

Omnichannel-as-a-Service for Global Brands

A modular, mobile-first platform connecting consumers, stores, and associates.

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 platform.

What We Do

The **NewStore Omnichannel Platform** is a modular, mobile-first solution built on MACH principles for global brands that want to accelerate their digital transformation. We combine POS, order management, clienteling, inventory, and native shopping apps, making it easy for brands to deliver amazing customer experiences everywhere.

- **Omnichannel-as-a-Service**

An API-first platform built on modern microservices-based cloud infrastructure. Our composable architecture integrates seamlessly with other systems and services and allows for continuous innovation as retail market conditions evolve.

- **Omnichannel Data**

Consolidated and enriched inventory, customer, and order data across all channels. All this actionable data is made available at the store, consumer, and HQ level in real-time and on a global scale, providing the most complete omnichannel solution.

- **Experience-First**

Intuitive apps for everything from store and corporate retail operations to consumer shopping. Purpose-built and native, our core systems make it easy for sales associates to deliver delightful omnichannel retail and for customers to experience it.

Platform Components

Mobile Point of Sale

- All POS Transactions
- Endless Aisle & Mixed Cart
- Clienteling & Remote Selling
- Store Fulfillment & BOPIS
- Store Inventory Management

Omnichannel Management

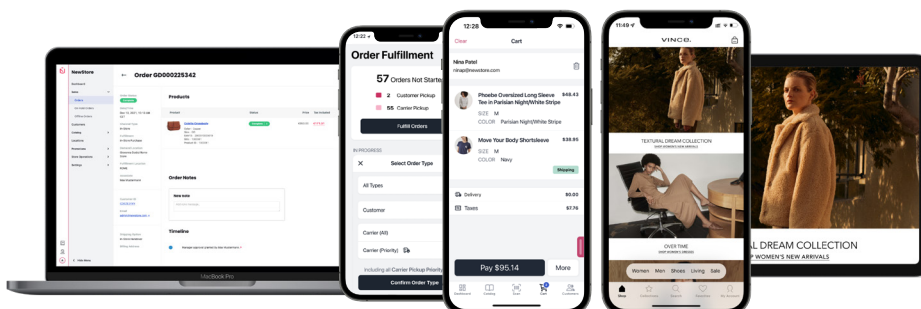
- Order Management
- Omnichannel Available to Promise
- Store & Associate Management
- Real-time Omnichannel Insights
- Promotions Management

Native Shopping Apps

- Native iOS and Android Apps
- Native Video
- Personalized Notifications
- Digital Loyalty Cards
- Streamlined Checkout
- Cloud-based CMS

SaaS Omnichannel Cloud

- MACH-based Architecture
- Composable Integrations
- Flexible Payment Processing
- SOC2, GDPR & PCI Compliant



What Our Customers Say



BURTON

“The Burton and NewStore relationship is a true partnership. NewStore has listened to our business needs and delivered.”

Brian McAllister, Global DTC Operations Manager, Burton



GANNI

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

Anders Lindberg Madsen, Solution Architect & Integration Manager, GANNI



G-STAR RAW

“The results of the app have exceeded our expectations and we’re very happy with the collaboration.”

Jeffrey Duyvesteign, Former Global E-commerce Manager, G-Star RAW



UNTUCKit

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

Aaron Sanandres, Co-Founder & CEO, UNTUCKit

NewStore Impact

37%

Of units shipped from stores

18%

Of store orders from endless aisle

26%

Lift in store conversion

3x

Boost in AOV on mixed cart transactions

9x

Increase in customer data capture

7x


Increase in app conversion rates

About NewStore

NewStore provides Omnichannel-as-a-Service for retail brands worldwide that want to accelerate their digital transformation. Built with MACH principles, NewStore allows brands to easily deliver amazing shopping experiences that store associates and consumers love. Its mobile-first, modular cloud platform includes POS, order management, clienteling, inventory, and native shopping apps. NewStore customers such as Burton, Faherty Brand, G-Star RAW, Marine Layer, Roots Canada, UNTUCKit, and Vince benefit from the most complete, global omnichannel retail solution available — now supercharged with Tap to Pay on iPhone. The company is backed by General Catalyst, Activant Capital, and Salesforce Ventures. Learn more at www.newstore.com

Contact Us

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 **1.888.983.0496**

 newstore.com

 [@newstoreinc](https://twitter.com/newstoreinc)

Selected Customers

ALLSAINTS



ANINE BING

AXEL ARIGATO



BILLABONG

BIRKENSTOCK®

 BURTON

CAST  IRON
Panama Panama

Cinori

COS BAR

DAVIDsTEA



DENHAM

 ELEMENT



FAHERTY

FILSON

FRAME

G-STAR RAW

GANNI

GOLDEN GOOSE / *



JUSTBRANDES

KURT GEIGER

La Dress
by Simone

LOLALIZA

 LORNA JANE
ACTIVE LIVING

MACKAGE

 Marine Layer

marlies | dekkers

Mathers

MEJURI

MIDAS

 Monkey Sports®

MOST WANTED
THE NETHERLANDS

MOUNTFORDS

OMODA

Outdoor Voices



QUIKSILVER

Rapha®

RIVIÈRA MAISON

R. M. WILLIAMS



Roots



ROXY

SHINOLA
DETROIT

shoebly

SOIA&KYO

Sweaty Betty

 TOM TAILOR

UNTUCKit 


VANGUARD

VERONICA BEARD

VINCE.

 vonzipper

WILLIAMS

WINDSOR

[[Wolford]]