



STAY AHEAD OF

Consumer Demand

Consumers don't view your brand as having separate "channels." They expect a unified experience across all channels and devices. ROC is an omni-channel commerce platform powerful enough to deliver a relevant experience at the right time and on the right device.

With ROC, you're in the driver's seat. The intuitive platform makes it easy to control your shipping processes, online promotions, inventory management and marketing initiatives without adding extra layers of complexity.

ROC is:

- **Powerful, secure and scalable**
Rest easily at night. No matter how much traffic you get, the ROC system is designed to keep you up and running. Our sites have handled over a billion transactions in the past year, even staying live while being featured on Oprah's Favorite Things during Black Friday and Cyber Monday.
- **Intuitive**
Manage with ease. A consistent experience across the back-end systems makes it easy for your business team to manage the store without IT involvement. Save time with proven capabilities such as PIM, the Order Management System and SEO Features.
- **Flexible**
Future-proof your investment. The ROC platform allows you to expand and change the offering as needed.
- **Marketable**
Turn your marketing team into rock stars. Generate excitement with the Marketing Tools that can drive effective online promotions site-wide, member-specific or anything in-between. Keep your customers coming back again and again.
- **Tailored**
Be unique. The ROC platform can be configured to meet your specific needs. Whether you need an all-inclusive solution or already have systems in place for your operational processes, ROC modules can be implemented to meet your business requirements.

Grow at your own pace:

We understand everyone has legacy systems. You can choose to completely re-platform and utilize the entire ROC platform or start with the legacy system of your choice and grow at your own pace and schedule.

Omni-channel Commerce

- Integrate ROC with your existing data sources and ERP system
- Take advantage of modern functionality to drive a rich customer experience across all channels and devices

Product Information Management (PIM)

- Introduce ROC's PIM to an existing e-commerce system and ingest content from all your legacy systems
- Centralize product content management to achieve one version of the truth across your multiple sales channels
- Reduce data maintenance and increase content visibility across departments

Content Management System (CMS)

- Allow ROC to power web content across your sites
- Drive SEO strategies and be nimble with content updates
- Intuitive drag-and-drop interface makes it easy for anyone to update the website

ROC—a New-Generation Omni-channel Commerce Solution That Drives a First-Class Customer Experience

ROC Features Include:

With over 1000+ built-in features, drive the commerce experience that your customers want.

Unified Experience Across All Channels and Devices

Give your customers the freedom to shop however they want

- Merchandising
- Shipping
- Promotions

Product Catalog

Managing your website has never been easier

- Pre-order functionality
- Product reviews and customer testimonials
- Customizable landing pages

Streamlined Checkout

Increase conversions with an easy to navigate and flexible process

- Member Accounts & Guest Checkout
- Multiple Recipient/Split Shipping Options
- Tax & Shipping Estimates

Cutting-Edge Site Search and Navigation

Customize the site and navigation experience without IT

- Unified customer experience across search and browse
- Dynamic Landing pages
- Multi-language (over 30 languages)

Order Management

From purchase to fulfillment, your team has visibility and full end-to-end control of the order management cycle

- Shipping, returns and fulfillment
- Enter tracking numbers and provide shipping notifications
- View fraud warnings
- Packing slips

Marketing Tools

Now it's easy to give your customers the one thing they want: a great deal!

- Advanced rule for concurrent promotions
- Auto-populating referral links
- Site-wide and member specific promotions

Shipping & Payment

- Integrated real-time shipping rates from UPS, FedEx and more
- Optional flat-rate, table, rate or zone shipping rates
- International shipping
- Seamless integration with PayPal and Google Checkout

Integrations

Integrate with virtually any existing systems, software and data sources, including:

- Shipping & tax software
- Payment processing
- ERP (WMS)
- Security & privacy services
- POS

Analytics

In-depth data and robust analytics equip you to make data-driven decisions and grow your business

- Search, sort and export data
- Sales Report
- Tax Report
- Abandoned Shopping Cart Report
- Promotions Report

Search Engine Optimization

Preserve the value of your search rankings through 301 redirects

- Auto-generated Google Site Map
- Custom URLs

Administrative Tools

Manage one site or many sites

- Shopping cart support
- Payment gateway integrations
- Item Wizard
- Brands and departments
- Add attributes and groups as needed

Extensibility

Future-proof your investment

- Enjoy pre-built modules that can introduce specific features for your business
- Rest easy knowing that partners and customers can extend functionality for future needs

Take the next step

Schedule a free demonstration today.

Visit us at www.roccommerce.com | Email us at sales@roccommerce.com