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Capgemini's LYONSCG announces Unified Commerce Solution for Grocery to improve the online grocery shopping experience

The solution leverages three Salesforce cloud technologies and MuleSoft's Anypoint Platform to accelerate business transformation for grocers

Paris – March 4, 2019 – [Capgemini](#) today announced the launch of [Unified Commerce Solution for Grocery](#), a new Salesforce Fullforce¹ solution designed to help grocers capture loyalty in the rapidly expanding online grocery market by improving the ordering experience. Developed by [Lyons Consulting Group](#) (LYONSCG), part of Capgemini, Unified Commerce Solution for Grocery integrates eCommerce with marketing and customer service systems to help grocers personalize offers and deliver groceries faster.

[Capgemini research](#) shows that the level of online ordering is set to increase rapidly. Thirty eight percent of U.S. customers already order groceries online from retailers (at least once a week or multiple times), and this is expected to grow to 52 percent by 2021. Additionally, 40 percent of consumers now rank delivery services as a "must-have" feature for food and grocery purchases. And one in five consumers (20 percent) say they are prepared to switch retailers if delivery services are not provided.

Unified Commerce Solution for Grocery helps retailers deliver on their business goals and address the needs of the modern grocery shopper by providing eCommerce, marketing and customer service capabilities through Salesforce Commerce Cloud, Marketing Cloud and Service Cloud.

In addition, the solution incorporates MuleSoft's Anypoint Platform™ to help grocers integrate legacy data and applications, including point-of-sale, financial and inventory systems, loyalty, promotion engines, etc. into an application network. Together, the solution is intended to help grocers increase speed to market, deliver an omnichannel strategy, integrate systems with digital customer facing technologies, and implement new, innovative technologies to enhance the customer experience. Capabilities include:

- Modifying previously placed orders before delivery is confirmed.
- Sorting, searching and filtering products based on previous orders.
- Easily managing customer preferences by adding and saving favorite grocery items to a customer's profile for quick re-ordering.
- Shopping specific location inventories with a real-time look into product selection, pricing and delivery times.
- Streamlining and personalizing email marketing campaign deployment.

¹ [Salesforce Fullforce Solutions](#) are systems integrator or consulting partner offerings recognized for their specialization in priority Salesforce industries and other key solution areas. Fullforce Solution alliance partners have demonstrated proven experience and customer success.

"With the online grocery market positioned to grow substantially over the next few years, now is an exciting time to look at new, innovative ways to reach consumers and create truly differentiated digital shopping experiences," said Rich Lyons, CEO of LYONSCG, part of the Capgemini Group. *"This solution can help grocers quickly and cost-effectively implement technology to fulfill orders, build loyalty and ultimately transform their businesses."*

The Unified Commerce Solution for Grocery solution further enhances Capgemini's unique combination of capabilities, alliance relationships, and experience delivering end-to-end technology and business solutions for grocers and retailers throughout their transformation journey. It expands upon [last year's release of three Salesforce solutions for retailers and grocers](#).

"We are excited that Capgemini has again been recognized as a Salesforce Fullforce Solution partner and is helping companies in the grocery industry connect with their customers in entirely new and innovative ways," said Don Lynch, SVP, worldwide alliances, Salesforce. *"We work closely with Salesforce Fullforce Solution partners to ensure our customers benefit from Capgemini's proven industry expertise with the Salesforce Platform."*

Capgemini has been a global strategic consulting alliance partner with Salesforce for more than 10 years, and its capabilities and solutions portfolio continue to meet the digital customer experience needs of clients around the world, enabling them to achieve innovation and competitiveness.

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About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion (about \$15.6 billion USD at 2018 average rate).

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About Lyons Consulting Group

Lyons Consulting Group (LYONSCG), part of the Capgemini Group, is a leading global commerce service provider, with capabilities that include consulting, digital agency, systems integration, technology services, and managed services. LYONSCG combines proven methodologies, deep technical expertise, and award-winning design to create digital commerce experiences that engage and convert consumers and buyers. Hundreds of leading B2C and B2B brands trust LYONSCG to realize their commerce vision and continually optimize it to drive profitable growth. LYONSCG is a partner of Salesforce Commerce Cloud, SAP C/4HANA and Adobe Magento; is a recipient of Salesforce Commerce Cloud Global Sales Partner and Delivery Partner of the Year awards, and Magento Partner Excellence and Magento Innovator of the Year awards. For more information, go to www.lyonscg.com.

About Anypoint Platform

MuleSoft's Anypoint Platform™ is a leading application network platform. It allows organizations to create composite applications that connect apps, data, and devices through API-led connectivity to form a flexible application network. Anypoint Platform is a unified, single solution for [iPaaS](#) and full lifecycle [API management](#), both [on-premises](#) and in the cloud.

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