

Learn The Secret Why Our Grass Is So Green

Customers Expect More

It is absurd that Internet Retailers are still delivering a user experience that was built for an old computer with dialup. The reality is retailers consistently fail to deliver more than a mediocre, unexciting user experience for their clients browser and mobile devices. Consumers are ready for a change. They've already upgraded their mobile phones, and purchased new tablets. And they're saying, "C'mon retailers, it's your move". With anyCommerce app technology, combined with CommerceRack DataFair capabilities, the next generation of customer experiences is already here.

COMMERCE RACK

- *Cloud Commerce Appliance*
- *Competitive Intelligence Engine*
- *Operates at Wire Speed*
- *Unparalleled Security/Threat Mitigation*
- *Delivers an Amazing User Experience (when paired with an anyCommerce App)*

CommerceRack provides a cloud based "Data-Fair" enabling retailers to deliver next generation user experiences. The CommerceRack DataFair helps retailers find new revenue opportunities by powering next-generation applications which run natively on a mobile device or inside the browser. Applications are faster, and never need to reload pages. Applications can also easily access cameras, sensors, digital wallets, and social services which are connected to device or browser much more fluidly than a web page can.

Collectively the DataFair is superior to the old conventional method of deploying a database because it allows applications that run on the client to securely access only the data they should, and limits the velocity of access in event of a compromise.

anyCommerce

- *Single app for mobile, browser and store*
- *Works in browser or deploy via Apple AppStore, Google Play*
- *Intelligent local caching and data retrieval*
- *Open Source / Freely Available*
- *Uses Github collaborative development model*
- *Easy to learn: pure HTML5, CSS3, javascript - nothing else.*
- *Easily communicate with camera, gps/location, wallets, social, etc.*
- *Lightning fast - when paired with a CommerceRack DataFair*

The anyCommerce app framework is built to combine mobile, online, and retail commerce in one consistent customer experience. Since the beginning of the internet, companies had to differentiate between different online technologies as they emerged: "E-Business", "M" for mobile, "F" for Facebook, etc. anyCommerce is designed for a future where all types of commerce converge. As expected, the anyCommerce open-source software offers many of the same features found in legacy e-commerce, m-commerce, and point-of-sale systems -- but is also unlike any other closed or open-source platform on the market. Offering a one-of-a-kind platform built exclusively in the common tongue (HTML5, CSS3, Javascript), the anyCommerce framework uses a popular MVC design pattern to allow for platform neutrality and vast interoperability. The resulting applications can be deployed at a URL/Website, or into any App Store, or even run locally on a client/developers machine.

Advantages:

Together, CommerceRack & anyCommerce offer exciting new advancements compared to traditional B2B & B2C commerce offerings including:

1 Unified customer browser/mobile: clients use a template, or design one custom application using responsive design and deploy to browser and native IOS and Android. The CommerceRack data-fair offers unique features such as device "Push Notifications" that bypass email to offer new forms of interaction and security for consumers. No page reloads means customers never have to wait, and reduction in bandwidth requirements leave room for new experiences such as one way or bi-directional video chat and session sharing.

2 Common Tongue Architecture: delivers faster time to market can be built/modified/audited by an web developer who understands HTML5, CSS3, and Javascript (no other server side languages) ensuring large global availability of developers. Utilizes the popular open-source github.com to track any changes by individual - simplifying collaboration between employees, vendors, and other contributors from around the world. Branching capabilities of 'git' mean multiple versions (future, test, production) can be worked on concurrently and managed just like any other open source agile project.

3 Reduced infrastructure + Reduced Complexity= Increased deployment configurations + lower operational costs: Real cloud based application which runs on a browser, or on a native device. Applications require less overhead than legacy page-oriented websites because all presentation is done on the client device. Application assets are static files and can be deployed on a CDN insuring maximum speed, and run on the client device making it possible to easily scale horizontally infinitely. Incorporates the best benefits of SAAS (lower cost, frequent updates) but conveniently sidesteps the SAAS drawbacks such as vendor control issues because applications can be customized by clients as business requirements dictate. Because applications are a build-once, deploy anywhere -- the final costs are substantially lower than building and maintaining a unique application for each platform from the ground up.

4 Unsurpassed Security: Due to the nature of the application PCI audits are only necessary on the hardened CommerceRack appliance. In addition because apps run on a local device many types of popular attacks are ineffective because they would simply target the attackers device, or static assets, rather than the servers. Because apps are mostly static, DDOS can be more easily mitigated through the use of a CDN. In addition the data-fair offers role based permissions offers one of a kind threat protection against spear-phishing by tracking device usage, and ensuring that an employee's data access velocity does not exceed their job responsibilities -- with options to alert security administrators when suspicious usage occurs.

5 Universal Compatibility: Built in the common tongue means the anyCommerce application can be deployed into any infrastructure, with any service, into any model. It can be shared with, or enhanced by vendors and tested/approved locally without the need for any separate infrastructure or test environment. Finally anyCommerce can be deployed onto any existing blog, or existing e-commerce website, or mobile app with minimal work -- allowing B2B and B2C retailers to immediately begin move their existing legacy systems to the cloud.

The Always Connected Solution

In summary - the B2B & B2C experience needs to adapt to the "always on" connected world. As each day passes, more and more affluent clients are embracing mobile and social experiences. Besides offering a quality product, the easiest way to gain new clients (and retain existing ones) is to continue to deliver improved customer experiences. By rethinking the roles and responsibilities anyCommerce + CommerceRack delivers more for a lower cost, but also to deliver experiences that were previously impossible.

CommerceRack is actively engaged in resellers for our Data-Fair offering who help us create the necessary diversity in the marketplace to attract clients of all sizes. Ideal candidates include data-center & hosting companies, graphic/website design firms, application development companies, or other companies with vertical market experience. We believe in a healthy ecosystem of both cooperation, and competition among providers seeking to grow their customer base by offering new innovative solutions, or packaging CommerceRack along side their own cloud offerings.