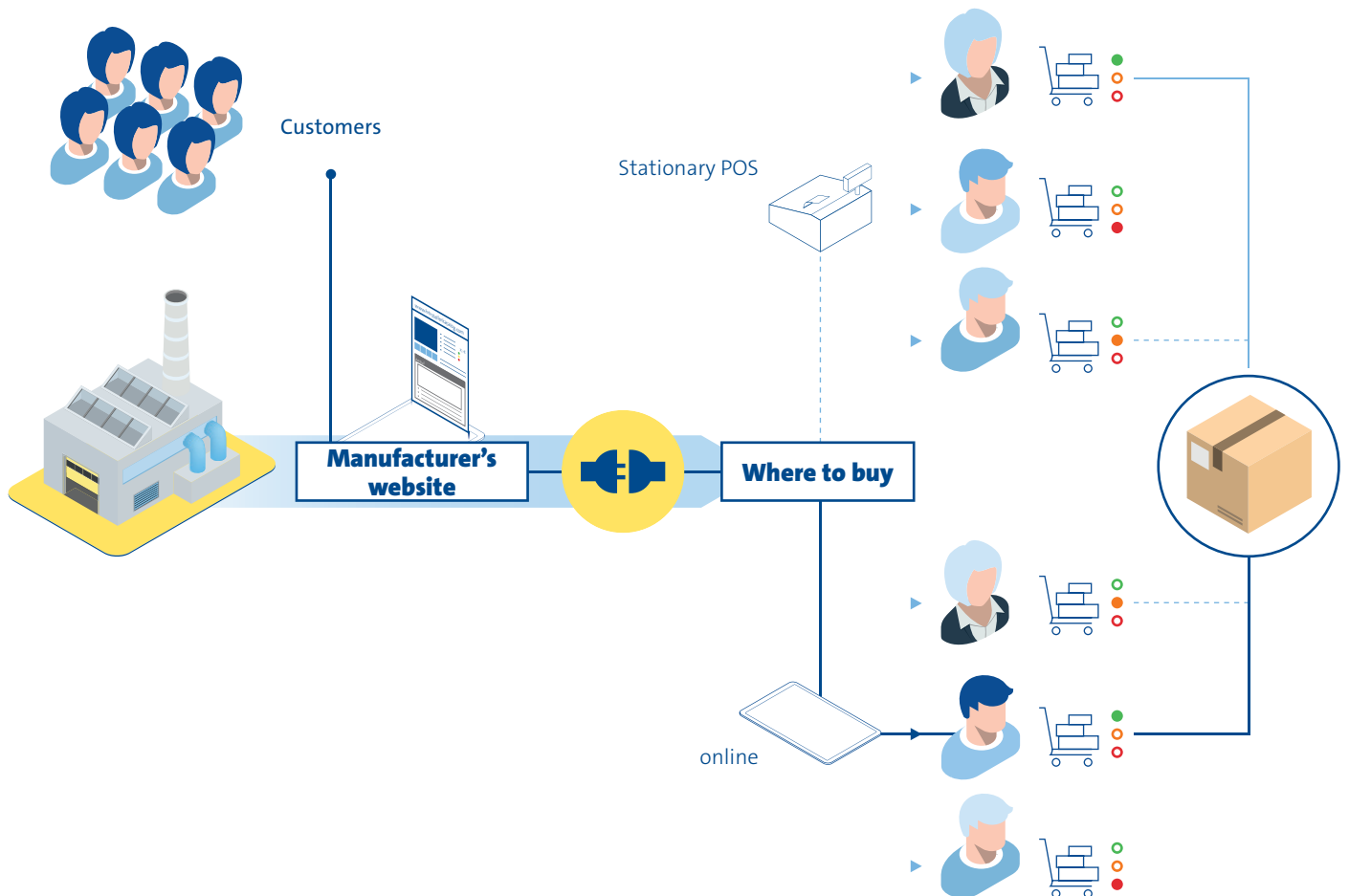


**nexmart**

Simply eBusiness

retail Connect

Manufacturers



From prospective customers to buyers with one click

With retail Connect, you, as a manufacturer, can create a direct link to your retailers' online shops on your own website for all prospective customers. This creates an uninterrupted customer journey for your customers. They find the information they need on your website, select the products they want and are then forwarded to the online shop or stationary POS of the preferred retailer to complete the sale there. The clever bit is that retail Connect ensures that the selected products are currently in stock. In this way, you can ensure that visitors to your website become customers instead of clicking away to another site – even if you don't have an online shop of your own.

Features at a glance

- Integrate your retailers' online shops and stationary POS
- Retrieve the current availability of the selected products
- Transfer shopping baskets to the retailer POS
- Enter data about customer behaviour

Your benefits

- You establish an uninterrupted customer journey
- Customers are accompanied at every step right up to the point of making the purchase
- Your availability at the POS increases
- Your conversion rate improves
- Your customer satisfaction increases thanks to 100% product availability
- Your sales revenues are boosted
- Targeted sales optimisation thanks to enhanced customer knowledge (analytics)