

Limesharp

ebizmarts | POS

Case Study: Unifying commerce

How our POS solution enables Limesharp to offer their Magento customers 'one source of truth'



🔍 Summary

Limesharp and ebizmart are long-time partners of seven years. Working as an iPad app, ebizmart POS functionality enhances Limesharp's Magento eCommerce development by enabling them to service their customer's instore requirements via a quick, easy and secure deployment of a physical point-of-sale that unifies a customer's channels into one view.

❓ About Limesharp

A London-based Magento eCommerce agency dedicated to web development and consulting, Limesharp service their luxury fashion and lifestyle brands with a bespoke, design-focused approach to eCommerce that differentiates them in the marketplace. Innovation is everything, and the team thrive on offering clients world-class web design, third-party integrations and core processing.

Unifying commerce

Limesharp needed a solution that gave their customers the opportunity to access a single view of their business operations, negating the need to manage channel data in silos. The ebizmart POS solution has enabled Limesharp to offer their Magento customers 'one source of truth'.

The Challenge: meeting client and consumer expectation

Today, consumers expect brands to meet their demands: they want a convenient shopping experience online and instore where products are readily available and a consistent brand experience.

For many retailers, this demand for consistency over multiple selling points poses a few key challenges; namely how to unify their points of sale into one clear view of their stock, product data and customer information.

Historically, retailers have operated their business units as separate silos – online and instore - often using CRM systems to try and impossibly fuse business intelligence data and operations into one view.

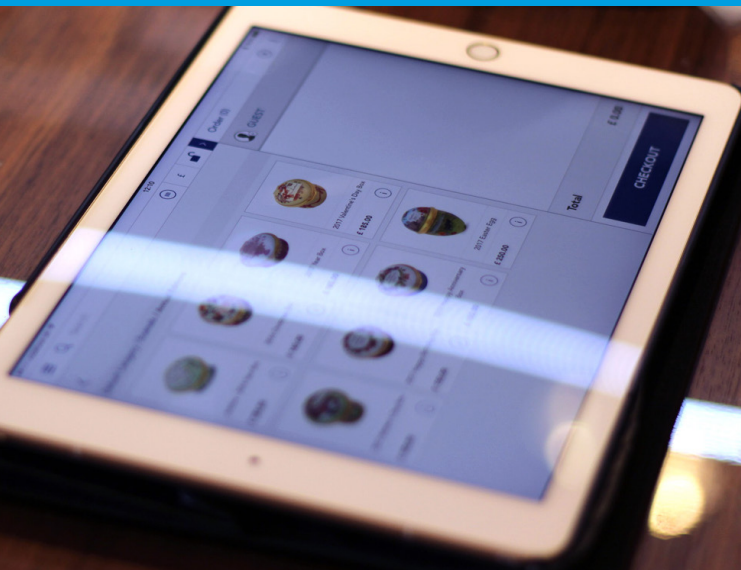
Limesharp's luxury retail customers operate Magento eCommerce stores and also have a physical presence; from selling at trade shows to pop-up shops and market stands.

Equally impacted by commerce's unified shopping trends, the agency needed to offer a solution that connected their customer's physical POS with their Magento online store.

Limesharp

“Unified commerce always felt like an enterprise feature – like endless aisle functionality - but ebizmart have perfectly bridged the gap between what was an enterprise level feature available to everyone.”

Alex Bohea, Account Manager,
Limesharp



ebizmart | POS

To achieve this, Limesharp needed an additional feature to become part of their eCommerce development package. Where they could also offer any Magento customer the opportunity to have data from all channels flowing into one system to enable:

- Endless aisle functionality
- Easy stock and product management
- A better and more sophisticated consumer shopping experience

They wanted to offer customers the bigger picture, while making it an easy set-up and access, eliminating the time it takes to manage two or more systems.

The Solution

Limesharp chose ebizmart POS functionality to enhance their eCommerce development and unify their customer's point-of-sale. Working as an iPad app, Limesharp customers using the Magento platform can easily replicate their Magento data into a physical point-of-sale using ebizmart POS integration.

The super quick deployment enables retailers large and small to create a sophisticated physical point-of-sale on an iPad and access all the data that is stored in Magento.

The easy, quick and secure deployment enables Limesharp customers to start trading straight away while also benefiting from ebizmart's

local support. *“The ebizmart support team are fantastic,”* comments Limesharp Account Manager, Alex Bohea, *“they’re always helpful and really care about your success, often with a hands-on presence during instore launches.”*

The Result

ebizmart POS remains a firm feature of Limesharp's eCommerce package.

Alex comments: *“Today, to say we can give our customers one source of truth of their business is an incredibly powerful proposition. With ebizmart, we can deliver a full and competitive POS service. Their quick and effective solution far surpasses other, often lengthy, POS integrations. I have absolute confidence in them as a Magento partner.”*

Limesharp are using ebizmart POS to achieve their own KPIs. Offering their customers all the tools they need to run their business, means never having to worry about data management.

ebizmart POS integration helped one Limesharp customer launch and process 37,000 transactions in just 2.5 years

We are proud to be an integral part of Limesharp's customer proposition and excited for the future together.

ebizmarts | POS

