In retail, moving at the speed of consumer expectation is a constant challenge. Consumer interactions with retailers are changing every day through new devices, channels, and experiences. Keeping pace with innovation requires more speed and flexibility. Today’s retailers must be able to deploy new commerce experiences while minimizing risk and cost and they need to get to market faster – and that requires a new approach. We’ve purposely designed the microservices based Elera™ Commerce Platform with speed and innovation pivotal to creating cloud services and addressing these retailer challenges.

Microservices are loosely coupled services that each serve a particular business function. They break up the platform monoliths – like a traditional commerce application – into individual parts, like order, checkout, shopping carts and inventory, so that they can be used in any customer experience and assembled in a way that serves the retailer’s specific objectives. They can be combined with existing software architecture to deliver larger scale applications quickly, frequently and reliably - all while evolving your current technology infrastructure. With the constant need to improve the customer experience, increase agility, scale continuously and accelerate commerce, it is imperative that retailers stay ahead of the everchanging retail landscape. Using a microservices approach like Toshiba’s Elera Commerce Platform, will help you do just that.
Toshiba’s expertise is at the intersection of retailer desires, shopper expectations, and technical innovation. This uniquely positions us to clearly understand what shoppers are looking for and what retailers need to meet those expectations. We have developed the Elera Commerce Platform to assist retailers who are looking to drive evolutionary change for their business and accelerate their path towards a more frictionless future. Retailers can preserve their investments in hardware and customizations while providing availability, reliability, and scalability and powering continuous development and deployment.

As consumer behavior rapidly shifts, the experience is becoming truly contextual, omni-channel and personalized. And, as new channels open and new data about consumers and demand become available, retailers are finding that their organizations need to accelerate and support a pace of change that is well beyond their ability to keep up.

With over 400 open APIs and over 30 deployed microservices, retailers now have the freedom to create and innovate on top of pre-existing infrastructure and plug into 3rd party co-development opportunities. Existing commerce platforms can’t be transformed overnight, but by adopting microservices incrementally, retailers can revitalize their system architecture on their own schedule. By taking this evolutionary approach retailers can provide commerce solutions faster, with more flexibility than ever before. Toshiba understands retailer’s needs and the customer journey; that’s why we offer premier services right out of the box, including but not limited to:

**Use Cases:**
- Associate Mobile
- Centralized Pricing
- Dark Store
- Full POS
- Mobile Loyalty Sign Up
- Promotions and Loyalty
- Returns Management
- Self-Service

**Capabilities:**
- Admin Configuration UI
- Infrastructure
- AI and Analytics
- Audits
- Authorization
- Centralized Configuration Management
- Flex Deployments
- Software Maintenance

### Retailers
Improve shopper experiences; innovate incrementally via a platform approach: self-enablement allows quick addition of services and capabilities reducing TCO

### Associates
Foster collaboration and innovation among associates; add new store capabilities around efficiency and customer satisfaction

### Customers
Delight customers with innovative and engaging shopping journeys
TOSHIKA ELERA COMMERCE PLATFORM

Data Solutions
Retailers are constantly looking for a competitive edge, and Elera can help provide that in better ways to reach customers, more efficient customer journeys and opportunities to proactively meet customer needs. Through big data analytics retailers can create customer recommendations based on their purchase history, resulting in enhanced shopping experiences that eliminate unnecessary friction.

The Elera Commerce Platform features end to end data solutions from collection, storage, and transformation - extending to analysis, insights generation, and monetization opportunities. These super-sized data sets also help with forecasting trends and making strategic decisions based on market analysis and insights, which help to accelerate retail business value. The large amount of data generated as a result will need to be accessed, stored and processed. Cloud computing will become increasingly critical to support this shift; providing storage and transforming data into insights that can be utilized to drive decisions and interactions which may alter the complexion of customer journeys.

Utilizing advanced analytics enables you to generate a 360-degree of each customer, from competitive share of wallet insights to 1-to-1 customer promotions. This presents an opportunity for retailers of all sizes to add real value to their customers by harnessing data to personalize the customer experience and enhance customer loyalty. Toshiba can help retailers add new capabilities quickly to fill gaps or respond to opportunities that they identify as a result, or even further predict emerging trends and create the kind of personal engagement that customers have come to expect.

The Incremental Journey to Frictionless (IoT)
Retailers first embraced the term 'frictionless' to describe a pain-free, seamless shopping experience that quite literally means avoiding any friction. With the development of technology and innovative retail ideas, the term has evolved to focus on a faster, more personalized experience that goes beyond a customer’s expectations. The success of frictionless stores revolves around the consumer. You must look for and reduce friction in checking out and payment processing time in order to create value for shoppers. That means retailers must adopt technologies like artificial intelligence, edge computing, computer vision, sensors, and mesh networks to create stores that remove friction for customers while simultaneously collecting relevant data that helps them create more personalized experiences.

Retailers must take steps toward a frictionless future by transforming in-store experiences to create sustainable business growth while also realizing value each step along the journey. Toshiba instills this approach in our Elera Commerce Platform with the aim of minimizing impact to a retailer’s existing store infrastructure while allowing the value to build up over time as new technologies are deployed. Creating a “store of the future” happens one step at a time. Today, the primary selling point might be loss prevention while tomorrow the focus might be on improving store operations. A commerce platform like Elera will provide the components retailers need to accompany their growth and increasing maturity. With the capability to add one component, one brick at a time and when the time is right to take it to the next step, benefit from a native integration with their existing technology infrastructure.

The only thing that’s certain in retail technology is continuous evolution, so as the Internet of Things (IoT) becomes more commonplace, the number and variety of omnichannel and other touchpoint interactions will increase substantially. Through the Elera Commerce Platform, Toshiba or 3rd party IoTs and touchpoints attach to the platform through a rich API layer and connect data across systems, platforms, and devices, enabling organizations to process, access, and act on information in real time to provide better customer service. Engaging customers in this way, retailers ensure that shoppers have all the relevant information they need to have a frictionless journey.
Toshiba Global Commerce Solutions
Toshiba Global Commerce Solutions is a global market share leader in retail store technology and retail’s first choice for unified commerce solutions. Together with a global team of dedicated business partners, we advance the future of retail with innovative commerce solutions that enhance customer engagement, transform the in-store experience, and accelerate digital transformation.

Together Commerce
Together Commerce is Toshiba’s vision for the new future of retail where retailers adapt their strategies, their stores and their technology to engage with consumers throughout the buying process in a seamless and helpful way. This collaborative approach enables retailers and customers to create mutually rewarding commerce—together.

For more information
To learn more about how Toshiba can help transform your business, contact your local Toshiba sales representative or Toshiba Business Partner, or visit: commerce.toshiba.com