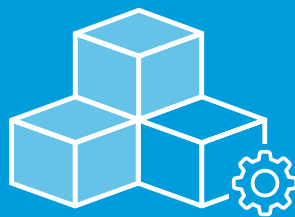
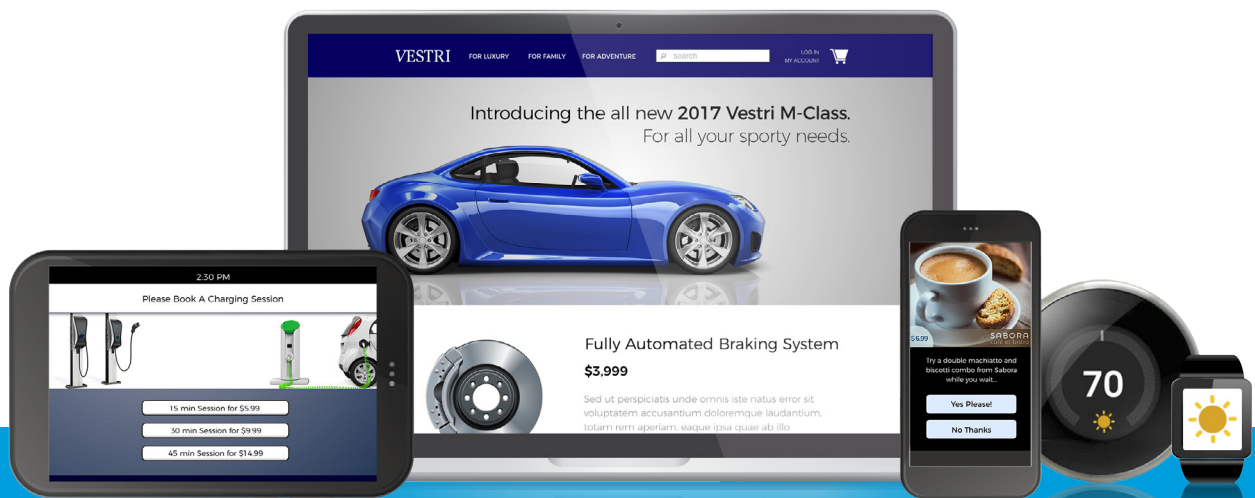


Technical Overview



Elastic Path Commerce

Extensible, Easy-to-Integrate, Scalable and More



7 Reasons Why Elastic Path Commerce Is The Best Fit For Your Unique Business

1. API is the Core of Digital Commerce

With an API-based or “headless” commerce solution, commerce functionality is embedded in any customer-facing solution. Companies define their digital experience strategy and Elastic Path Commerce connects seamlessly to any content delivery system: custom front-end presentation layers, web content management (WCM), content management systems (CMS) or any digital experience platforms (DXPs). This allows your business to surface commerce interactions at any touchpoint, enabling rapid addition of new customer-facing applications and connected things, including mobile devices, IoT, vehicles, POS, social interactions (e.g. chatbots), apps, CSR applications, and appliances.

“Digital commerce is rapidly evolving and the future landscape will include an API orientation at its core.”

— Gartner, IT Market Clock for Digital Commerce,
2016 (September 2016)

Gartner[®]

Cortex, our easy-to-use and easy-to-extend API, surfaces complex business rules and requirements from multiple systems in a simple, unified way, empowering your business teams the freedom to unleash their creativity with minimal IT intervention.

Leading industry research firm, Gartner Inc., recognized API-based commerce platforms as a new category of commerce evolution. Elastic Path, named a Visionary in the March 2016 Gartner Magic Quadrant for Digital Commerce, is now also included in this category.

2. Extensible and Modular Architecture

In order to stay competitive and anticipate customers' expectations, a platform that can evolve and adapt to business requirements is a critical success factor. Elastic Path Commerce platform's modern, modular architecture offers agility and speed-to-market. It is designed from the ground up for extensibility and integration. Source code is provided for all commerce functionality, enabling your IT developers to understand the solution, extend it, and even create their own API extensions. It provides the framework and tools to enable rapid customization.

“By adopting Elastic Path’s API-driven architecture we have established a platform that we can expand and add more advanced features.”



3. Integration Centric Solution

Elastic Path is designed to work with your complex enterprise environments where many legacy systems co-existing. Delivering relevant and powerful commerce capabilities, Elastic Path Commerce consolidates information from diverse systems across the enterprise, such as ERP, CRM, inventory, fulfillment and order management to enable commerce transactions. The integration framework preserves existing investments in custom or legacy business systems without the need to replace all them at once. It thrives in multi-vendor environments and allows your business to utilize best-of-breed business systems that better meets your business goals instead of adopting all-in-one solutions that limit innovation.

The platform fits to your unique business needs and not the other way around. This best-of-breed approach delivers superior results for your company when you are seeking to continuously create brand-defining experiences.

“By 2018, half of commerce sites will integrate technologies from more than 15 vendors to deliver a digital customer experience.”

— Gartner Magic Quadrant for Digital Commerce, March 2016



4. 100% Commerce

As a pure-play commerce platform, Elastic Path Commerce provides out-of-the-box comprehensive commerce capabilities that are enhanced by the platform's extensibility and integration-centric approach. It is the most powerful commerce platform for complex multi-vendor environments, where a best-of-breed strategy is adopted.

5. Deployment Flexibility

Elastic Path Commerce supports on-premise and cloud-enhanced deployments, both on public and private clouds. Elastic Path Commerce Cloud for AWS is the first true enterprise commerce platform built for the public cloud offering all the functionality of an on-premise platform.

Elastic Path Commerce Cloud, which employs infrastructure as code, is optimized to run natively on Amazon Web Services (AWS) and provides a modern cloud deployment model. Using AWS Cloud Formation and AWS Elastic Container services, Elastic Path CloudOps for AWS automates environment set up. Its advanced set of tools and documentation walks you through set-up to ensure build predictability and reproducibility.

Managed hosting for Elastic Path Commerce Cloud for AWS is available through partners like Rackspace.

6. Enterprise-level Scalability and Performance

Elastic Path Commerce is built for hyper-scalability, and can handle demanding levels of real-time commerce transactions. Companies utilizing our platform can scale to millions of orders per day with throughputs of over a million API requests per hour. Elastic Path Commerce Cloud dynamically right-sizes the architecture environment based on traffic—even during heavy transaction events. It takes advantage of advanced AWS services including auto-scaling, load balancing, container services, networking, and databases. This results in unparalleled scalability, elasticity and cost-effectiveness for Elastic Path Commerce capabilities.

7. Developer Friendly

Elastic Path Commerce is built on a foundation of some of the industry's most trusted Java open source projects, including Spring, OpenJPA, Solr, Drools and Camel. This makes it easier for your business to build and run an IT team that can work with our features, extend their capabilities, and meet demanding deadlines. Developers can use their favorite IDE such as IntelliJ or Eclipse to quickly learn how to program on the Elastic Path platform. Our innovative API programming model makes changes to the Cortex API quick and easy. Front end developers consuming the Cortex API find the natural responses easy to invoke from their templates and pages.



Engineered for the Future

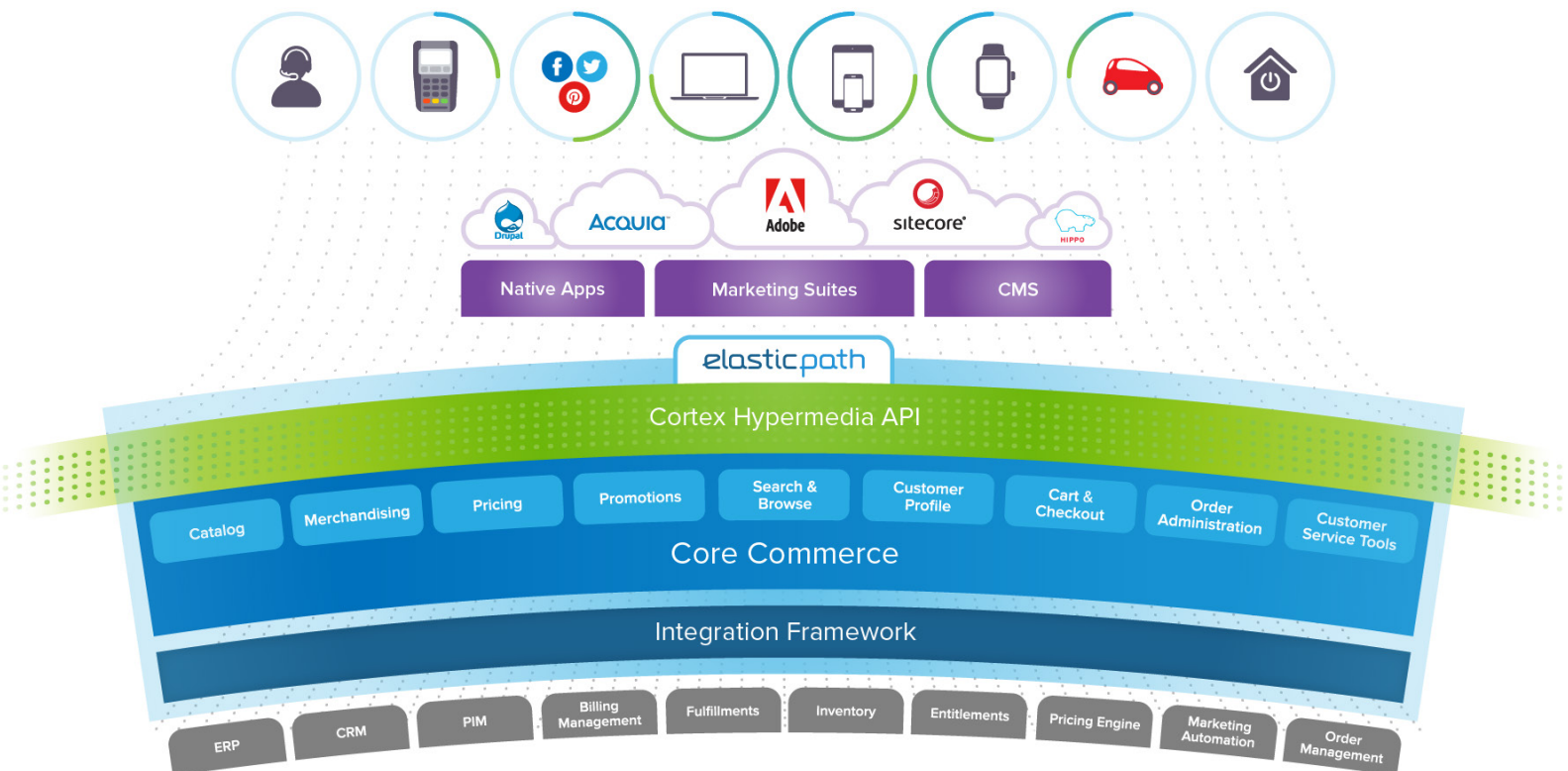
Any Touchpoint. Any Frontend. Any Backend or Legacy System.

Elastic Path Commerce consists of 3 components:

Cortex Hypermedia API

Core Commerce

Integration Framework



Cortex Hypermedia API

The Elastic Path Cortex Hypermedia API allows companies to surface commerce interactions at any touchpoint, enabling a new level of business agility. It enables a rapid addition of new customer facing applications and connected things, including mobile devices, IoT, vehicles, POS, social interactions, apps, CSR applications, appliances, etc. Our API surfaces complex business rules and requirements from multiple systems in a simple, unified way.

Elastic Path's Hypermedia API	Other APIs	Why our API is better?
Business logic is in the API level or below	Presentation layer contains a significant amount of business logic	Easy-to-understand Easy-to-maintain Less cost
Users write the business logic once and the API exposes it to all touchpoints	Users need to re-write business logic in each existing and new touchpoint	Seamless experience across touchpoints Less training required
Touchpoints and API are decoupled: adding features or making changes on our API rarely affect the touchpoints	When adding new features to an API, it requires redeploying the API and the different touchpoints	Business agility Less IT involvement Easy-to-support Less cost
Works like a website: users can follow links to discover related content and related links	Users need to know where the content is located and its relationship through documentation	Easy-to-use Discoverability Less training required
Touchpoints talk to only one API function	Each touchpoint has to know which API function to call, in which order, and with which parameters	Easy-to-use Less training required

Core Commerce

The Elastic Path Core Commerce component provides commerce capabilities that are extremely flexible and extensible to support specific business needs. It includes all the commerce capability you need to drive more conversions, implement an omnichannel strategy, sell globally, or sell into a complex, diverse and large customer base. The Core Commerce component functionality includes catalog management, merchandising, search and browse, pricing, promotions, bundling, order management, cart and checkout, customer profile, CSR management, reporting and others.



Manage physical, digital, subscription-based services or even a combination of all offerings using rich data and flexible attribute structures.



Efficiently handle diverse product types and offerings, large product catalogs and large-scale operations.



Drive conversions by optimizing offerings mix with cross-sells, upsells, product recommendations, and support for advanced bundling.



Promote offerings throughout the entire discovery and shopping experience.



Create and manage sophisticated promotions based on customer profile, purchase history, items added to the cart and context to differentiate customer experience. Apply coupons for limited time, usage, combination of both.



Go global — easily configure new currencies and languages to support new geographies. Create catalogs that addresses local needs but keep consistency with the master catalog.



Combine product data from multiple sources and handle appropriate fulfillment for each type of product, across any channel.

Integration Framework

The Elastic Path Integration Framework supports integration with a wide range of enterprise solutions, including customer master, CRM, PIM, pricing, inventory, order management, fulfillment, subscription, email marketing and other systems. External endpoints such as payments and tax calculation providers are supported via a plugin architecture.

Back-end integrations are supported via SOAP and REST web services using Apache CXF, and asynchronous messaging interactions using Apache Camel. Both technologies provide rapid development and flexible integration capabilities, with Apache Camel providing a rich-set of enterprise integration patterns and an extensive library of endpoint connectors.

The Integration Framework component is designed for flexibility to accommodate the wide range of system capabilities and architectures that are present in enterprise ecosystems ensuring interoperability.

About Elastic Path

Based in Vancouver, Canada with sales offices in the UK and US, Elastic Path builds the industry's most sophisticated API-based enterprise commerce platform. The company's ecommerce software helps the world's biggest brands in industries such as telecoms, publishing, software, travel and consumer retail deploy sites in 170 countries and generate \$45 billion+ in revenues.

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