in a best-of-breed IT-landscape. Use new technologies like Azure service bus, logic apps and ecManager API capabilities.
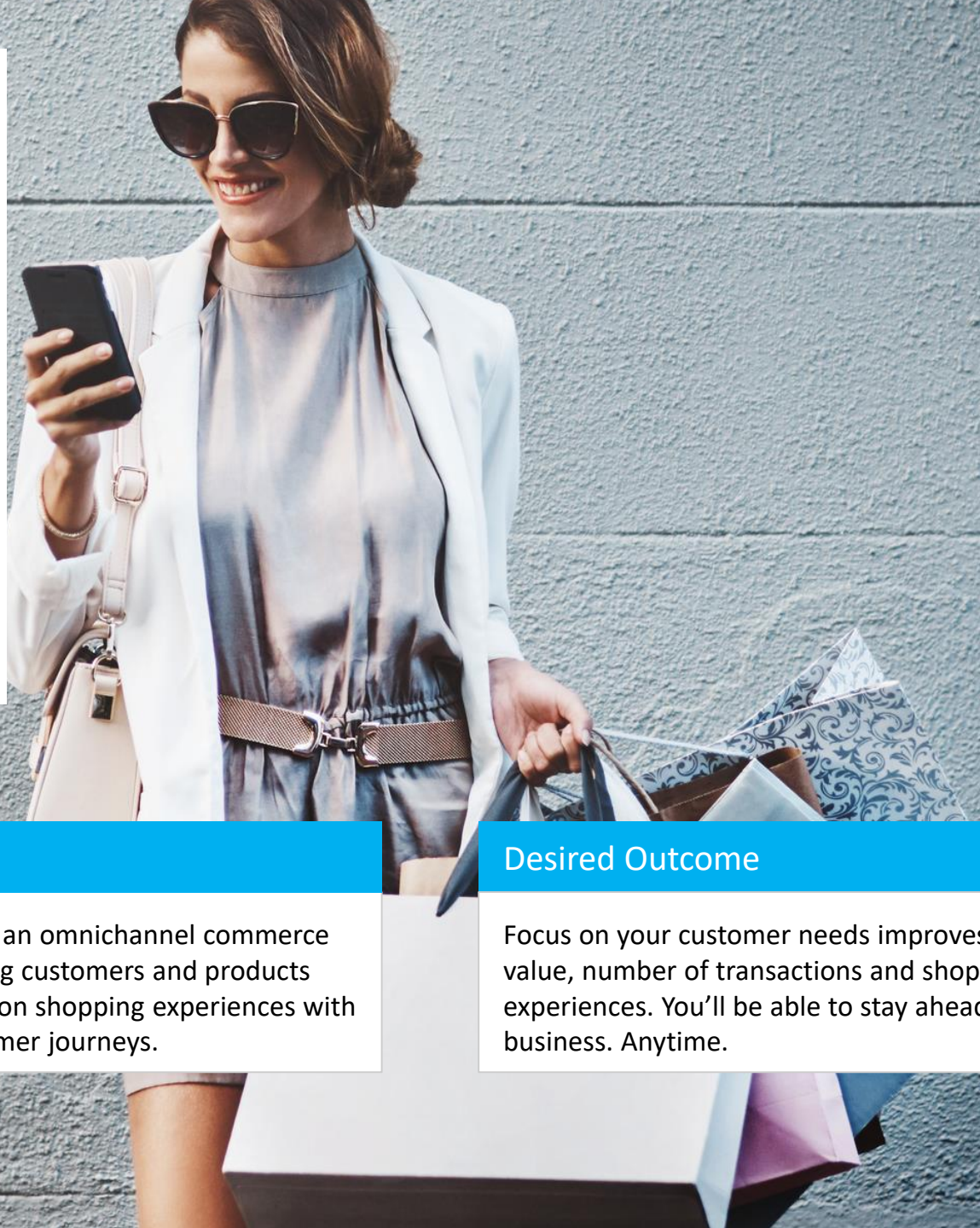
Desired Outcomes

Connect your global storefronts to your complex organization, catalogues, products and pricing. Focus on generating business for you and your dealers.

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RETAIL CHALLENGES:

Omni-channel experience retailing and retail transformation.

How to be unique, personal and have competitive advantage? How to develop digital commerce while margins are under pressure? How to improve order value and conversions and lower your total cost of ownership?

Retail has many challenges that needs flexible and high performance digital commerce technology.

Challenge

How to facilitate digital transformation? How to support omnichannel retail? How sell directly without channel conflicts? How to grow our business?

Ideal Solution

Use ecManager as an omnichannel commerce platform converting customers and products into orders. Focus on shopping experiences with content and customer journeys.

Desired Outcome

Focus on your customer needs improves order value, number of transactions and shopping experiences. You'll be able to stay ahead in business. Anytime.

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BRAND CHALLENGES:

Manage multiple unique brands and know your customer.

Brands have all kinds of challenges. How to create personalized customer journey experiences and be on-brand? How to manage multiple brands in different sectors? How to increase time-to-market?

Brands need a customizable and manageable commerce platform supporting marketing and content management.

Challenge

How to be unique, inspire and provide learning content in a competitive and dynamic market? How to manage efficiently multiple international brands?

Ideal Solution

Combine commerce, digital marketing and content management features in a multi-label and cross-border commerce platform. Easy to manage yourself.

Desired Outcome

An on-brand site, that matches your customer journey. Provide a perfect customer experience. Reduce costs. Across all your on and offline storefronts. Always ahead in business.

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PARTNER SUCCESS

Over 80 ecManager successful storefronts build by DNZ and Duk-Tech.

DNZ (De Nieuwe Zaak) is one of the largest and the most experienced digital commerce agency in The Netherlands.

↗ Over 80 ecManager implementations

↗ 50+ million vistors

↗ Award winning ecManager storefronts

↗ $100+ million customer revenues

↗ 30+ .NET ecManager developers

↗ 1% of Dutch online retail runs over ecManager

DE NIEUWE ZAAK
DIGITAL COMMERCE

+

ECMANAGER
GOLD
PARTNER

ECMANAGER
SILVER
PARTNER

SHOPPING AWARDS
PUBLIEKSPRIJZEN XS
2018

GOLD WINNER 2015
WHICHTESTWON
ONLINE TESTING AWARDS

SILVER WINNER 2015
WHICHTESTWON
ONLINE TESTING AWARDS

Thuiswinkel awards

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CUSTOMER SUCCESS:
Royal Dutch Mint sells limited products in one evening.

When on a popular TV show is announced that you can buy a limited Johan Cruyff 5 euro coin, the website of Royal Dutch Mint explodes. ecManager Cloud Edition running in Azure, easily scales up during this kind of campaigns.

ecManager Cloud prevents the storefront going down, avoiding bad customer experiences.

Dealing With Peak Visits

Royal Dutch Mint used a heavy, managed and expensive VM infrastructure. This was needed to support peak storefront visits during television marketing campaigns.

ecManager as Azure Web App

ecManager Cloud Edition runs on native Azure services with low support costs. Scale-up and scale- down your storefront automatically or on-demand, to deal with any size of site load.

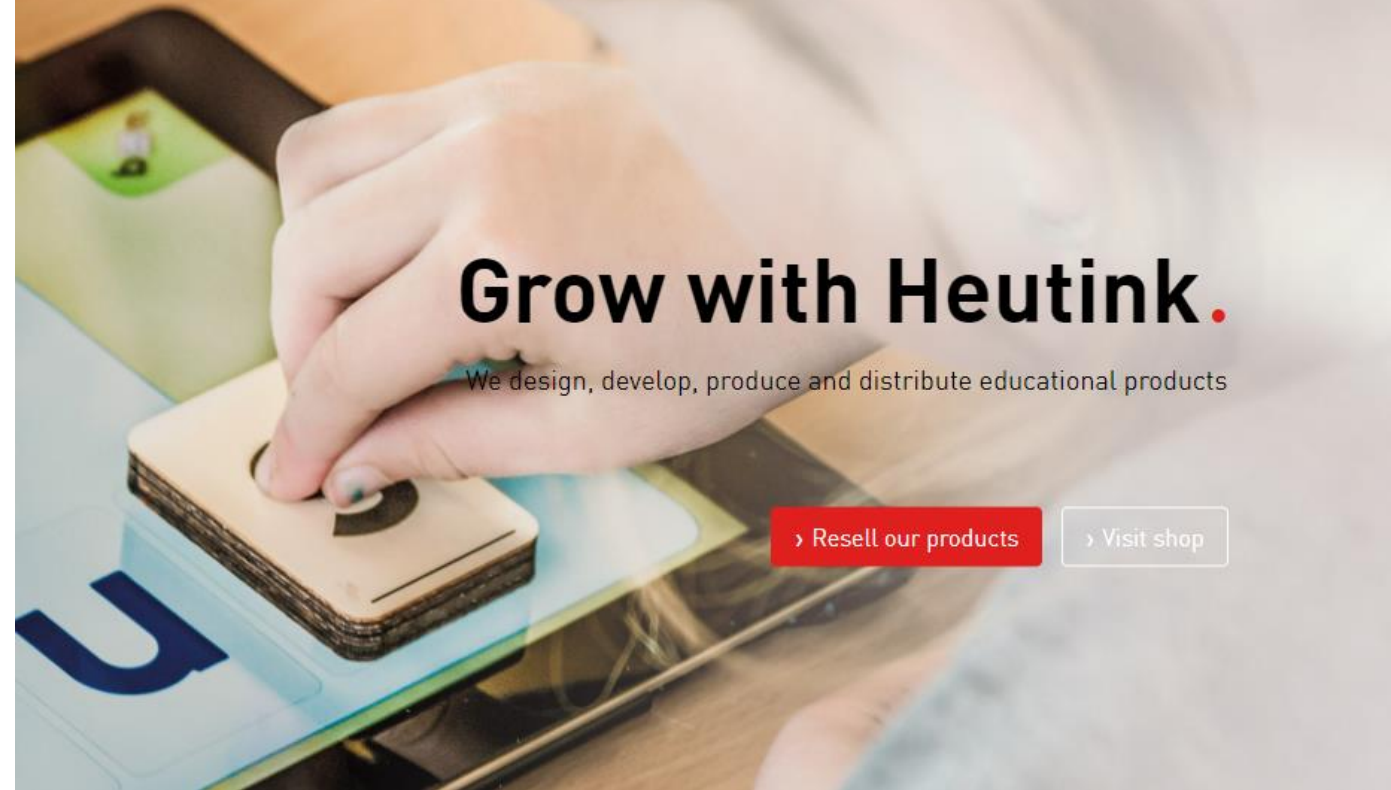### Always Up And Lower Costs

The storefronts of Royal Dutch Mint never go down anymore, perform like they should while reducing the cost of hosting. Customers can buy rare coins and with a great experience.

CUSTOMER SUCCESS:

Heutink launches 12 b2c, b2b and international sites.

How to manage a complex organization and IT landscape running on multiple systems? Heutink consolidated all kinds of commerce and cms solutions on one platform.

Five Heutink companies, with three languages, launched twelve webshops and brand sites. Within twenty weeks. All running on one ecManager digital commerce platform.

Grow with Heutink.

We design, develop, produce and distribute educational products

› Resell our products   › Visit shop

Dealing with multiple business factors

Multiple companies, markets, brands, systems, countries and languages. How can you deal with that in a cost effective way with maximum results for the business?

One platform

ecManager enables customers to run multiple customized storefronts on one codebase. Content is managed in one CMS and integrations with ERP.

Ready for the future

"ecManager offers a lot of flexibility and powerful features for our companies. This enables us to reach our future goals." Tjibbe van Doorn, e-commerce manager at Heutink.
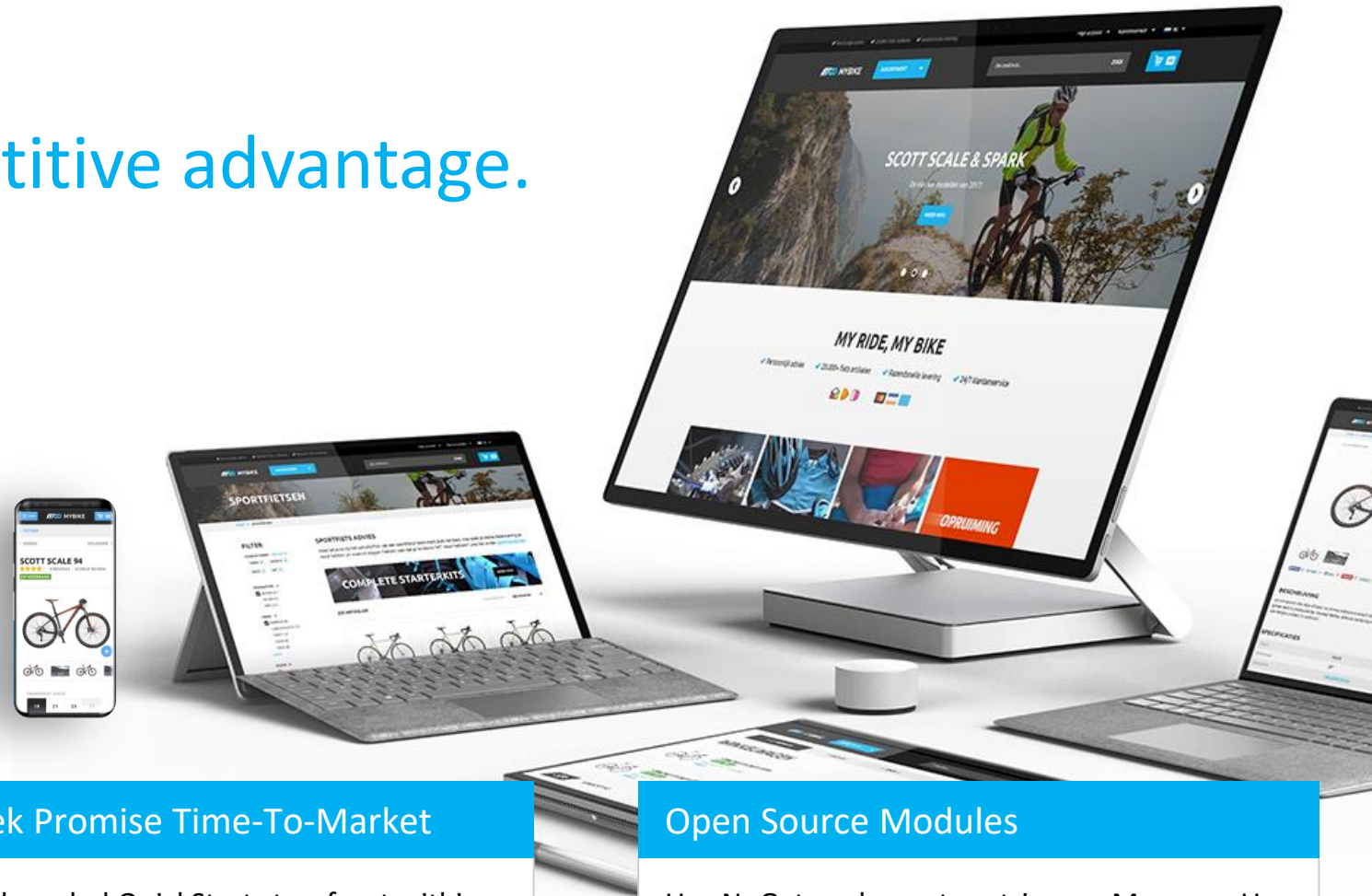
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ECMANAGER

Technology to create competitive advantage.

The most flexible omnichannel digital commerce cloud platform you can find. Commerce, marketing and content features all in one platform.

Continuous delivery. Service Oriented Architecture, single-tenant ecManager Cloud Platform. 100+ heritable and customizable open source modules and storefront blocks.

ecManager Platform, ecManager CMS, ecManager Quickstart and ecManager API.

Build on standards

.NET Core, C#, MVC, React Typescript, Redis, Bootstrap, GraphQL, Azure Web Apps, Blob Storage, CDN, LLBL, Application Insights, Azure Search, AI & Cognitive Services, and Azure SQL.

Six Week Promise Time-To-Market

Deploy a branded QuickStart storefront within six weeks and start improving your customers order value and conversion. Lower time-to-market and TCO significantly with ecManager.

Open Source Modules

Use NuGet packages to retrieve ecManager. Use or customize 100+ modules and blocks. Add your own modules. Create your own front-end storefront app or site. Get free support.

ec manager .NET GraphQL thuiswinkel business partner pwc Software Improvement Group

FEATURE HIGHLIGHTS

All features to start small.
Best-of-breed to grow big.

↗ Multiple sites on one platform

↗ Omnichannel platform

↗ For retail, brands and wholesale

↗ Multi-language & Cross-border

↗ Commerce + Content + Marketing

↗ Fully Scalable

Use 100+ heritable & customizable modules & blocks and our GraphQL API to build unique and successful storefronts with best-of-breed focus on commerce. No monolith software. No templates.

Commerce

ecManager has all the commerce and product information features to run an advanced commerce storefront. Catalogues, products, price lists, promotions, shipping, basket & checkout, orders, payment, accounts and more.

Content

ecManager offers many content features like brand themes, landing pages, blogs, set & look pages, search, store finder, AI personalization and dynamic content blocks. ecManager comes with a CMS to easily manage your storefront.

Marketing

ecManager supports many marketing features like managing SEO, building product feeds, tag management and newsletter subscription. Create your own dashboards and reports for shop performance insights.

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CATALOG

COMMERCE

CUSTOMER

MARKETING

INFORMATION

SEARCH

ADMIN
LOG OFF

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ECMANAGER SAAS
Digital Commerce Platform

ecManager runs natively and single-tenant in Azure, the biggest and most innovative cloud platform of the world.

This makes ecManager smart, secure, compliant and super scalable. There is no need to manage expensive virtual machines anymore. Leverage your business with Azure AI, Azure Search, Voice and the Internet of Things.

Or experience seamless integration with your infrastructure or business applications like ERP, PIM or DMP.

"We look forward to supporting ecManager and their customers on their journey to the hyperscale Azure cloud."

Maarten Sonneveld
Sr. Partner Development
Manager Northern Europe
Microsoft

ecManager + Azure

Start small and grow big? Dealing with high campaign peaks? (Automatically) scale up or down your ecManager storefront easily, securing performance and saving costs.

ecManager as a service

Licences, Azure cloud infrastructure, Azure Expert MSP support and two update implementations per year by the partner. No upfront investments. Pay per month.

Microsoft Co-Sell Ready + Silver Partner

Our Microsoft Cloud Platform competency and Co-Sell Ready status, demonstrates our proven expertise in delivering a quality digital commerce solution running on native Azure.
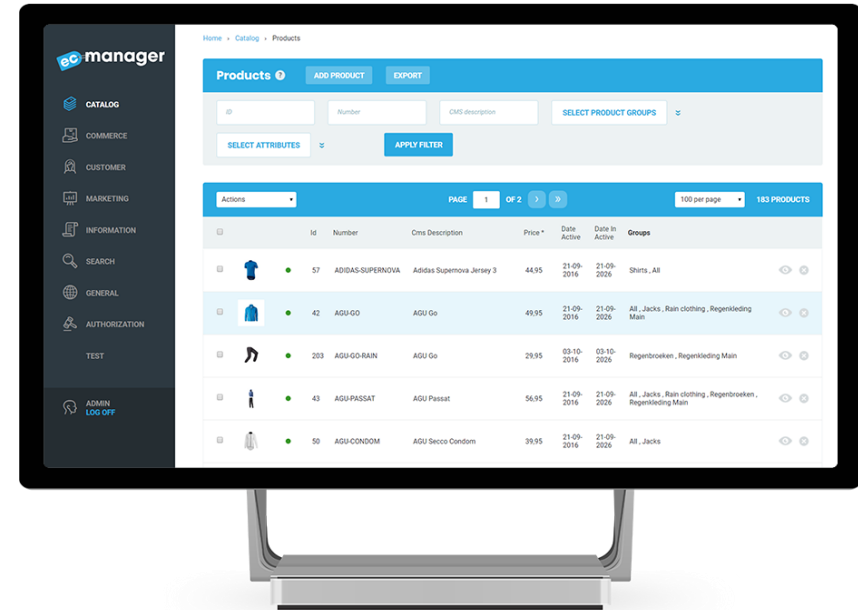
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Microsoft Azure

Azure Expert MSP

Microsoft Partner
Silver Cloud Platform

ECMANAGER EDITIONS:

Choose the ecManager platform that fits your customers needs.

ecManager offers choice. The platform is available in three editions. They all come with unlimited users and sites, ecManager Platform, ecManager QuickStart, ecManager CMS and ecManager API.

ecManager also offers standard add-ons like the ecManager Data Studio Connector.

ecManager Server Edition

Don't want your commerce platform in the cloud? Do you want to leverage your own IT infrastructure, expertise and capacity. ecManager Server Edition is your choice.

€ 50.000 one-off, 20% per year.

ecManager Cloud Edition

ecManager Cloud Edition runs natively on the Microsoft Azure hyperscale cloud. This makes ecManager secure, compliant, easy to integrate and super scalable.

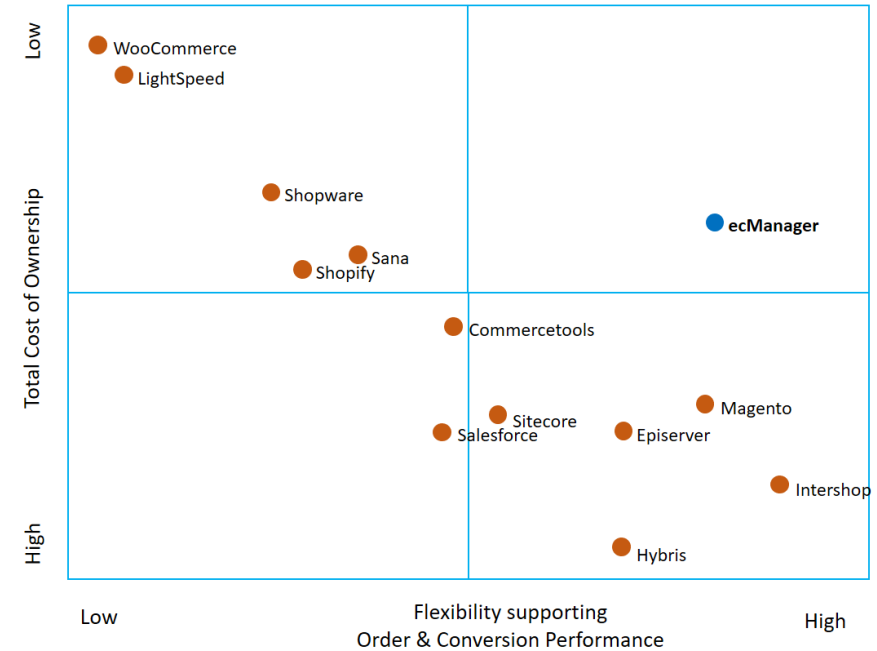€ 50.000 one-off, 20% per year.

ecManager SaaS Edition

ecManager Cloud as a service. Don't worry anymore about your commerce platform, updates, high upfront license costs, cloud infrastructure, azure consumption or support.

Starts at € 2.795 per month.

COMPETITIVE ADVANTAGE

15 reasons for customers to pick ecManager

Chart axes: Total Cost of Ownership (Low–High, vertical); Flexibility supporting Order & Conversion Performance (Low–High, horizontal)

- WooCommerce
- LightSpeed
- Shopware
- Sana
- Shopify
- **ecManager**
- Commercetools
- Sitecore
- Salesforce
- Magento
- Episerver
- Intershop
- Hybris

Flexible

↗ 100+ open source logic modules & blocks

↗ Best in class QuickStart storefront

↗ Customer influence on roadmap

↗ .NET standards. For any .NET developer.

↗ GraphQL Headless & Data API (In progress)

Value

↗ Six Week Promise time-to-market

↗ Ease of use ecManager CMS

↗ Lowest total cost of ownership

↗ Commerce + content + marketing

↗ Integrated Azure cloud services

6 WEEK PROMISE

Leading

↗ 12+ years of proven technology

↗ Leading mid-market Microsoft Azure solution

↗ Award winning platform

↗ Continuous delivery. Dutch quality

↗ Design & brand

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ALWAYS AHEAD IN DIGITAL COMMERCE

↗ Build Unique Experiences
↗ Maximize Order Value & Conversion
↗ Always Fast

Get started!

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Microsoft Azure

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