bluemarble
commerce

BlueMarble Commerce is a cloud-native, microservices-based solution which empowers a true omni-channel customer experience. It unites multiple lines of business and integrates easily with existing IT back-end systems.

BlueMarble supports your end-to-end business process workflows for sales, commerce and customer relationship management.

SOLUTION KEY FEATURES:

- Cross-touchpoint activity
- Personalized engagement
- Multi-play and customizable offers
- Real-time CPQ
- Persistent Shopping Cart
- Configurable Order capture

BUSINESS SERVICES

CUSTOMER

The Customer Search and Link functionality allows you to quickly find and select the correct customer record(s) in order to create a full Customer 360-View. It allows a flexible setup which can be easily used in multiple implementations but quickly adapted to the implementations needs.

PRODUCT CATALOG

The Product Catalog converges customer and product data automatically in near real-time to provide a single customer view and actionable business analytics. Converged data is easy to maintain and supports the creation of multi-play bundles that combine traditional and digital products from different IT stacks.

SHOPPING CART

Configure, Price, Quote (CPQ) is helping to define the price of products in a quick changing market. It is giving the opportunity to increase the deal size via cross-selling and up-selling as well as closing deals quicker. Rule-driven logic and context-aware features allows customers to create personalized multi-play products, in addition to suggesting up-sell and cross-sell possibilities.

ORDER CAPTURE / CHECKOUT

The checkout captures all additional data that is needed to successfully handle the commercial order. It consists of a single screen for all sales flows. A converged checkout for multi line of business based on ruling with many capabilities, like split payment and delivery options, and to handle multiple customer and products lifecycle stages in one checkout flow.

BUSINESS APPLICATIONS

All **BlueMarble** business services provide pre-built UI components and complete functional components. **BlueMarble** provides complete business applications that enable a consistent, optimized user experience within a single workflow..

PRODUCT COMPONENTS

BlueMarble Commerce supports the implementation of digital and assisted channels (based on TMForum OpenAPI specifications). A built-in rule-driven Commercial Product Catalog makes it possible to combine physical and digital products

DIGITAL TRANSFORMATION

We simplify the selling of complex products and enable our clients to provide a consistent, personalized and contextually relevant experience across all customer touchpoints.

INCREASE IN SALES	REDUCE AHT	ERROR REDUCTION	GO-LIVE	DIGITAL CHANNEL APPLICATION
+ 10%	- 40%	- 40%	3 MONTHS	6 WEEKS