



NEWS RELEASE

Pivotree Signs Service Agreement with Leading Retailer to Advance Frictionless E-Commerce Strategy

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Omnichannel approach has optimized inventory and availability, created a more seamless UX and laid foundation for 300% YOY growth in Q2 2020.

TORONTO, April 15, 2021 /CNW/ - Pivotree Inc. (TSXV: PVT) ("**Pivotree**" or the "**Company**"), a leading provider of Frictionless Commerce solutions, announced today that one of its longest-standing retail clients has just signed a services agreement to deliver enhancements to its eCommerce technology platform that will further increase inventory availability, shipping options and item findability. This comes after the company saw impressive performance results from its modernized omnichannel eCommerce platform and order management system, implemented and supported by Pivotree, including 300 percent year-over-year growth in online sales in Q2 2020.

Building on a relationship that's now in its eighth year, Pivotree refined and executed a three-pronged frictionless eCommerce strategy for the company. During this time Pivotree helped the retailer achieve a compelling UI and UX redesign, which has strengthened the loyalty of its existing customers and attracted a new generation of digitally savvy consumers. It also replaced the company's costly legacy system by migrating the organization to a new eCommerce platform based on SAP Commerce Cloud, all while successfully helping it meet its aggressive online sales metrics.

This transformation enabled the company to move from shipping online orders from one central distribution centre to unlocking inventory across the entire store network. Besides creating significant operational efficiencies, this capability ensures customers have access to greater product selection with reduced occurrences of encountering out-of-stock items. The ability to show them local store inventory also helped drive more foot traffic to stores. Today the retailer is able to intelligently source products based on customer proximity, facilitate store-to-store transfers of inventory with ease, and offer customers the convenience of in-store pick-up and returns.

The net result is that the company now enjoys a clear advantage in its segment. With over 300 percent growth in

net income and a greater than 50 percent increase in topline revenue in 2020, it is clearly outpacing the category competition and set to continue reaping the benefits of truly frictionless commerce across its online and in-store footprint as it enters the next phase of growth.

Even as COVID-19 created unprecedented levels of online traffic, the retailer was still able to confidently meet customer demand and provide a seamless user experience. With an optimized order management system in place across the organization, the company was also able to decrease delivery times during this critical period for the business, further entrenching their leadership position in a fiercely competitive industry.

"To succeed in the digital era, online retailers must focus on achieving frictionless commerce by removing the barriers that interfere with critical customer-facing and back-end processes," said Greg Wong, Chief Revenue Officer at Pivotree. "That requires new frictionless thinking, and this customer has shown what's possible when companies embrace this kind of approach."

More information on how Pivotree can help retailers deliver seamless e-commerce experiences can be found at <https://pivotree.com/services/by-industry/retail/>. To learn more about Pivotree's strategy for frictionless thinking, [click here](#).

About Pivotree

Pivotree is a leading global commerce and MDM services provider. It is an end-to-end vendor supporting clients from strategy, platform selection, deployment, and hosting through to ongoing support. It operates as a single expert resource to help companies adapt relentlessly in an ever-changing digital commerce landscape. Leading and innovative clients rely on Pivotree's deep expertise to choose enterprise-proven solutions and design, build, and connect critical systems to run smoothly at defining moments in a commerce business. Pivotree serves as a trusted partner to over 170 market-leading brands and forward-thinking B2C and B2B companies, including many companies in the Fortune 1000. With offices and customers in the Americas, EMEA, and APAC, Pivotree is widely recognized as a high-growth company and industry leader around the globe. For more information, visit <http://www.pivotree.com>.

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