# EDGE

Enterprise Commerce Platform | EDGE®V6I

**Take Control of Commerce with the EDGE® platform from Jagged Peak.**

EDGE® is a web-based commerce platform designed to seamlessly orchestrate the design, management and fulfillment of orders within today's complex and demanding commerce ecosystem. It's an eCommerce Platform (ECP) and Order Management System (OMS) all-in-one, with robust native functionality to manage front-end web stores and a best-in-class OMS to handle all of the back-office operations associated with single-channel, cross-channel and omnichannel commerce.

## Key Benefits of EDGE

- **Real-time order lifecycle management** providing enterprise wide visibility of all transaction activities across business units, distribution channels and trading partners.
- **Centralized administrative hub** providing interfaces to front-end and back-end systems needed for multi-channel or omnichannel commerce.
- **Optimize Inventories, lower fulfillment costs and delivery times** with frictionless order creation and rules based order sourcing.
- **Multi-language, multi-currency and market localization** capabilities provide clients with a global platform to launch and operate their B2C and B2B ecommerce businesses.
- **Quick deployments that can be delivered in 90 days or less** via a web based, SaaS delivery model providing a lower total cost of ownership.
- **Multi-channel, multi-source order aggregation.** EDGE provides the capability to capture and manage orders from various sales channels, marketplaces, trading partners and other order sources, in multiple formats.
- **Built-in customer service module.** Provides visibility and capability to capture and or interact and manage orders from all sales sources and channels (B2C and B2B) based on unique business rules for each.
- **Separation of catalog item from inventory SKU**. Separate catalog and inventory engines enables users to manage product information by channel and create one-to-one and one-to-many relationships between catalog items and sku's (kits, assemblies, bundles etc.).
- **External order payment settlement.** EDGE provides the capability to settle payment from orders captured through external sources (e.g. Weblinc ECP).
- **Imbedded Channel Analytics.** Provides data and decision intelligence for online and off-line order sources and sales channels.
- **Open Source Enterprise Service Bus**. Enables users to fully administer integration services
- **B2B and B2C eCommerce Functionality-** EDGE is ideal for any business model because it is highly configurable, totally scalable and easily integrated to other enterprise systems and applications.
- **Drive more traffic and sales to your web store** with easy-to-use content management, marketing, SEO and lead-tracking functionality.
- **Grow as needed** because EDGE is scalable and can handle virtually any eCommerce order volume or system demand.
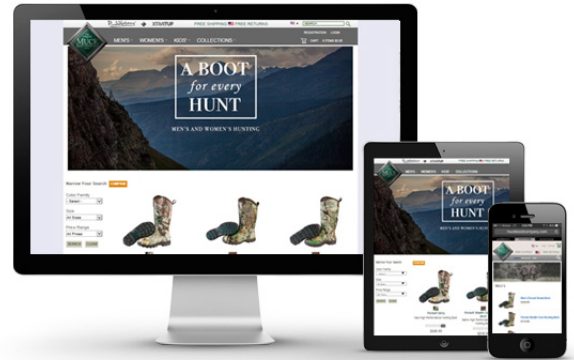
**EDGE**

## A Powerful All-in-One Command Center for Commerce

**eCommerce Content Management Platform:** EDGE enables Jagged Peak's clients to build and operate world-class web stores employing the latest tools and best practices for comprehensive content and catalog management, product merchandising and online marketing, supporting one or multiple branded web stores.

### Designed with You in Mind

Whether you're a developer or marketer, EDGE was designed with you in mind! Flexible drag-and-drop layout tools and a WYSIWYG editor enable users with very little technical know-how to create templates, edit pages, build site navigation, and instantly publish content.

The intuitive interface makes administering EDGE easy. All of its functionality is housed in modules that users can quickly navigate, such as content and graphic administration, product cataloging, merchandising, campaign and promotional management, SEO administration, payment processing and more.

**Order Management System (OMS):** EDGE is a best-in-class omnichannel order management system that manages any order type from any order source. Using rules-based order handling, it ensures each order is fully executable and shippable, streamlining and expediting the pick, pack and ship process. EDGE also provides real-time inventory availability across one or more warehouses, stores or other shipping points, automatically directing orders to the optimal distribution point to save on shipping costs and provide exceptional delivery performance.

The platform has a built-in integration layer to seamlessly connect with your back-end systems, and it can handle virtually any order volume or system demand. It has been battle tested over the last decade as the platform of choice for some of the world's leading manufacturers and best-known consumer brands.

The admin and user controls within EDGE are located in modules that let you manage all of the associated operational processes, providing a complete, intuitive, scalable and functionally rich solution. Designed to optimize both your demand and supply chain, EDGE's catalog, order, inventory and logistics management modules provide dynamic integration between what the customer orders, where it's sourced from, and how it's picked, packed and shipped.

## The Hub that Makes Omnichannel Retailing Work.

As a multi-channel, distributed order management system, EDGE serves as centralized "hub" connecting front-end and back-end systems to create a "buy anywhere, fulfill anywhere return anywhere" retail environment. Retailers can expand product availability to shoppers, by presenting all available inventory from every store location and then deliver the product quickest, at the lowest cost.

EDGE's features and capabilites listed below will help retailers undergo an omnichannel customer transformation with a customer-centric experience across multiple sales channels.

### Features
- Real-Time, Consolidated View of Transactional Information
- Multi-Channel Order Capture and Aggregation
- Perfect Order Life Cycle Management
- Rules-Based Order Sourcing and Logistics
- Multi-Point Inventory Management and Real-Time ATP
- Multi-Language, Multi-Currency
- Anywhere, Anytime Cloud Based Access
- OpenTools, API's, ESB Integration Tools

### Capabilities
- Fulfills online orders with in-store inventory
- Facilitates Customer In-Store Pick-Up
- Handles In-Store and Virtualized Returns Management
- Manages Drop Shipping
- "Saves-the-Sale" - Provides Visibilty and Logistics Capabilities for Low Inventory Items
- Provides seamless, concurrent brand engagement across every channel

## Quick Deployments. Secure Environments.

**The EDGE platform is a SaaS subscription based solution, with quick cloud-based implementation in a highly secure environment.**

Jagged Peak hosts with CenturyLink, a tier 4, SAS 70 certified data center. The EDGE platform is certified PCI-DSS compliant and meets HIPAA and Safe Harbor requirements. Data is secured through SSL encryption and access is controlled through dynamic user roles and privileges.

**Service level guarantees** – Network SLA guarantees 99.99% uptime, which is one of the most rigorous SLA guarantees currently offered by any NSP.

**Speed** – The network distributes processing to hardware best-suited for the task, and provides a level of scalability for system growth.

**Security** – Architectural design incorporates state-of-the-art tools that protect against external security attacks.

**Scalability and reliability** – Hardware and software implementations are accepted as industry standards for enterprise-wide reliability and scalability.
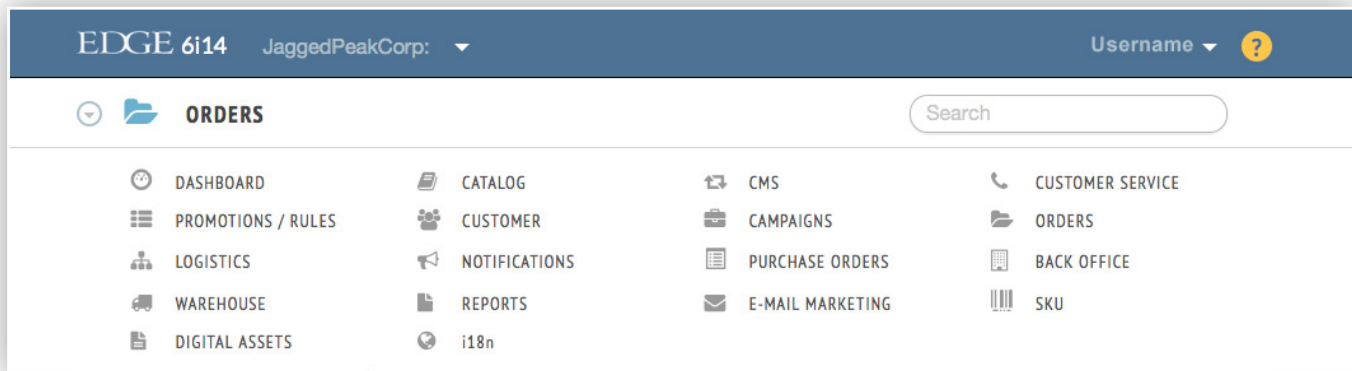
## Website and Content Management
Create and manage multi-channel B2C, B2B and mobile sites to ensure world-class site performance—all via EDGE's easy-to-use CMS tool that enables you to build WYSIWYG pages and content without technical knowledge or template constraints.

## System and Site Administration
Enforce your business access policies at a granular level with EDGE's permission controls that enable you to grant or restrict access to modules or specific functionality within modules down to the individual field level.

## Search Engine Optimization and Social Media Integration
Drive more traffic and conversions through SEO and integration to social media sites, blogs and community boards. EDGE's site maps, vanity urls, image alt tags, title-, keyword- and meta-tags/descriptions all can be auto-generated or customized for optimal effectiveness.

## Product Merchandising and Cataloging
Stimulate sales by setting up unlimited catalog categories and subcategories with rich media and multi-variant attributes to highlight key product features. Cross-product management rules handle substitutions, cross-sells and up-sells, and other web merchandising.

## Navigation and Dynamic Search
Enhance the visitor experience through intuitive, multi-level navigation. Dynamic keyword, filtered and advanced guided search can be refined by category, product, price range and attribute, and include logical evaluations, spelling auto-correct and synonym lookups with sorting by relevance, price, name, brand, rating, best sellers and product attributes.

## Pricing and Promos
React quickly to revenue-building opportunities by adjusting pricing and creating promotions on the fly. Build custom sales promotions and personalized product catalogs, and using EDGE's configurable demand rules, create multiple pricing schemas as well as purchase and credit limits—all without technical support.

## Marketing Execution
Plan and implement marketing campaigns, then track order activity against them to learn what's working and what's not via built-in reporting capabilities. Advanced affiliate marketing also tracks traffic and resulting orders, and administers commission payments.

## Shopping Cart and Checkout
Convert visitors into happy customers with fast "add-to-cart" on the home page, search results and product pages, and then delight them further with express, one-click checkout. EDGE offers full- and mini-cart options with built-in controls to managE the display of products based on inventory status.

## Customer Service
Maintain a superior customer service experience throughout all interactions via EDGE's built-in Customer Service module that gives customer service reps the ability to enter, look up and manage customer orders, including updating customer address, processing returns and applying credits.

## Order Capture
Capture and aggregate orders in multiple formats from multiple sources, including web, EDI, flat files, email or via directentry into EDGE.

## Payment and Taxation

Give customers multiple payment options via EDGE's real-time payment processing (includes credit cards, pre-paid value cards, gift cards, PayPal, eChecks, POs and other commercially accepted payment methods). EDGE enforces tax rules for order and/or product line item, and also supports real-time domestic and international sales taxation, including geo-code level taxation.

## Order Management

Get real-time visibility and management over all order types across the entire enterprise. EDGE's OMS is a single command and control interface that applies business rules to ensure only perfect, fully executable orders are released for fulfillment.

## Inventory Management

Optimize your inventory with EDGE's perpetual, real-time, multi-location IMS with real-time ATP. It enables complete back-order management, automatic inventory degradation when orders are submitted, automatic low-stock notification, and automatic and manual inventory synchronization between EDGE and your WMS and ERP systems.

## Purchase Order Management

Never run out of inventory thanks to EDGE's purchase order management capabilities that auto-issue POs for product replenishment based on inventory status. This capability fosters improved vendor and supplier relationships, and helps you to more efficiently manage your supply chain.

## Order Sourcing

Sourcing orders to the proper fulfillment location is a key differentiator of EDGE and paramount to logistics optimization. EDGE's built-in provider-selection logic routes orders in real time to the optimal distribution point (including drop shipping) based on business rules for inventory availability, customer proximity, pick-up location and shipping costs.

## Order Handling and Shipping Management

Manage costs with fully configurable shipping and order-handling rules that you can customize by customer or customer group. EDGE features built-in carrier rate and time-in-transit (TNT) tables that calculate actual shipping costs and delivery dates.

## Customer Information and CRM

Use customer profile and transaction-level information to get a 360-degree view of your customer, customer group or customer type to data mine for targeted marketing campaigns.

## Customer Communication

Interact frequently and effectively with automatic event-trigger communications and broadcast email communications that can help you proactively manage the customer relationship to build loyalty and repurchase frequency.

## Reporting and Analytics

Get real-time information at your fingertips through more than 100 standard reports detailing transactions for customers, orders, inventory, catalog and provider/warehouse that can be downloaded in MS Excel. Standard web analytics are available within the application or through integration to third-party tools, including Google Analytics and Urchin.

## Backend Systems and Supplier Integration

Extend EDGE to your internal systems for enterprise-wide visibility over your eCommerce activities. EDGE integrates with all major back office systems, and it also has a robust set of APIs that enable it to integrate with third-party applications and tools, including all major comparison-shopping marketplaces.

## Globalization and Internationalization

Reaching a global market is well within your control. Since EDGE is built in Unicode, it can support any language. It also supports multi-currency payment processing and local or market-level product pricing.

## Compliance and Security

Certified PCI-DSS compliant, EDGE secures data through encryption and dynamic user roles and privileges. Financial transactions are SSL encrypted, and all APIs are through https with authentication. Jagged Peak's data center has the latest network security with daily data back up to an off-site archive/disaster recovery site.

**Enhance the Value of Your EDGE Platform and Increase Capabilities Through Extensions**

## StorePoint

**EDGE StorePoint – Empowering Omnichannel In-Store and Ship-from-Store Capabilities**

EDGE StorePoint is a cloud-based solution that powers omnichannel fulfillment, managing the pickup in-store and ship-from-store functions from an easy to use online portal. Orders are automatically designated to the store based on the EDGE OMS order sourcing rules. Store associates can login to StorePoint to view available inventory and manage those orders allocated to a store. Product images and details are conveniently displayed to help store associates quickly pick product for in-store pickup or pick, pack and ship items from customer delivery. It's simple to generate invoices, create shipping labels, packing slips, and send electronic shipping confirmation for all store orders. EDGE StorePoint also functions as endless isle, where store associates can view, route and collaborate online order fulfillment.

## VendorPortal

**EDGE VendorPortal – Web Based Vendor Drop Ship Solution**

EDGE VDP is an "out of the box" web solution for online retailers who utilize product suppliers to ship eCommerce orders on their behalf. EDGE VDP was specifically developed to support product vendors who are tasked with shipping orders but lack the technical capabilities to utilize EDI as the method for order communications and inventory updates.

## EDGE M3
Marketing Materials Management

**EDGE M3 – Marketing Materials Management Made Easy**

EDGE Marketing Materials Management (M3) is a ready-to-deploy Web-based solution that enables companies to streamline, automate, and allow ordering of marketing materials in a rules-based self-service environment. M3 manages on-line access to and delivery of just about every type of file format. It helps reduce operating costs by automating those processes by which enterprises manage their marketing materials, activities and programs.

**SCHEDULE A DEMO OR CONTACT US TO LEARN MORE**

To learn more about how Jagged Peak can help your eCommerce business or to schedule a demo of EDGE, visit **jaggedpeak.com** or call **1.800.430.1312.**

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EDGE

**Contact Jagged Peak today
to speak to an experienced
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