NEWSTORE

Internationalization

Creating Consistent Omnichannel Experiences for Global Brands

Global retail is no longer just running a website for a different region or having unique pricing and payments in other countries. It is now about omnichannel at scale and beyond borders, where it is truly simple to buy from anywhere, ship from anywhere, and return to anywhere.

It is complex to do business in multiple countries, across multiple time zones, with multiple currencies and languages at play. Having POS and/or order management systems by country or region requires massive IT work, from maintaining each solution to managing a myriad of integrations. It is also nearly impossible to have a unified view of customer, order, and inventory data across disparate systems, a requirement for today's essential omnichannel flows.

In simplest terms, omnichannel is about never having to say no to the customer. This is possible with a single platform that unifies your global store network, warehouse facilities, and digital properties.

Consumers know no boundaries. With a platform that matches your retail footprint and supports your international growth plans, you can provide customers a consistent experience however and wherever they shop — ultimately driving sales and winning a lifetime of loyalty.

Key Benefits

- **Expand global footprint with platform and country support**
- **Eliminate country silos and integration overhead**
- **Ensure regulatory and privacy compliance**
- **Simplify global finance and operational reporting**
- **Improve consistency of omnichannel experiences**
- **Streamline IT landscape with a single system and view of the business**
- **Increase opportunity to buy from anywhere and return anywhere**

Why NewStore?

We are a SaaS omnichannel platform built from day one for global brands. Our microservices and cloud architecture is designed for brands that operate across any number of borders. We support multiple languages, multiple currencies, and global payments and delivery, and have a proven and repeatable localization process that will help you expand around the world.

NewStore Internationalization

NewStore provides the infrastructure, tools, and features to allow retail brands to operate a global business. We know there is always a store open so we've built a global system that operates 24/7/365 with zero downtime so you can serve all customers quickly and easily.

- **Single Global Platform**
  Simplify operations with a single platform, resulting in fewer integrations, easier reporting access, and defined processes and controls so that the brand experience is consistent globally.

- **Localized Platform & Apps**
  Empower local market associates and consumers with multi-language, multi-currency, global payment & delivery support based on user preference or toggle capabilities.

- **Global Compliance**
  Integrate the core capabilities required to achieve fiscal and privacy compliance with consultation from expert compliance partners to understand obligations across countries.

Global Support & Partnerships

NewStore supports customers with operations in North America, the UK, most of Western Europe, and several countries in APAC. We also maintain global partnerships in several critical categories with the ability to expand to support regional needs.

- **Compliance**
  Enable regulatory compliance via partnerships with fiscal middleware and solution providers such as Fiskaltrust.

- **Payment**
  Leverage pre-built Adyen integration with a wide range of payment methods as well as other global and regional payment providers.

- **Shipping**
  Leverage EasyPost adapter and shipping APIs for custom adapters to support cross-border shipping between stores and to customers.

- **Taxation**
  Leverage Avalara for global tax support to ensure compliance with complex and frequently changing sales tax rules and regulations.

Feature Highlights

Platform	• Accelerate time to value with an easy, fast, and flexible implementation • Visualize omnichannel data about customers, inventory, and orders in a single interface • Track the performance of your global business, stores, and associates in an easily accessible and consistent format
Language	• Multi-language application support based on user preference or toggle • Retailer-defined reason codes and business data • Regional product catalogs and support for multiple locales
Currency	• Regional pricebooks with local currency support • Currencies displayed with proper formatting and rounding precision • Local (original) and common currency reporting
Compliance	• Fiscal compliance and certification where required • Data privacy compliance including GDPR and CCPA • Consultative guidance from fiscal middleware and solution providers
Partners	• Platform integration with Adyen for full stack, global payment needs including regional payment methods • Base integration with EasyPost as a shipping aggregator to leverage international, regional and last mile carriers across the globe • Global tax support from tax compliance partner Avalara
Operations	• Global address search and verification service to ensure accurate and consistent capture and proper order routing and delivery • Regional number and data formatting displays for reporting and analysis • Distributed services in multiple AWS zones to reduce latency and allow for zero downtime