A Cloud-Based Omnichannel Platform for Enterprise Retailers

Buy from anywhere. Ship from anywhere. Return to anywhere.

Our Story

NewStore was founded by commerce visionary Stephan Schambach. His first company Intershop launched the first-ever online store in 1992. Then, he put ecommerce in the cloud at Demandware, now Salesforce Commerce Cloud. He took both companies public before setting out once more to transform retail — this time with the first Omnichannel-as-a-Service solution.

What We Do

The NewStore Omnichannel Platform combines order management, mobile POS, and inventory into a single global solution. We make the store a seamless extension of ecommerce by equipping associates with intuitive iPhone apps that deliver comprehensive omnichannel capabilities.

- **Omnichannel-as-a-Service**
  An API-first platform built on modern cloud-based infrastructure. We seamlessly integrate with other applications and services and allow for continuous innovation as retail market conditions evolve.

- **Omnichannel Data**
  Consolidated and enriched inventory, customer, and order data across all channels in one spot. All this actionable data is made available at the store and HQ level in real-time and on a global scale, making it easy to operate as a fully omnichannel retailer.

- **Associate Experience**
  Intuitive, easy-to-use iPhone apps that leverage tech like RFID and NFC to simplify store operations and create highly efficient sales associates. With mobility, we empower them to engage and transact with customers in an elevated and differentiated way.

Platform Components

**Mobile Point of Service**
- Mobile Checkout & Contactless Pay
- Endless Aisle
- Clienteling & Remote Selling
- Store Fulfillment, Curbside Pickup & BOPIS
- Store Inventory

**Omnichannel Order Management**
- Order Management
- Order Orchestration
- Inventory Optimization
- Omnichannel Reporting
- Platform Administration

**SaaS Omnichannel Cloud**
- Modern Cloud Infrastructure
- Application Layer
- API Layer
- Pre-built Integrations
- Microservice Architecture
About NewStore

NewStore operates the first cloud-based omnichannel platform. With a single global solution that connects order management, mobile POS, and inventory management, retailers can unlock omnichannel quickly and simply right now.

NewStore has offices in Berlin, Boston, and New York, and is backed by General Catalyst, Activant Capital, and Salesforce Ventures.

Let’s bring the joy back to retail.

What Our Customers Say

**BURTON**

“We’re working on a complete digital transformation for 2020, and launching the NewStore platform is a critical piece of this journey.”

Josee Larocque, Senior Vice President, Operations, Burton Snowboards

**DECATHLON**

“NewStore has been a great partner for us...We hope that what we’ve built together in Emeryville will become the framework for Decathlon stores globally.”

Ashley Benson, Sr. Product Manager, Decathlon

**GANNI**

“Using the NewStore Omnichannel Platform allows us to operate stores on the lightest tech stack I’ve ever seen.”

Anders Lindberg Madsen, Digital Project Manager, GANNI

**UNTUCKit**

“What NewStore has built makes our store associates more productive and our stores more profitable.”

Aaron Sanandres, Co-Founder & CEO, UNTUCKit

NewStore Impact

- **10%** Of online orders are fulfilled from store
- **15%** Endless aisle’s contribution to store GMV
- **26%** Lift in store conversion
- **9x** Increase in customer data capture

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