

CAPGEMINI AND THREEKIT

The partnership to transform immersive commerce

CAPGEMINI VENTURES: STARTUPS SERIES



Threekit is the leading 3D visual commerce platform for brands, manufacturers, and retailers. The innovative product configuration and visualization solution enables users to create and manage beautiful visuals at scale. Here's how Capgemini partners with Threekit to deliver the immersive experiences that today's consumers expect and demand...

OUR SOLUTION OFFERING

80%

of consumers are more likely to make a purchase from a brand that provides personalized experiences¹

Visual commerce is changing the way shoppers experience products digitally. Having a digital version of the product is also proven to lead to breakthrough productivity gains for brands – enabling them to prototype without actually making a physical product. Together, Threekit and Capgemini are powering the next generation of online experiences through visual commerce technologies.

Challenge

- Consumer expectations are evolving and the majority (60%) of shoppers demand more interactive 3D and AR experiences¹
- Immersive visual shopping experiences are increasingly required for higher value items¹
- 57% of customers have stopped buying from a brand because one of its competitors provided a better experience¹

Opportunity

- B2C and B2B eCommerce markets were accelerated by COVID-19 and are now booming – immersive experiences could positively impact client top lines
- 42% would pay more for a product if they could see it in 3D/AR and 20% more people are willing to pay more for personalized products and services¹
- 83% of buyers point to product visuals as the most influential factor in online purchasing decisions¹

Solution

- Threekit's platform lets businesses transform product visuals into customer experiences
- The solution enables companies to create, manage and scale photorealistic images and configurable 3D product visuals from a single design file
- With Threekit, businesses can create immersive and personalized experiences that entice customers to buy their products

3 THINGS TO KNOW ABOUT THREEKIT

Founded in 2014, Threekit is headquartered in Chicago and has offices in Canada, UK, and France



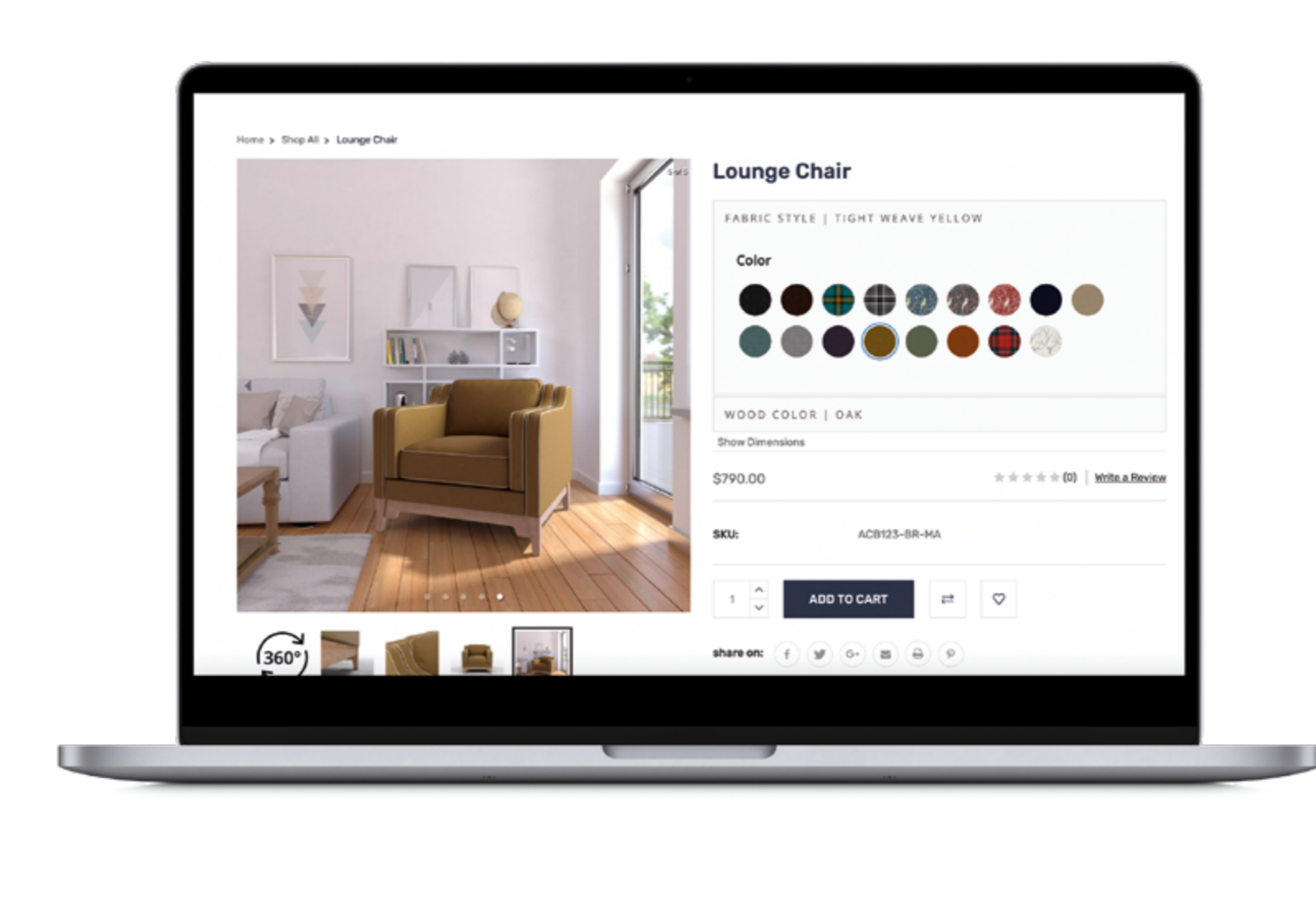
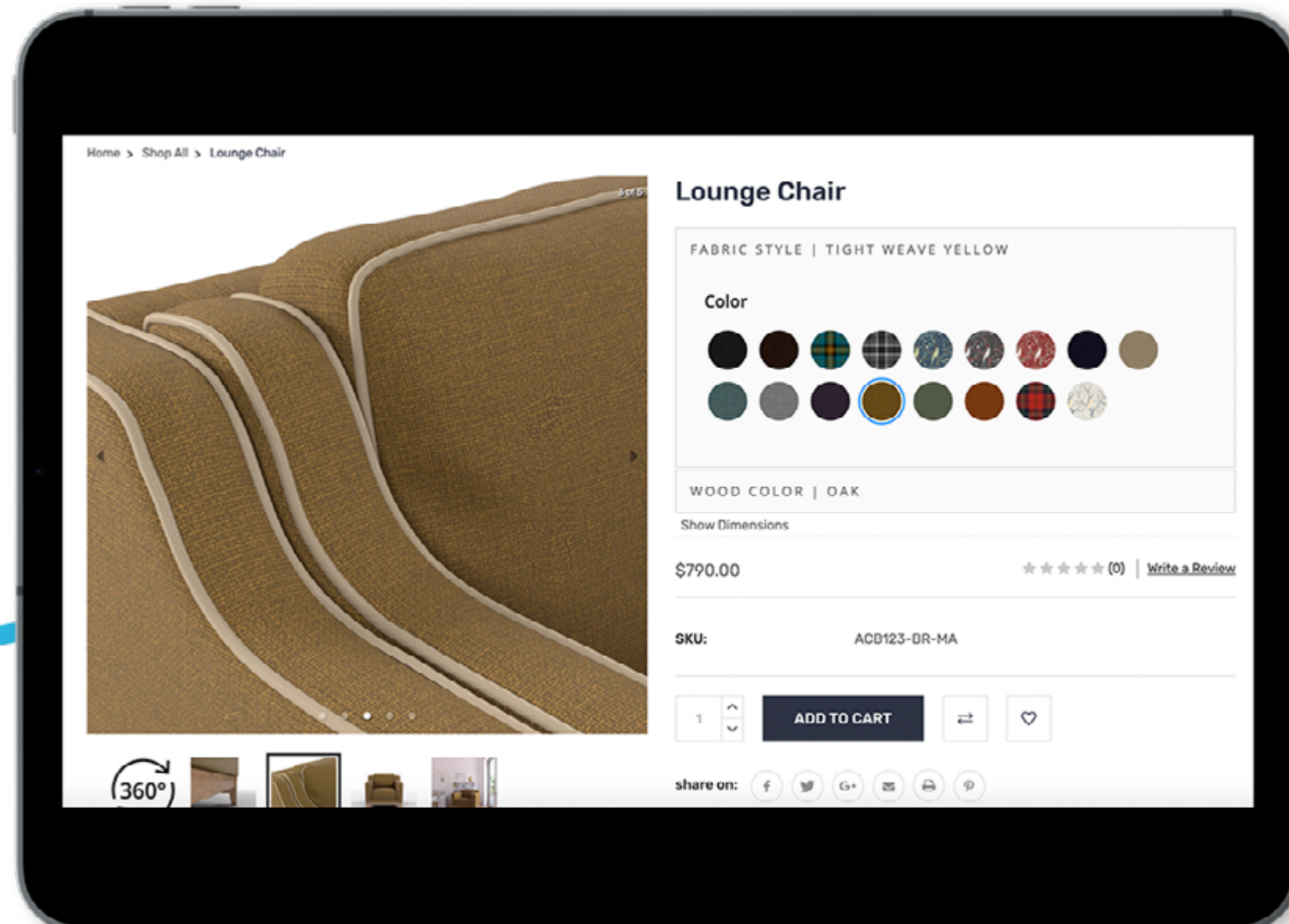
Threekit enables enterprise companies to:

- 1. Show It So They Can Sell It**
Threekit helps businesses create visual experiences that put their customers in control. Let shoppers configure, add features, and gain buying confidence when buying online.
- 2. Cut Costs**
Threekit reduces product photography costs and drives incredible manufacturing efficiency. With it, businesses can connect the front-end buying experience with back-end fulfillment. Automatically generate CAD files, BOMs, assembly instructions and more.
- 3. Win In All Sales Channels**
Threekit will empower the entire sales ecosystem – retailers, distributors, B2B sales teams – to show and sell more products.

HOW DO WE WORK TOGETHER?

As the one-stop shop for collaborative and innovative startup solutions, Capgemini is proud to partner with Threekit. Together, we combine our capabilities to help clients automate the creation of 2D, 3D, and AR visuals to enable impactful product configuration:

- 1. Our joint offering combines** Capgemini's consultancy on customer journeys, product, proposition, and implementation with Threekit's imagery, expertise, and innovative software
- 2. We currently support the retail sector,** and are expanding our plans to include manufacturing, automotive, construction and high-tech sectors¹
- 3. Together, we deliver an unrivaled product experience** that looks great and scales with your business
- 4. We can position Threekit as a solution** to support your business needs, and deliver an immersive experience for your end users
- 5. Threekit's 3D and AR technology** integrates into all of Capgemini's core offerings, transforming every step in a client's digital journey
- 6. Threekit is a very well-known ISV at Salesforce.** Collaborating with such strategic partners enhances the offering for clients



SUCCESS STORY: INTEGRATING 3D VISUAL CONFIGURATION WITH SALESFORCE COMMERCE CLOUD

Client:

An innovative, top 5 French furniture brand

Challenge:

Achieve €200M online sales in a 36-month period

Solution:

- Threekit immersive commerce solution in collaboration with Capgemini offering highlighted options for consumers to see items in their home setting.
- Integrated the solution with Salesforce Commerce Cloud
- Improved online furniture purchasing experience
- Supported the client's company strategy and sustainability goals

Results:

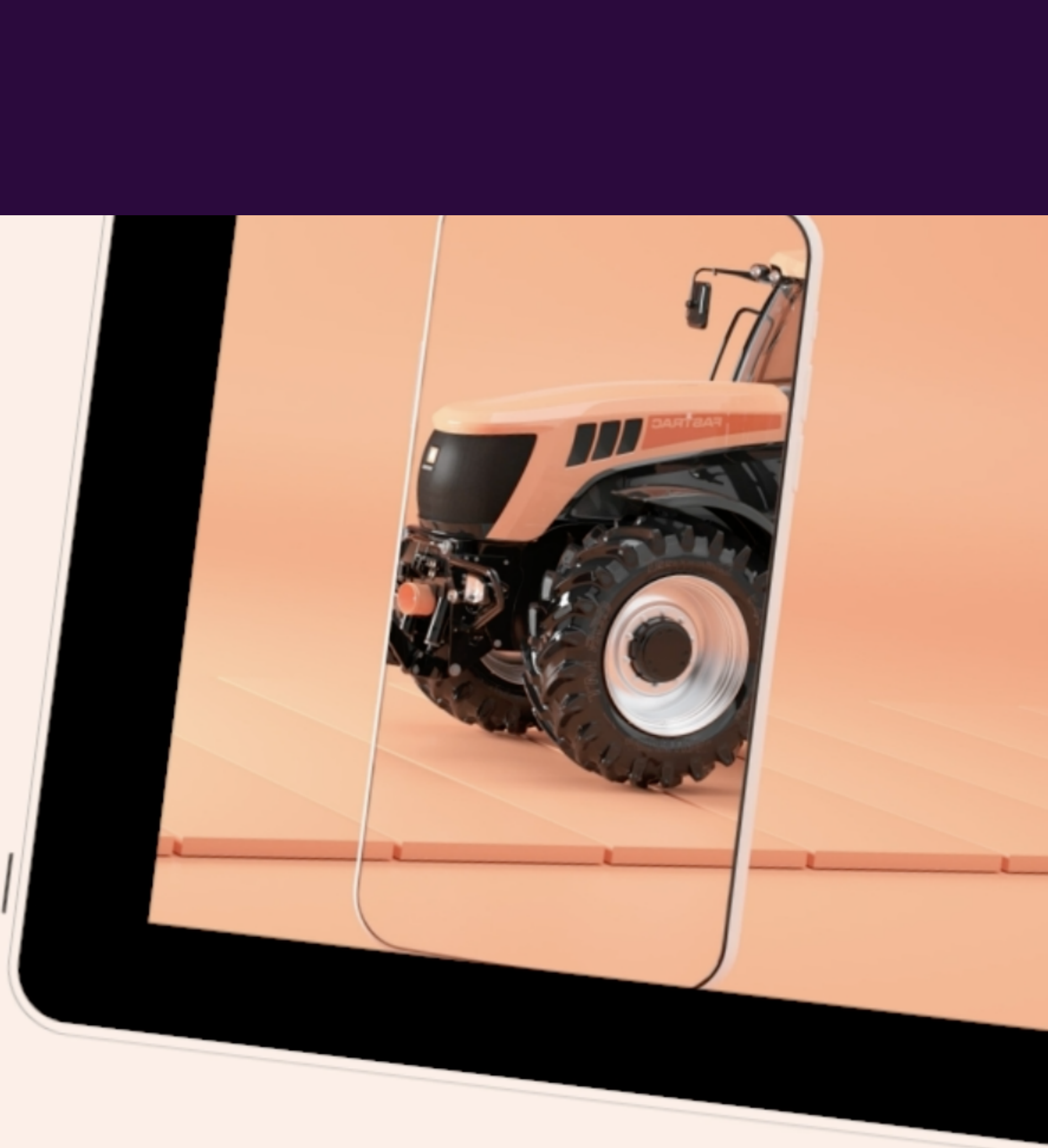
- Helped to achieve online sales target
- Impressive ROI achieved from the solution
- 1st** win at Association Famille Mulliez (Auchan)

Threekit boasts a **40%**

increased conversion rate, 22% higher average checkout rate, and a 40% reduction in returns

“Threekit’s ground-breaking technology and platform, which can create digital assets before producing them, addresses well the needs of organizations today for end-to-end immersive experiences and more sustainable supply chains.”

Charlton Monsanto, Immersive Experiences Offer Leader, Capgemini



STARTUP SOMETHING SPECIAL WITH CAPGEMINI AND THREEKIT

For further information about our innovation partnership with Threekit, please contact Dany Tello from the Capgemini Ventures Team, or email the Startup Catalyst Team

REFERENCES

- 1 Capgemini T.I.W. 23.11.2021¹, Threekit
- 2 <https://www.ephison.com/us/about-us/pressroom/new-ephison-research-indicates-80-of-consumers-are-more-likely-to-make-a-purchase-when-brands-offer-personalized-experiences>

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