Tulip

The Store Experience Platform behind the world's best brands

Tulip powers a modern store experience for some of the most forward-thinking retailers around the globe. Partnered with Apple and Salesforce, Tulip equips sophisticated retailers to build connections with customers, fulfill orders, checkout purchases, and optimize operations in order to create the end-to-end experience today's customers expect.

Tulip Store Experience Platform

Clienteling

- BLACK BOOK
- FOLLOW UPS
- 360-DEGREE PROFILES
- APPOINTMENTS
- CUSTOMER CAPTURE
- PERSONALIZED CAMPAIGNS
- OMNICHANNEL COMMUNICATION
- WHATSAPP, WECHAT, LINE
- LOOK BOOKS
- OMNICHANNEL CATALOG

Point of Sale

- PRICING & PROMOTIONS
- OMNICHANNEL CATALOG
- ENDLESS AISLE
- OMNICHANNEL ORDERS
- RETURNS & EXCHANGES
- OFFLINE MODE
- SALES TAX
- CASH MANAGEMENT
- PAYMENT
- EXTENSIBILITY

Fulfillment

- BOPIS & ROPIS
- INTELLIGENT PICKING
- STORE SHIPPING
- CURBSIDE PICKUP
- WMS
- STORE RUNNER
- ORDER TRACKING
- INVENTORY MANAGEMENT

Data & Analytics

STORE ANALYTICS	SALESPERSON ANALYTICS	CUSTOMER ANALYTICS	POS REPORTING	LABOR SCHEDULING	PERFORMANCE PLANNING

SOC2 TYPE 2	PCI DSS	GDPR/CCPA	PIPL

Trusted by the best

BOGGI MILANO   Theory   Mulberry   JIMMY CHOO   kate spade NEW YORK

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Why Tulip's **Store Experience Platform** is loved by customer-centric retailers

Omnichannel

Today's consumers expect a seamless shopping experience across all channels, including in-store, online, and on mobile devices. The Tulip Store Experience Platform provides full support for all the omnichannel sales engagement, purchasing, and after-sale service journeys that touch the store. These include the myriad of omnichannel purchasing journeys all with a fully integrated and seamlessly executed shopping and fulfillment experience. The Tulip platform also provides access to full omnichannel customer, product, sales, and inventory data, from all points of customer interaction.

Enterprise

Tulip has delivered solutions that make up the Tulip Store Experience Platform to high-scale Tier 1 retail environments including retailers with over 1,000 stores, 20 million customer records, 1 million SKU's and $2B in total revenue. Tulip operates a formal Information Security Program, compliant with Soc 2 Type 2, CCPA, GDPR, the PCI Data Security Standard, and other key security and privacy standards and regulations. We know what it takes to meet the expectations of these demanding retail environments.

> **Tulip lets us connect with customers through an omnichannel journey and consistently delivers the high-touch personal experiences we're known for. Clienteling is an important part of our business and Tulip's solution is best in class.**
>
> **Rachel Crews**
> Lilly Pulitzer Vice President, Digital Commerce, Customer Engagement and Insights
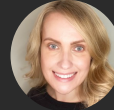
▲ **55%**
Clienteling Conversion Rate*

▲ **47%**
Average order value*

Cloud

The Tulip Store Experience Platform is cloud native with an API-centric design for maximum flexibility and agility. Tulip, retailer, and third-party resources are able to leverage the extensibility afforded by Tulip APIs to deploy unique solutions without compromising the integrity of the underlying core platform. A versionless software approach keeps all customers on a continuous innovation path, without the need for a separate in-store server. These capabilities deliver maximum agility for each retailer to achieve their unique objectives while ensuring ongoing access to an evolving supported platform.

▲ **45%**
Increase in POS Throughput Capacity*

▲ **17%**
Shopper NPS Score*

Gorgeous

The Tulip solutions incorporate an efficient, elegant, and attractive UI that enables faster execution of tasks, faster training of associates while providing richer and more pleasing user and customer experiences. At the store level the solution takes full advantage of Apple devices (e.g. iPad and iPhone) using a native iOS design. At corporate, the solution leverages the powerful cloud computing capabilities of the Google Cloud Platform for robust and reliable cloud services.

> **We're committed to quality at every step in the process: materials, manufacturing, the end product, and the customer experience. We chose Tulip because their software helps us connect with customers in a way that feels natural and organic.**
>
> **Sam Ku**
> President and Creative Director at AG Jeans

Visit **tulip.com** to learn more.

* Results experienced by one retailer using Tulip technology.