



OneView Retail-as-a-Service

OneView Digital Store Platform's feature-as-a-service transaction engine empowers the relevant, agile engagement that creates signature brand experiences to disrupt, differentiate, and delight customers. Take control of point of sale, inventory, promotions, and omnichannel orchestration to increase loyalty and transform every interaction that matters.

Innovate Everything

Why OneView?

A Single Commerce Engine to Empower All Your Customer Journeys

- Built for fast experience development while unlocking value in legacy systems
- In-store best practices and TLog processing for rapid iteration and integration
- Highly scalable, extensible cloud architecture for speed, security and function

Headless to Put You in Complete Control of CX and UI

- Removes development complexity around commerce processes
- Feature-as-service capabilities to eliminate duplicate development efforts
- RaaS platform model that continuously grows in capability and value

Modern Architecture for Rapid Response to Changing Preferences

- Empowers test and learn development for meaningful engagement everywhere
- Platform tools to create cohesive and personalized journeys at scale — fast
- Gives you control to iterate your next-generation POS and commerce experiences

“Empowering team members to offer better customer experiences remains the key focus of this transformation”

David McNamara, Australia Post

Next Generation POS + Digital Experiences, Fast

With a target architecture anchored in control, agility, and innovation, Kroger turned to OneView for a Retail-as-a-Service Platform that would empower them to build customer experiences that differentiate and transform with speed, agility, and purpose.

- Transformed customer experience for grocery pickups at Walgreens
- All CX built and deployed by Kroger via OneView Digital Store Platform (RaaS)
- Experience reimaged + delivered in 20 weeks



Building their POS + Customer Engagement, Fast

Faced with aging store infrastructure and a fast-moving business model that looked to take advantage of new opportunities for customer engagement, Australia Post turned to OneView for a platform that put them in control to build the store and customer experiences they needed, fast. Beginning with a mobile store experience to prove the approach, the team rapidly gained support and funding for their multi-year digital transformation anchored in control, agility, and speed to market.

- Proved the business case for a retail-as-a-service platform with agile planning and delivery
- Empowered to build and evolve their own customer experiences for maximum relevance
- New mobile store experience delivered fast to provide proof points for full program

