

AXIUM Ecosystem

While digital brands need physical retail space, stores need to go digital too: How points of sale became the cornerstone to resolve this dilemma!



Myth vs reality: while some predicted the end of in-store shopping, online brands are opening physical stores!

Digital solutions have helped to transform the customer's purchasing journey, boosting the creation of new businesses.

The rise of online shopping, smart devices and alternative payment methods has increased the expectations of customers, who now want additional in-store customer experiences.

(see graphics from Capgemini Consulting Report, "Making the Digital Connection!")



Capgemini Consulting (Jan 2017): - Making the Digital Connection

Consumer expectations from stores is on the rise



75%

of consumers want to check availability of product in store before visiting.



73%

of consumers want same-day delivery options from the store.



57%

of consumers want retail stores to evolve to social spaces or provide learning or inspiration.



Consumers expect a similar user experience from physical stores as they find online.

Capgemini Consulting (Jan 2017): Making the Digital Connection

This also means customers expect the same engagement and experience from small merchants as they do from large retailers.

The digital wave therefore affects not only merchants but also banks & acquirers, which will have to re-think their traditional offers.

The digital transformation: AXIUM Ecosystem reboot!

AXIUM Ecosystem is Ingenico's brand new ecosystem solution that demonstrates how points of sale now have a strategic place in business activities and management.

By bringing together all players from the commerce ecosystem, AXIUM Ecosystem not only helps merchants to run all aspects of their daily operations, but also offers consumers the same level of customer experience as online retailers.

This offers the opportunity for merchants to transform the store visit into a social event, an additional asset that digital brands such as Amazon are trying to offer by buying more and more retail spaces.



Optimizing the customer experience is no longer an option!

A lot of online-only brands have started to open a combination of temporary, semi-permanent and permanent store locations.

Ingenico reconciles both offline and online retailers by offering store hub capabilities, including stock and staff management, e-receipt, store back-up and reconciliation, as well as traditional electronic cash register features such as scales, a cash drawer or a barcode reader.

AXIUM Ecosystem allows a wide range of Android business apps, tailored to merchants' daily business needs. As well as being a trusted payment technology, it also connects the store to the Cloud Services Centre: an Ingenico scalable platform offering POS services, business services and analytics.

The digital challenge lies in adapting new offers to merchants. This is especially true for banks & acquirers, which now have the opportunity to design compelling new propositions through the development of sustainable, value-driven, differentiated offers - via payment solutions like AXIUM Ecosystem - to merchants.



Stay tuned! The next episode of our Focus Series on AXIUM Ecosystem will reveal how the Cloud Services Centre allows banks and acquirers to establish new differentiated positions, enabling merchants to capitalize on sales and market opportunities only.