



**MOZU**<sup>TM</sup>

## The Future is Now

At Echidna, we have had experience on nearly every major enterprise commerce platform popular today, and we are thrilled to see Mozu enter the enterprise commerce market. The performance, value, flexibility and extensibility are unlike any other platform available today. In short, if you are selling online, you need a tool that is built for today's challenges – Mozu.

[echidnainc.com](http://echidnainc.com)

## MOZU: THE FUTURE OF ENTERPRISE COMMERCE

Commerce today is in a state of flux – technology is moving faster than ever, and the number of technology solutions required for a successful commerce business is rapidly growing. In addition, there are increasingly more channels and devices where a commerce leader needs to engage consumers. Add that all up, and today's commerce leaders are more pressed than ever to find technology solutions that are flexible, affordable, and easy to extend.

That is why Echidna is thrilled to see Mozu launch the first new entrant to the enterprise commerce space since Demandware launched in '04.

A lot has changed in the past 10 years, and Mozu is well positioned to grow with a truly modern SaaS platform.



### SAAS BENEFITS

Mozu handles common commerce functionality so you can focus on the unique needs of your business.

## MOZU: EXTENSIBILITY AND INTEGRATIONS

Mozu comes out of the box with the majority of what retailers need from a functionality perspective. But every business has a few unique needs that are business critical, and the extensibility of the platform is key to achieving success.

Every commerce site requires integrations with other applications. Mozu comes ready to extend – a must for any enterprise platform. Mozu starts with an API-First architecture that exposes key integration points and data.

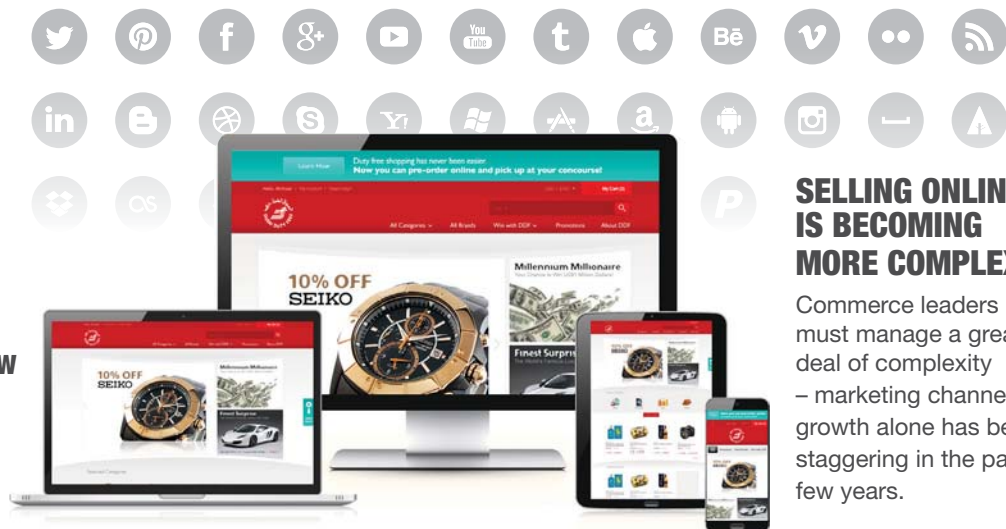
These are critical for integrations with various systems – ERP, CRM, OMS, and so many more. These restful APIs provide easy and rapid connection points to the critical pieces of the Mozu system – a must for successful integrations.

Mozu is already integrated with key applications, and more integrations are being released each quarter. These integrations make it easy for businesses that require a variety of 3rd party software integrations to merchandise, market, and fulfill effectively.



THEN

NOW



### SELLING ONLINE IS BECOMING MORE COMPLEX

Commerce leaders must manage a great deal of complexity – marketing channel growth alone has been staggering in the past few years.

## EXPERIENCE ON DEMAND: **SITE BUILDER**

Another challenge teams are facing today is the increasing amount of content required to market effectively online. How can sites manage tens, hundreds, or thousands of content pages and seamlessly integrate them into the shopping experience?

### Mozu Platform



### **MOZU** ARCHITECTURE

Mozu is built for easy administration and extension.

The Mozu Site Builder comes into play here. Site Builder provides a graphical user interface where users can drag and drop widgets – from top product carousels to social media plug-ins and more. The idea is to use templates with defined drop zones to allow administrators to create and modify pages in a powerful way.

What this means for commerce companies is unparalleled flexibility to quickly publish and optimize content. Instead of calling your agency, Site Builder allows business users to do more and more themselves. This produces two important things: cost savings and faster publishing. Managing content has never been easier than with Site Builder.

Another feature of Mozu and Site Builder is the ability to manage multiple sites from one administrative panel. How can this be used?

- > Wholesale vs. Retail sites that draw from one catalog but have different pricing, merchandising and promotions
- > Companies who desire multiple brand sites with a single point of administration and management

This is where Mozu shines as the only commerce tool with modern architecture – built to do exactly what commerce businesses need to do in a multi-channel, multi-device, and multi-site world.



### **MOZU** INTEGRATIONS

Mozu is partnered with key vendors and comes with a variety of pre-built integrations.

# LAUNCH AND LEARN: SIGMA BEAUTY

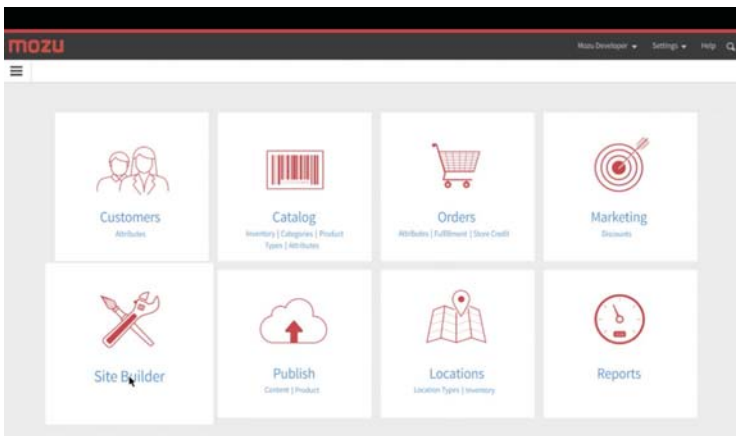
Sigma Beauty came to us with a question many have asked before – what is the optimal eCommerce platform to use for their expanding commerce brand? Their challenges were typical for a multimillion dollar online business: rapid growth, multiple audiences and pricing levels, multiple 3rd party integrations, and a need to iterate over time and be flexible with future solutions that are required to market and transact effectively around the world.

Due to the scalability and flexibility of the Mozu platform, Sigma Beauty has decided to launch a site quickly to prove the concept and functionality of Mozu.

In 16 weeks - less time than some RFP processes - they will be in market and learning the Mozu tool with true experience instead of demos and scoping meetings. And this will be achieved at a fraction of the cost of a Demandware or ATG launch.

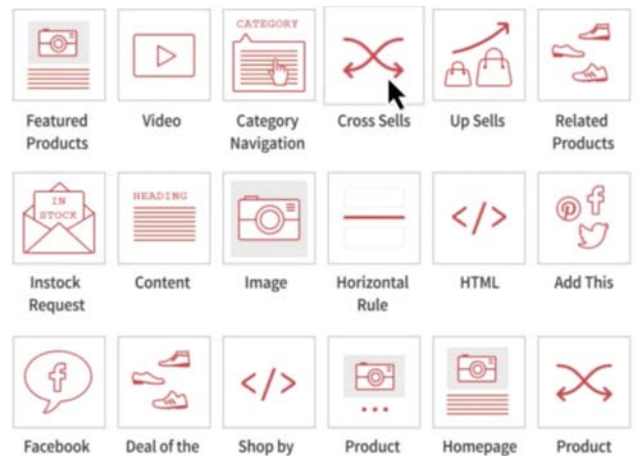
Sigma will launch with multiple sites aimed at their core targets – pro partners, retailers, and consumers. Once live, they will further expand capabilities on the Mozu platform. Expansion will start with an inventory and warehouse management integration - implemented on a separate site instance to reduce risk and ensure a smooth launch. As Sigma Beauty continues to expand, they will also benefit from the features and tools that are rapidly being added to the Mozu platform.

Ultimately, Mozu will allow Sigma Beauty to evolve their business processes and expand their platform over time. This will help them avoid an eCommerce leader's worst nightmare: spending millions of dollars on a solution with uncertain returns. Instead, Sigma Beauty will spend a fraction of this amount to go live and expand their eCommerce platform over time along with their business.



## MOZU SITE BUILDER

A quick look at the graphical user interface of Mozu.



## MOZU WIDGETS IN SITE BUILDER

A closer look at some of the widgets available in the Mozu Site Builder.



1933 COLFAX AVE S  
SUITE 203  
MINNEAPOLIS, MN 55403  
+1 317-379-2724

[echidnainc.com](http://echidnainc.com)

## ABOUT US

We really love working for you and your customers.

Echidna is a digital services company that specializes in user experience design, multi-device development, and custom services and solutions for businesses across the world. We combine the strategy & creative imagination of an interactive agency with the diligence & tenacity of a technology solutions provider.