



Digital Commerce Transformation that Powers Business



/ 18.12.2020

/ Dominik Janes

< since.1997 >



Digitalize all aspects of your business and gain the technological advantage cooperating with digital commerce transformation experts.






> The World is Changing . Companies Need to Respond

State of Digital Business report revealed that 47% of companies haven't started their digital transformation yet - while 59% are worried that it might already be too late for them.

The same study found that 55% of businesses believe they have less than a year before they start to suffer financially and lose market share.

Furthermore, highly engaged customers buy 90% more frequently, spend 60% more per purchase, and have 3x the annual value (compared to the average customer).

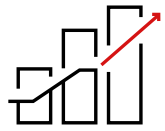
Source: [SuperOffice](#)

A man with a beard and a light blue button-down shirt is sitting in a black office chair, working on a laptop. He is looking at the screen, which is partially visible on the left. The background is a blurred office environment with another person working at a desk. A purple text box is overlaid on the left side of the image.

Commerce Transformation alters the entire business ecosystem, giving wise adopters a strong competitive advantage.

> Commerce Transformation . Strategic Leap Forward

The art of replacing outdated business models with smart digital solutions.



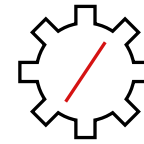
Maximise sales opportunities and open new channels, regardless of region, sector or industry.



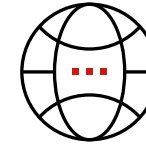
Offer appealing ways for your **customers** **to engage** with your business 24/7 and on any platform.



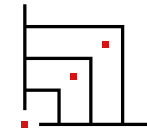
Leverage data to create a winning strategy with informed decisions based on hard facts.



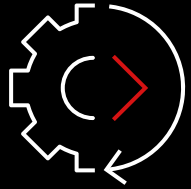
Continuously **optimize digital processes** to free up resources for more innovation.



Create new, **globally connected business models** enabled by API Economy.



Deploy **scalable infrastructure and agile practices** to keep up with today's pace of change.



Commerce Transformation . Since 1997

We've been enabling companies to improve and innovate their commercial operations since 1997. Our team is always on top of modern trends and technologies. It's how we've digitally transformed our clients' businesses time after time.





> Commerce Transformation . Credentials

>23

Years on the market

500+

Delivered projects

1st

E-commerce in Poland

100+

Active clients

270+

Experts in their fields

4.7

Clutch Rating

Clutch
FIRMS THAT DELIVER

< Digital
Potential .
/ Fully
Realized >

> Commerce Transformation . 4 Foundations

Customer



Data

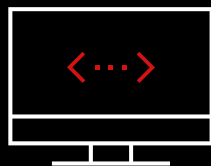


Operations



Core





Impactful Solutions . Enabled by Technology

First and foremost, we implement solutions that make a real impact. One you can noticeably feel and measure. Our extensive technology expertise ensure we choose the right solution for your needs. Your strategy and business goals are our priority.

> Customer . Improved Engagement & Experience

E-commerce B2B: Digital shops available everywhere, anytime and on any device.

E-commerce B2C: Take relations to the next level through digitally streamlined distribution.

Mobile Solutions: Well designed and highly performant solutions to conquer the growing mobile segment.

Self Service Platforms: Provide your clients with more independence through intuitive digital interfaces.

Web Portals: Feature-rich, online spaces for customers to explore and interact with your business.

Digital Experience: Offer personalized experiences across all digital channels, created in real time.



Powered by technology:

> Operations . Digitized for Day-to-Day Business Efficiency

Product Information Management: Automated, correct and up to date information wherever and whenever it's needed.

Order Management: Managing the entire process from order to delivery.

Master Data Management: Collect, store and secure all reference information behind your business processes and data strategies.

Process Automation: Eliminate manual tasks and streamline essential operations for faster, more reliable results.

Content Management: Centralize and accelerate content production across all your digital channels.



Powered by technology:

> Data . Fuel for Digital Business

Data Consulting: Discover innovative uses of data to increase business performance.

Data Engineering: Take control of data across all your business applications.

Data Analysis: Gain deeper insight into your operations to make better, fact-based decisions .

Machine Learning: Automate complex tasks and processes through intelligent learning algorithms.



Powered by technology:

unitygroup.com



> Core . Essential Services and IT Architecture

System Integration: Build future-proof business ecosystems by seamlessly connecting applications, services and data.

Cloud Infrastructure: A scalable, cost-effective platform for hosting complete business models.

Managed Services: Enhanced performance, availability and security of your systems and operations.

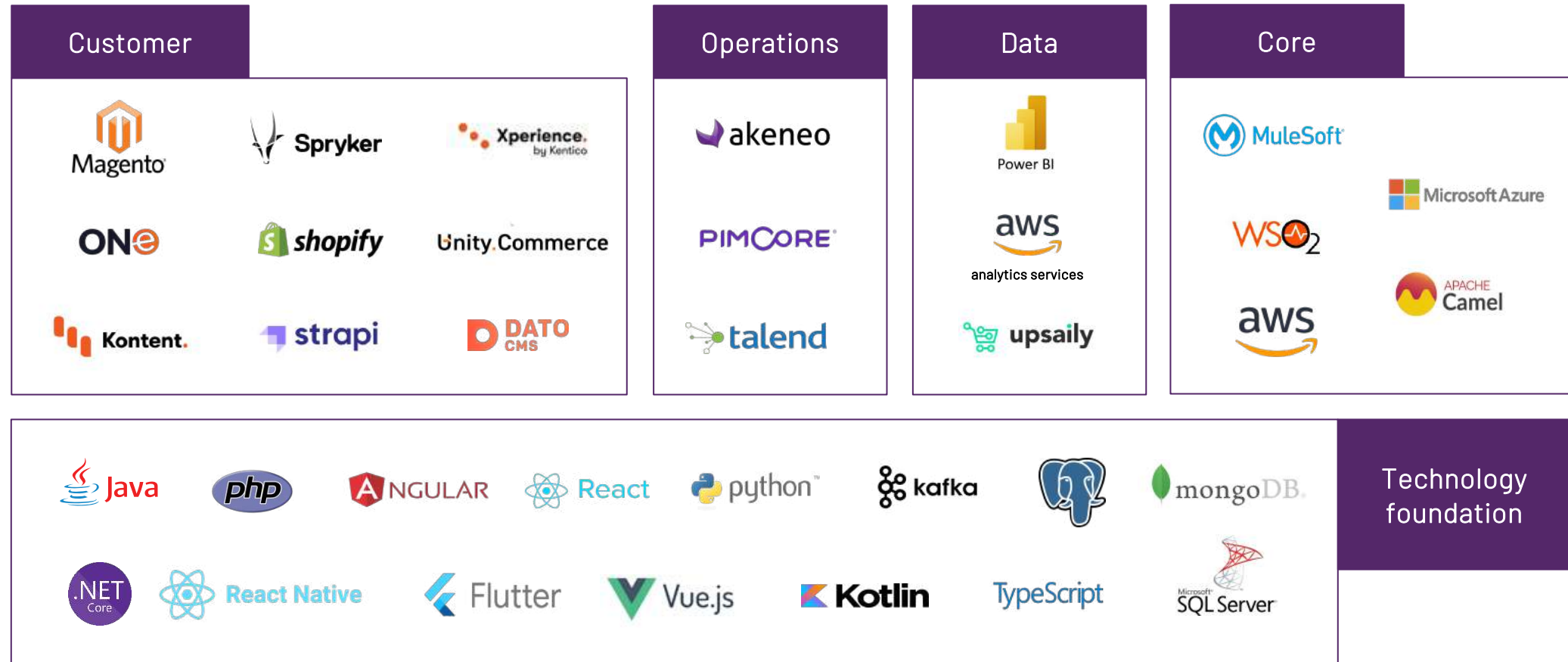
DevOps: Continued delivery and integration for fast releases, operational agility and robust solutions.



Powered by technology:

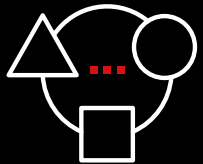


> Solutions with Real Impact . Enabled by Technology



> Solutions with Real Impact . Implemented by Leading Brands





All Results . One Agile Partner

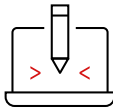
We will help you digitalize all aspects of your business, end-to-end... and beyond.
Always your trusted partner that lives and breathes agile. Our approach ensures your company reaches its full potential in minimum time and with maximum efficiency.

> End-to-End Approach . And Beyond ...



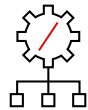
Consult

Diagnose challenges, identify opportunities and plan your digital commerce transformation



Design

Focus on key objectives and integrate market & user research to refine ideas



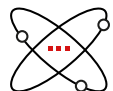
Implement

Agile delivery in close collaboration across business and IT



Support

Ensure seamless operation, manage updates and continuously optimize costs & performance



Evolve

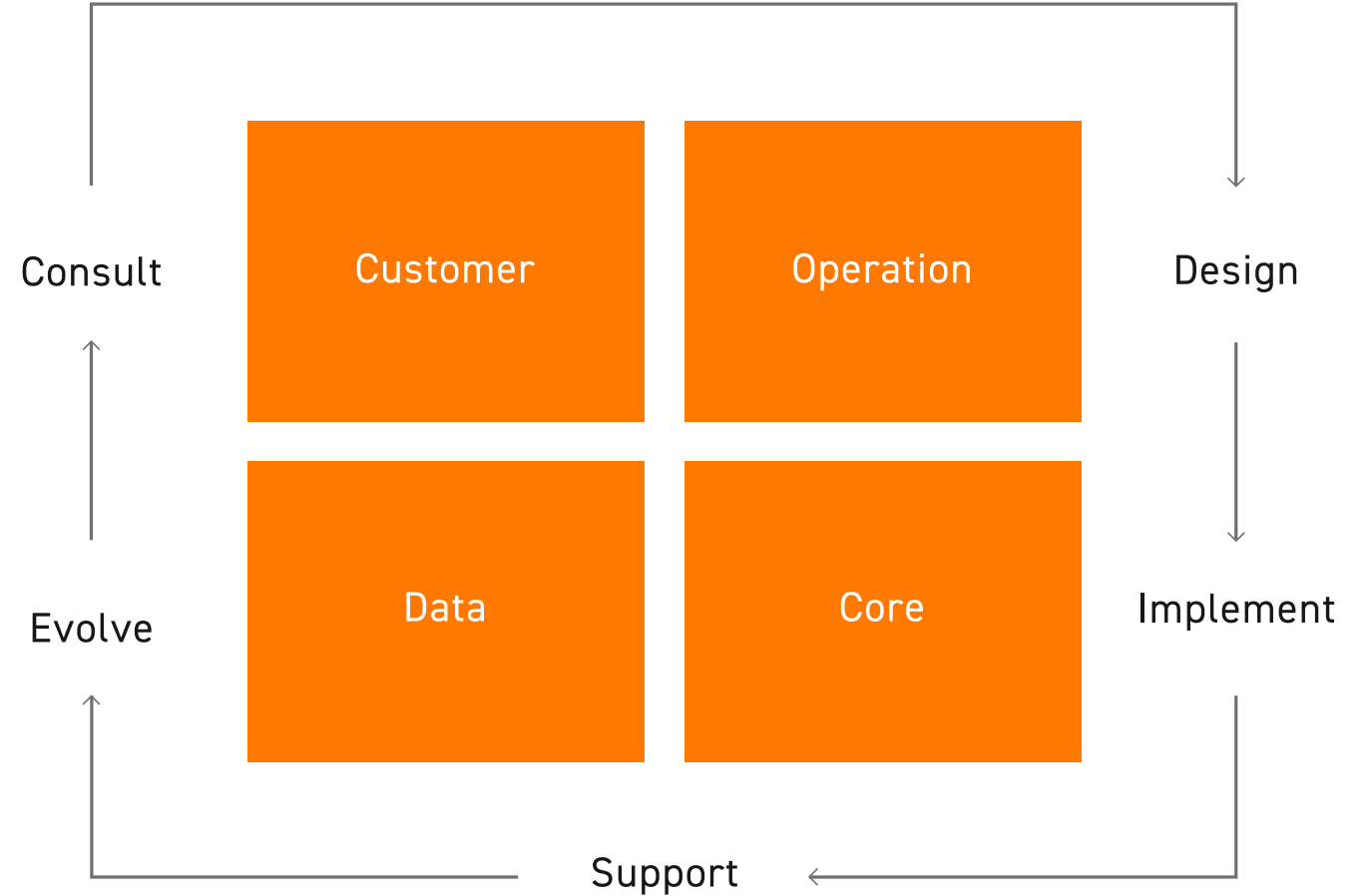
Adapt to market needs, respond to changing priorities and pivot to greater success

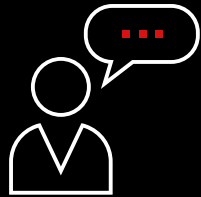


**Tomasz
Kaczmarek**
PHP Architect

> Commerce Transformation

> This is our distilled process, perfected over 23 years helping companies digitalize





Worthy of Trust . Ask Our Clients

If you want to know us, talk to our clients. We'll happily put you in touch with companies around the world so you can see for yourself how we helped them succeed. Our reputation has been built for over 20 years. We look forward to having a long-lasting relationship with you as well.



90% of companies would
recommend us to other
businesses

"Unity Group is in the top 7% of Boutique Tech Teams Digital Knights has
screened"

Malwina Krupa
Project Manager





Success Stories / Onnibus / Omnichannel Commerce

Customized Digital Experience Platform for Faster Business Development

Bernard Golko

E-commerce / Digital
Director Europe
& Board Member
at OnniBus

Unity Group once again showed its professionalism by delivering the project on time (with a short deadline in mind) and approached it with the creativity and responsiveness of an F1 race car!

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> Customized Digital Experience Platform

The Challenge

- Existing platform takeover from previous vendor and ensuring high availability of business-critical system
- Designing and launching digital sales channels for the market leader (innovative portal, mobile app, POS)
- Providing further business development opportunities based on the existing ticketing platform

The Solution

- Technology consulting of the existing platform, IT systems roadmap and further website development in .Net
- Partnership extension to all digital channels and subsequent IT systems
- Dedicated teams (frontend, backend, mobile) led by one Portfolio Manager
- SLA to guarantee continuity of system operation and monitoring 24/7
- Reliability and timely project delivery

The Result

18%

Online sales
increase within
first 3 months



Ensuring business
stability

183%

More routes
supported



Collecting and processing
data in one place



TUBADZIN

Success Stories / Tubądzin / E-commerce B2B

Comprehensive B2B System, from Wholesaler to Retail Outlet

Unity.Commerce implementation streamlined and simplified the sales process –as a result the majority of orders are now executed online.

> Comprehensive B2B System . From Wholesaler to Retail Outlet

The Challenge

- Tubądzin needs a way to distribute to 100+ wholesalers – who in turn support 1000+ smaller retailers
- A centralized platform is needed to connect Distributors, Outlets, Architects & Contractors
- It also needs to show information on inventory, invoices & settlement history
- Tubądzin also wants more control between distributor-retailer relationships

The Solution

- The new platform enables distributors to order directly from Tubądzin's main warehouse – across all 5 home brands.
- Wider network of internal & external (distributors) systems is fully integrated
- The sales process is now also centralized and streamlined
- With both distributors and retailers on the same system, Tubądzin can better connect relevant partners

The Result

1,100

Clients on the platform

300

Daily users

6,000

Sales positions supported

75%

Of orders come via online platform



Success Stories / McDonald's / E-commerce B2B

Optimized B2B Platform for Ordering Marketing Materials

Paulina Strumińska

POP Administrator,
DDB Warsaw

When choosing the company to which we wanted to entrust the project, we were guided mainly by the criterion of trust and experience, confirmed by references in the implementation of large IT projects

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Symfony



Magento 2



> Optimized B2B Platform for Ordering Marketing Materials



The Challenge

- McDonald's franchise owners needed a centralized platform for ordering marketing materials
- The current system failed to incorporate all vendors and options
- It also wasn't optimized for the industry-specific needs

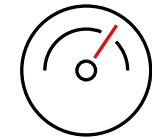
The Solution

- Different units of measurements (pieces and sets) now supported
- Vendor warehouses now reflect stock changes on the platform
- Dispatch, customer service & complaint modules are also integrated under one platform
- Integrated with McDonald's wider Comarch ERP XL platform

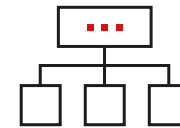
The Result

62%

More orders on new platform



Faster ordering process



All products included



Optimized customer path



VOLKSWAGEN

GROUP POLSKA

Success Stories / Volkswagen / System Integration

API-based, highly available integration of over 30 systems

Krzysztof Jeger

Head of IT Systems
Integration and
Maintenance
Team, Volkswagen
Group Polska

The Anypoint Platform solution and Mule Enterprise Service Bus, both maintained and developed by Unity Group, are a crucial part of our IT architecture. Our long and fruitful cooperation with the company makes us recommend Unity Group as a responsible and competent partner.

> Operation-wide API Integration

The Challenge

- Volkswagen was looking for a way to provide comprehensive support of processes for manufacturers, importers and dealers
- The client wanted to monitor the sales and distribution of all brands on one platform
- Information had to be secure and easily accessible in the company's systems

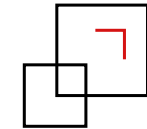
The Solution

- Approval, Excise declaration & Financial limits modules help Volkswagen better control the overall process
- Moving to API from P2P connections future-proofed the architecture for scalability & stability
- Application standardisation helped simplify the integration
- The data flow was simplified, automated and accelerated

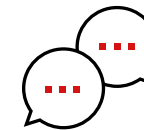
The Result



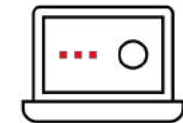
Security
and stable IT
architecture



Scalability
built-in



Communication
between systems
streamlined



Simplification,
acceleration and
automation of
work



Success Stories / GATX / Process Automation

Digitalization of Critical Business Processes

Hubert Gołębiowski

Dyrektor ds.
projektów IT, GATX
Rail Europe

Time and again, Unity Group has proven to be an effective partner. Internal stakeholders are impressed with the timeliness and quality of their delivery, as well as with the team's professionalism, reliability, and trustworthiness. Customers can expect an impactful engagement.

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> Digitalization of Critical Business Processes



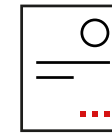
The Challenge

- Dedicated solution implementation to digitize thousands of documents for the maintenance of more than 25,000 wagons, previously processed and replaced manually every day
- Project size - in terms of scale regarding business activity and individual processes
- Guaranteed continuity of operation, even without an internet connection
- Process digitization in repair shops

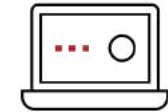
The Solution

- In-depth analytical phase (blueprint), during which the GATX and Unity Group teams jointly developed concepts for a dedicated system
- A special PWA application allowing information collection from both desktops and tablets used by production workers in repair shops
- End-to-end solution, including a complete SLA for 24/7 maintenance

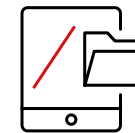
The Result



Nondigital documentation eliminated



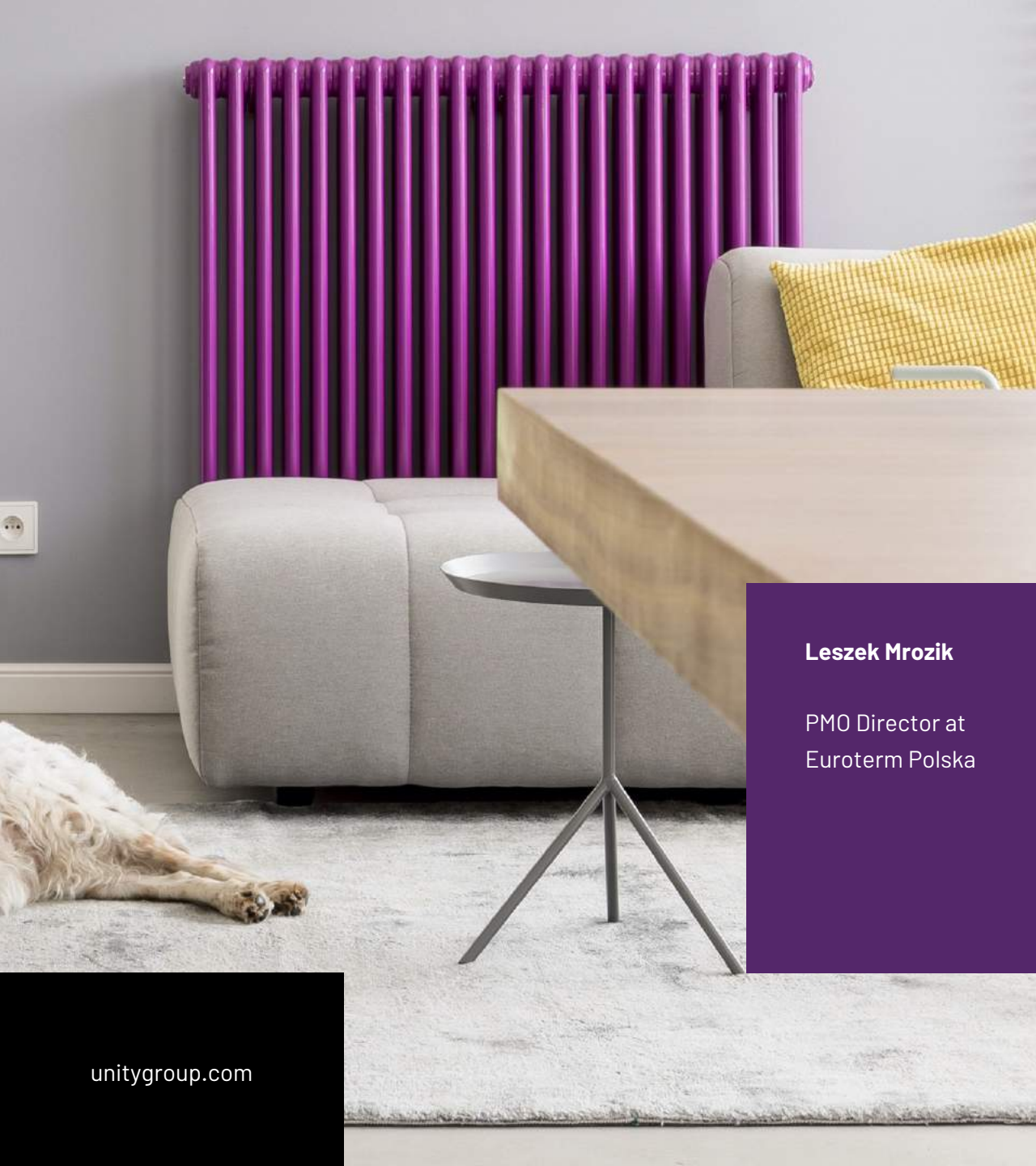
Automation verification & quality control



Downloading data from tablets



Historical data comparison



Success Stories / Euroterm / System integration / E-commerce B2B

Integrated e-commerce system: ERP, PIM, WMS, B2B platform ONe

Leszek Mrozik

PMO Director at
Euroterm Polska

Unity Group is a business partner of technological solutions that perfectly navigates design issues. They created the right solution for us, adapted the work methodology and implemented the activities, ensuring the highest quality standards. This combination of professionalism, commitment and timeliness gives enormous comfort of cooperation, and the effect, in our case, exceeded expectations

> Integrated e-commerce system: ERP, PIM, WMS, B2B platform ONe

The Challenge

- With 20+ years of history, Euroterm wanted to provide the best customer service across all sales channels
- This meant the need to integrate systems for order processing, payments, logistics and assortment management, ensuring their smooth and failure-free communication

The Solution

- REST API enabled information to flow between warehouse, sales, PIM and logistic systems
- Two-way data exchanges ensured information passed efficiently & safely
- Flexible architecture is ready for future expansions and integrations

The Result

> 30k

Products
Supported

> 5k

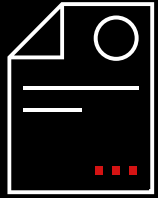
Daily
Interactions



Sales Path Fully
Integrated

> 8k

Customers
Enabled



Total Honesty . Committed Delivery

We say it as it is - no project is without risks. We are always honest about the possible challenges upfront. Through experience, we know how to adapt on the spot and resolve them. When we commit to a project we never back down. And we deliver - fully.



> 20+ Years on the Market . 500+ Delivered Projects

The best way to be honest is to let others talk for you



<...>

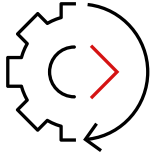


People . Making a Difference

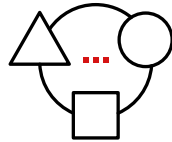
Your team, your customers, you. We know that a people-first mentality brings the best results and that's why working with us is really cool. Our biggest strength is people! We care for them and we empower them. We work with you as one team and that's what truly makes a difference.



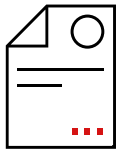
> Key Takeaways . Our Value / Your Gain



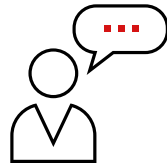
Commerce Transformation .
Since 1997



All Results .
One Agile Partner



Total Honesty .
Committed Delivery



Worthy of Trust .
Ask Our Clients



Impactful Solutions .
Enabled by Technology



People .
Making a difference



Szymon Kosydor
Business Unit Director

> Please Get in Touch . Let's Drive Your Business



Dominik Janes

PARTNER

HEAD OF BUSINESS DEVELOPMENT EMEA

+41 76 462 05 74

dominik.janes@unitygroup.com



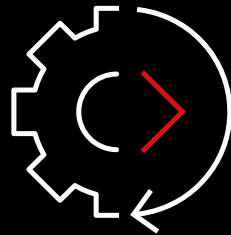
Piotr Wrzalik

MANAGING PARTNER

HEAD OF INTERNATIONAL GROWTH

+48 501 429 469

piotr.wrzalik@unitygroup.com



Drive Your Business With
Commerce Transformation