

LYONSCG SOLUTIONS

# Unified Commerce Solution for Grocery

Quickly build engaging grocery experiences and penetrate new market opportunities utilizing a Salesforce Fullforce solution.



**From large supermarket chains to local independent stores, today's grocers need engaging digital solutions to capture the attention of digitally savvy and demanding consumers. The Unified Commerce Solution for Grocery enables food merchants to launch immersive, intuitive digital experiences more quickly and less expensively than ever before.**

As a Salesforce Fullforce<sup>1</sup> solution, the Unified Commerce Solution for Grocery delivers on the needs of modern grocery shoppers by seamlessly integrating Salesforce Commerce Cloud, Marketing Cloud, and Service Cloud. These experiences enable customers to:

- ✔ Modify already-placed orders before they're delivered
- ✔ Sort, search and filter products based on previous orders
- ✔ Add and save favorite grocery items to their profile for easy re-ordering
- ✔ Shop specific location inventories with real-time store views into product selection, pricing and delivery times.

The Unified Commerce Solution for Grocery also incorporates MuleSoft's Anypoint Platform™ to help grocers integrate legacy data and applications into one seamless network, enabling grocers to get their omnichannel strategy online more quickly than ever.

Our Unified Commerce Solution for Grocery leverages expertise from hundreds of implementations to deliver a next-generation digital grocery solution. From discovery through post-launch service, this program enables grocers to realize their digital vision and create experiences that resonate with consumers across every touchpoint.

To learn more about the Unified Commerce Solution for Grocery, please visit [www.lyonscg.com/grocery](http://www.lyonscg.com/grocery).

<sup>1</sup> Salesforce Fullforce Solutions are systems integrator or consulting partner offerings recognized for their specialization in priority Salesforce industries and other key solution areas. Fullforce Solution alliance partners have demonstrated proven experience and customer success.

## 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).

## About Lyons Consulting Group

Lyons Consulting Group (LYONSCG), part of the Capgemini Group, is a leading global commerce service provider, with capabilities that include consulting, digital agency, systems integration, technology services, and managed services. LYONSCG combines proven methodologies, deep technical expertise, and award-winning design to create digital commerce experiences that engage and convert consumers and buyers. Hundreds of leading B2C and B2B brands trust LYONSCG to realize their commerce vision and continually optimize it to drive profitable growth. LYONSCG is a partner of Salesforce Commerce Cloud, SAP C/4HANA and Adobe Magento; is a recipient of Salesforce Commerce Cloud Global Sales Partner and Delivery Partner of the Year awards, and Magento Partner Excellence and Magento Innovator of the Year awards. For more information, go to [www.lyonscg.com](http://www.lyonscg.com).



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