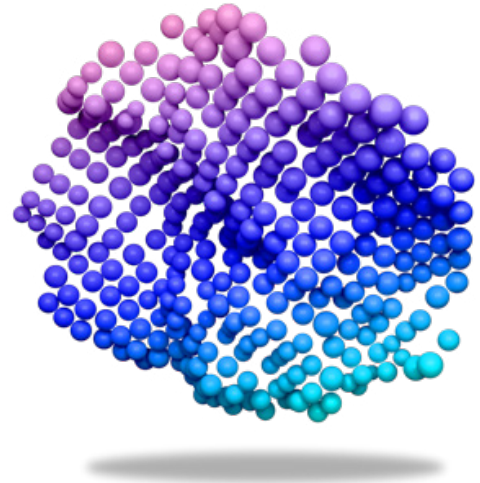


# PLATFORM ESSENTIALS

# COMMERCE PLATFORMS



Accenture’s services are designed to help platform companies define and enable the commerce experience, target the right products and markets, develop new purchase models and expand their networks of partners and sellers. With solutions across the commerce spectrum, Accenture can help platform companies create and expand their commerce experiences for consumers.

Demand for frictionless experiences is extending deeper and deeper into commerce from finding the right products, to the payments process, and speed and ease of delivery. And new technologies like digital voice assistants and blockchain are opening new opportunities for commerce every day. It’s time to evolve the commerce experience and expand what users are purchasing on your platform with seamless, personalized and convenient new products and services.

**HOW WE CAN HELP:**

	01 CORE COMMERCE	02 NEW RETAIL	03 NEW PAYMENTS & SECURITY
	We determine the best strategies to grow the core with fierce competition.	Our teams define strategies to provide a compelling user experience across all customer touchpoints.	We identify the best ways to protect your organization from fraud while expanding reach.
<b>QUESTIONS ANSWERED</b>	<p>What are the right markets &amp; products for my platform?</p> <p>How can I continue to innovate my product search?</p> <p>How do I grow the top line while reducing operational expenditure?</p>	<p>How do I create a frictionless customer experience?</p> <p>How do physical stores fit into my consumer portfolio?</p> <p>How can I incorporate digital into physical stores?</p>	<p>How do I expand my platform into consumer finance?</p> <p>What’s my strategy for frictionless buying processes?</p> <p>How do I protect against money laundering and fraud?</p>
<b>SOLUTIONS</b>	<p><b>Growth &amp; go-to-market strategies</b></p> <p><b>Market &amp; product assessment</b></p> <p><b>Commerce platform development</b></p> <p><b>Marketing</b></p> <p><b>Customer experience</b></p> <p><b>Product content management</b></p> <p><b>Optimize search</b></p> <p><b>Operating models</b></p>	<p><b>New consumer engagement models</b></p> <p><b>Mobile &amp; IoT commerce</b></p> <p><b>AI &amp; merchandising</b></p> <p><b>Subscription programs</b></p> <p><b>Quick prototyping solutions</b></p> <p><b>Contextual retail</b></p> <p><b>Selling through social</b></p> <p><b>Loyalty programs</b></p>	<p><b>Commerce platform security</b></p> <p><b>Blockchain</b></p> <p><b>Fraud management</b></p> <p><b>Anti-money laundering</b></p> <p><b>Digital identity</b></p> <p><b>Customer data management</b></p> <p><b>Digital currency</b></p> <p><b>Payment orchestration</b></p> <p><b>Payment network strategy</b></p>

## 05 COMMERCE ECOSYSTEM

## 06 COMMERCE ENABLERS

	05 COMMERCE ECOSYSTEM	06 COMMERCE ENABLERS
QUESTIONS ANSWERED	<p>We outline a roadmap to collaborate with and build a network of partners and sellers.</p> <p>How do I collaborate with and build a network of partners?</p> <p>How do I attract sellers to my platform?</p> <p>How do I use data to identify the new sellers I need to acquire?</p>	<p>We define models to collaborate and enable fulfillment and delivery for a smart end-to-end supply chain.</p> <p>How do I build a smart E2E supply chain using robotics, automation, blockchain etc?</p> <p>How do I collaborate across my fulfillment partners and work with them in new ways?</p>
SOLUTIONS	<ul style="list-style-type: none"><li>Vendor management</li><li>New seller acquisition</li><li>Collaboration platform</li><li>Cross-partner promotions</li><li>Partner onboarding</li><li>Commercialization structure</li><li>Governance and operating model</li><li>3rd party management</li></ul>	<ul style="list-style-type: none"><li>New logistics &amp; delivery (e.g. drones)</li><li>Data-driven forecast &amp; stock management</li><li>Last mile platform</li><li>Virtual supply chain control tower</li><li>Vendor management</li><li>Overseas network planning</li></ul>

**For more information on how our Platform Commerce services can help you capture the value of commerce, please contact:**

### KEVIN COLLINS

Managing Director  
Accenture Software & Platforms  
[kevin.j.collins@accenture.com](mailto:kevin.j.collins@accenture.com)

### GEORGIA COSTA

Senior Manager  
Accenture Software & Platforms  
[georgia.p.costa@accenture.com](mailto:georgia.p.costa@accenture.com)

### KATIE WHEELER

Senior Manager  
Accenture  
[kathleen.v.wheeler@accenture.com](mailto:kathleen.v.wheeler@accenture.com)

## ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With 492,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at [www.accenture.com](http://www.accenture.com).

Visit our website at  
[www.accenture.com/commerce-platforms](http://www.accenture.com/commerce-platforms)

Copyright © 2019 Accenture.  
All rights reserved.

Accenture and its logo  
are trademarks of Accenture.