

# Institutional Presentation



Be digital, Sell more.



# Do or Die

In the future, **100%** of commercial transactions will be digitized



# E-commerce is just the tip of the iceberg



## Digitalization start:



Ecommerce

Additional  
impact in order  
of:

**10%**

## Digitalization the value chain:



Sales counter



Telesales

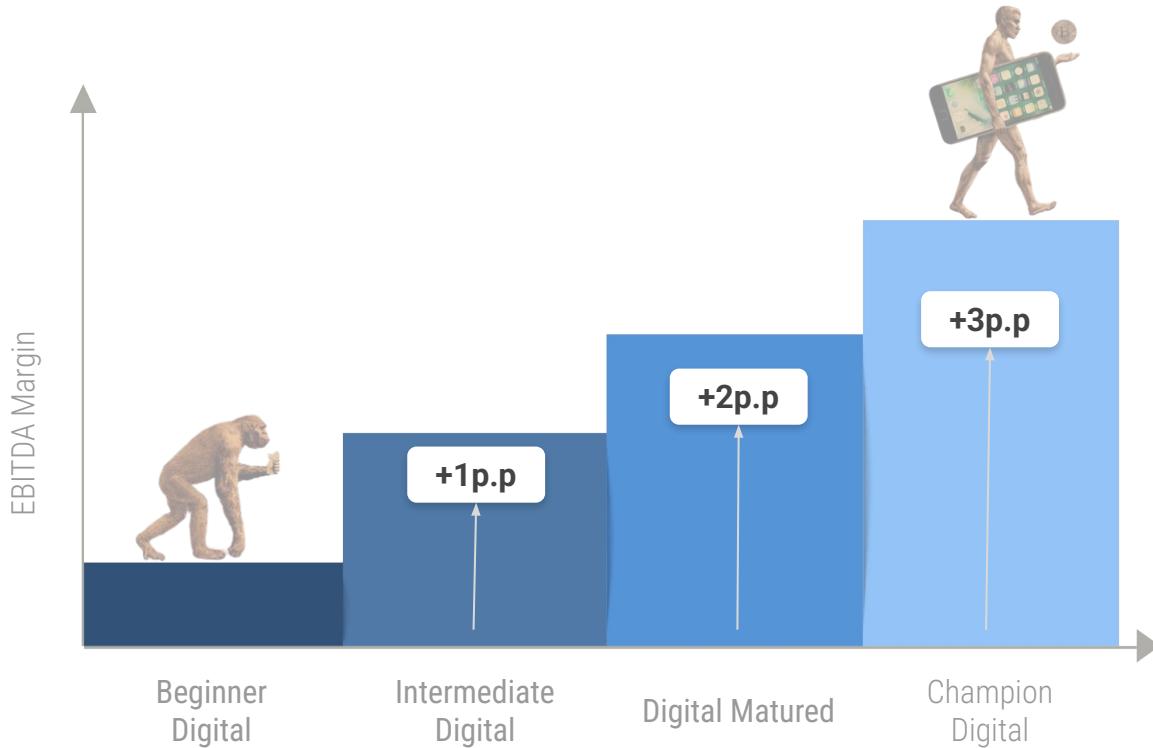


Service in visits

**90%**

:

# Digital champions have higher Ebitda margin than their competitors



A study carried out by the Boston Consulting Group concluded that, as companies increase their level of digital maturity, they improve their financial margins.

The most advanced companies in this journey, the “digital champions”, have, on average, an EBITDA margin 3p.p higher than their start-up competitors.

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cws.digital

# Digital Transformation platform

Since 2012, CWS Platform's mission is to digitize  
**100% of our client's commercial transactions**

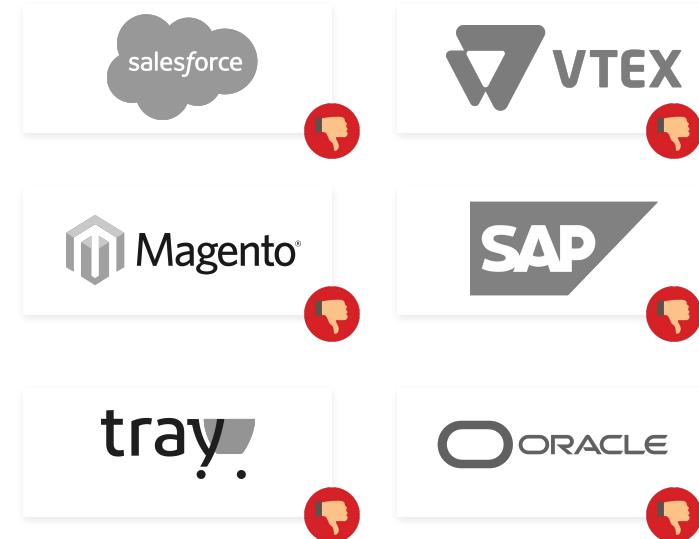
# Problem: Current platforms do not meet the complexities of digital projects

Complex purchase journeys generate several obstacles to digitization...

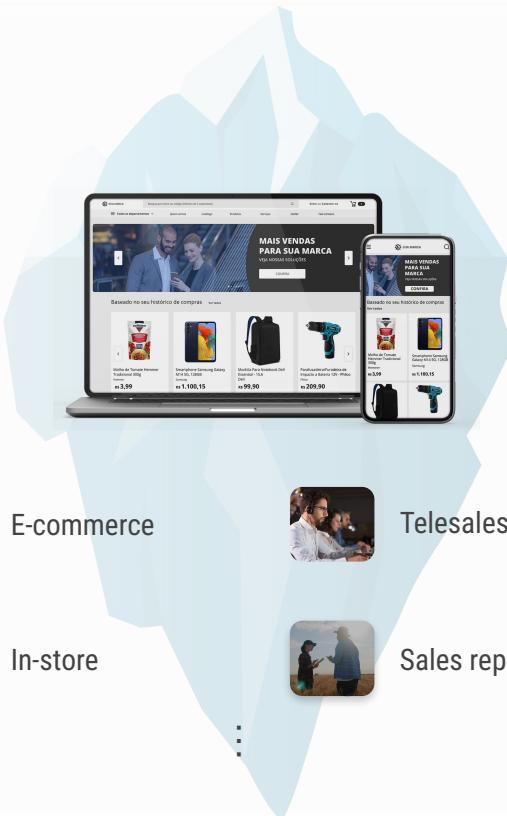
-  **Differentiated pricing rules** per customer
-  **Need technical support** for purchase
-  **Correct tax calculation** for each product and region
-  **Multiple inventory** issues
-  **Conflicts with sales teams**
-  **Need to negotiate price** and shipping
-  **Regionalization** of offers

And many more...

...and commerce platforms are not capable of absorbing the complexities of business



# Solution: Complete Sales Platform for Digital Transformation



Through a set of technologies and innovations, **the CWS Platform specializes in complex digital journeys**, with numerous native features to cover thousands of digital sales formats.



**“CWS is the dream platform for anyone looking to carry out a Digital Transformation project”**

Helio Matsumoto

BAIN & COMPANY

Gartner

GrupoFleury

Sicredi



**“CWS is an innovative platform, with high potential and that came to solve great challenges.”**

Romero Rodrigues

buscapé

XP Inc.

Redpoint  
ventures

Headline

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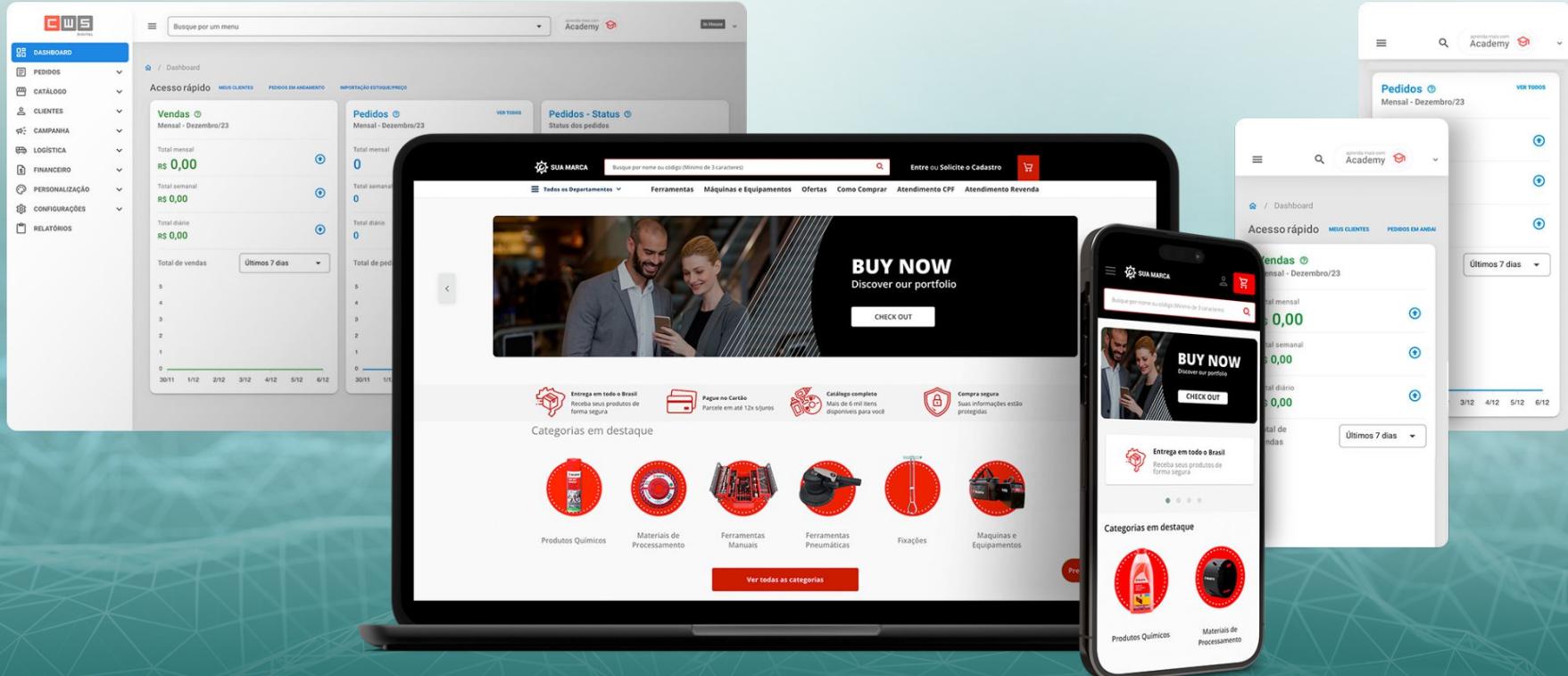
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# About CWS Platform

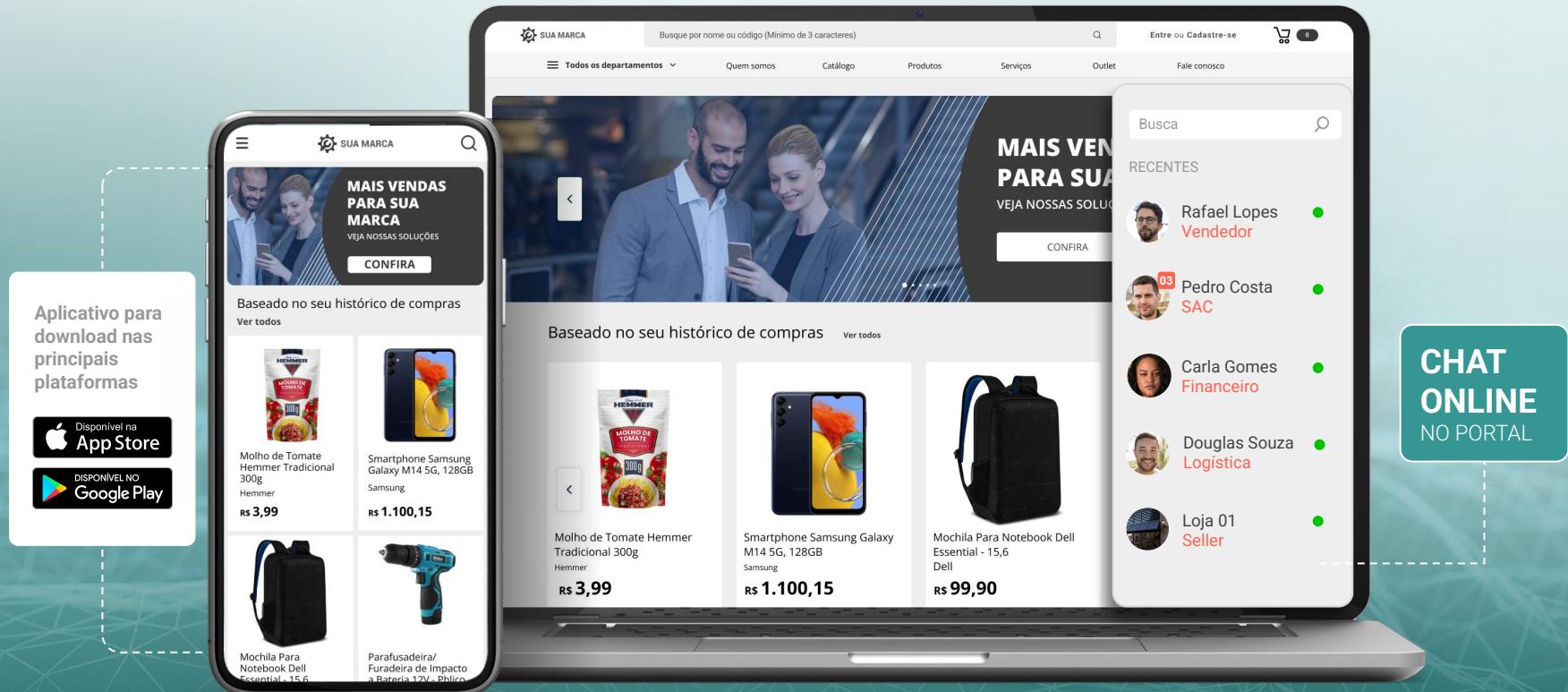
Innovative platform to address complex journeys and scale digital sales for enterprise companies



# Front-End and Back-End natively integrated in a single solution



# Desktop, mobile and App journey natively integrated



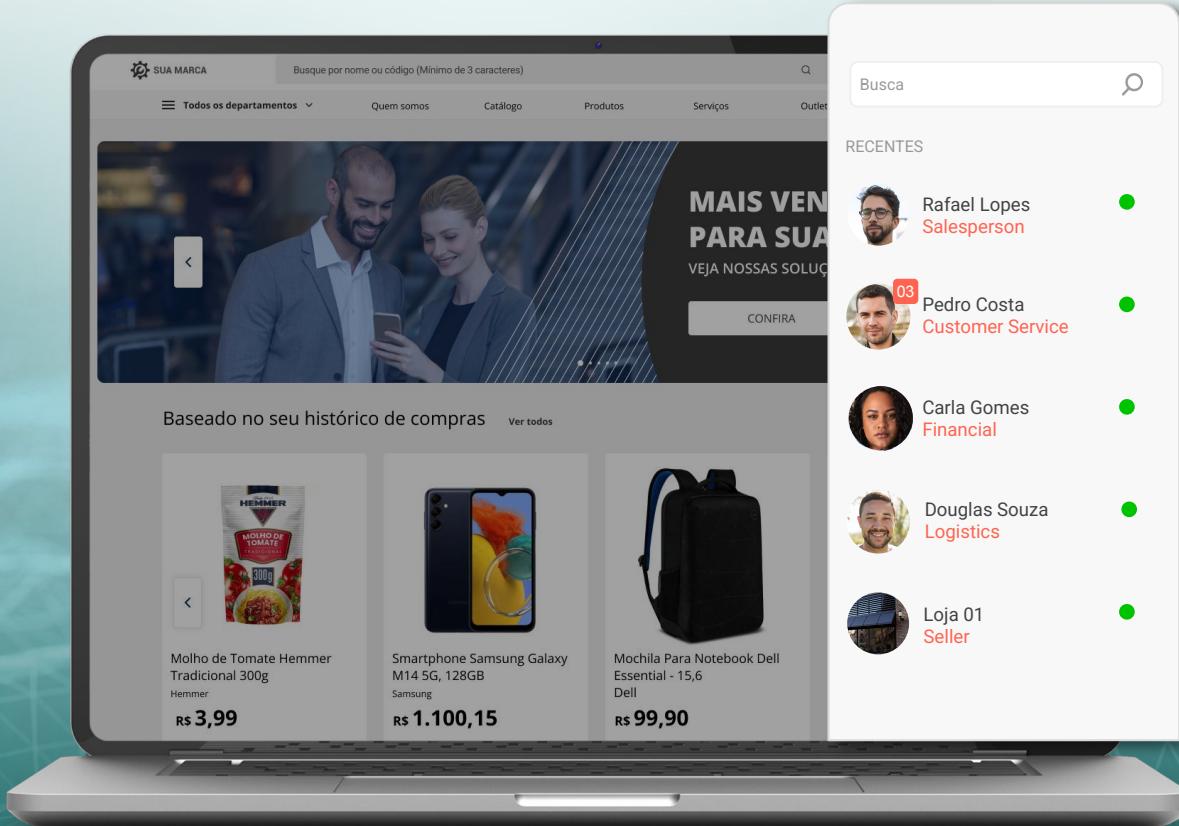
Aplicativo para download nas principais plataformas

Disponível na App Store  
DISPONÍVEL NO Google Play

CHAT ONLINE NO PORTAL



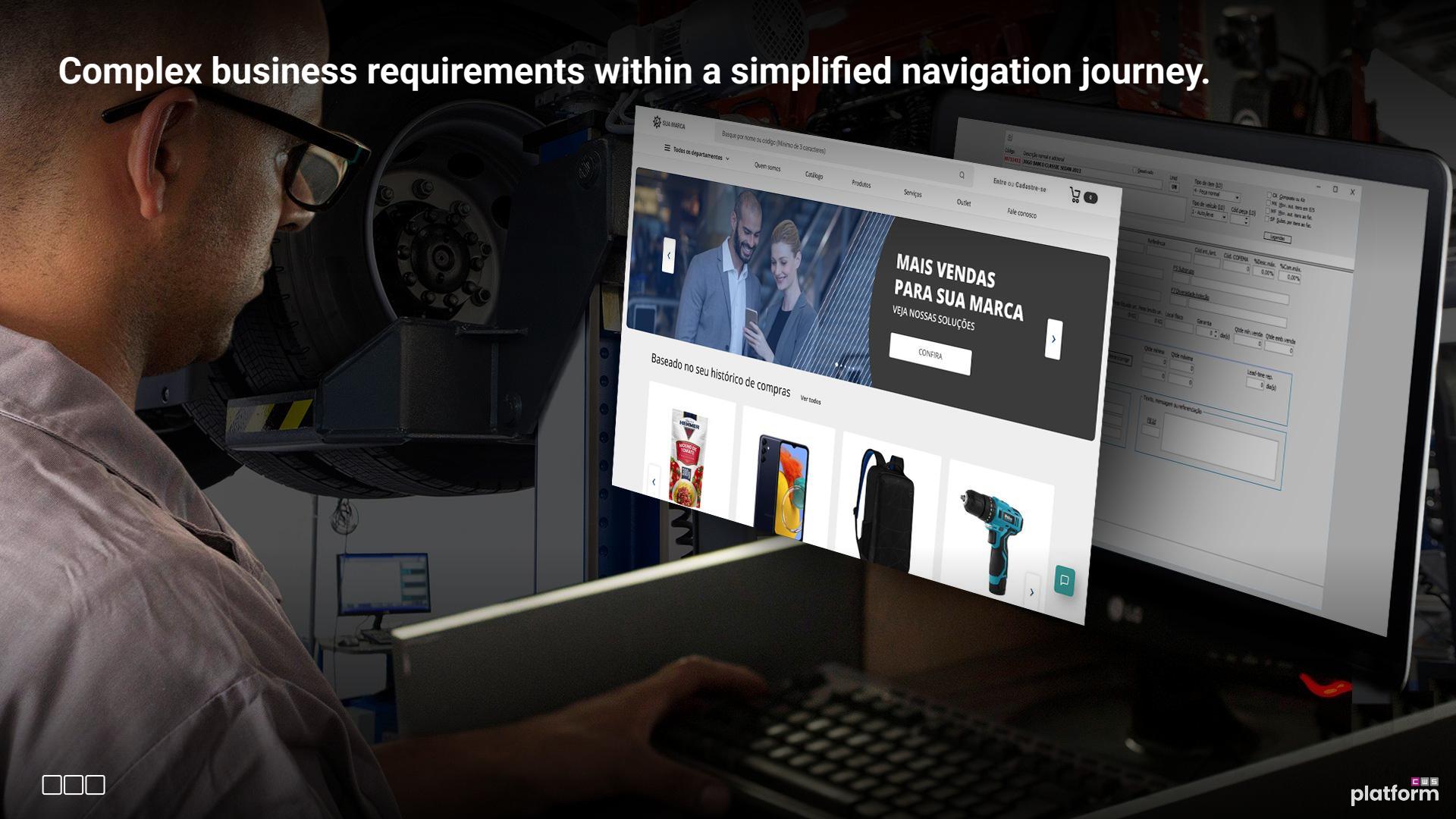
# Interactive assistance through chat



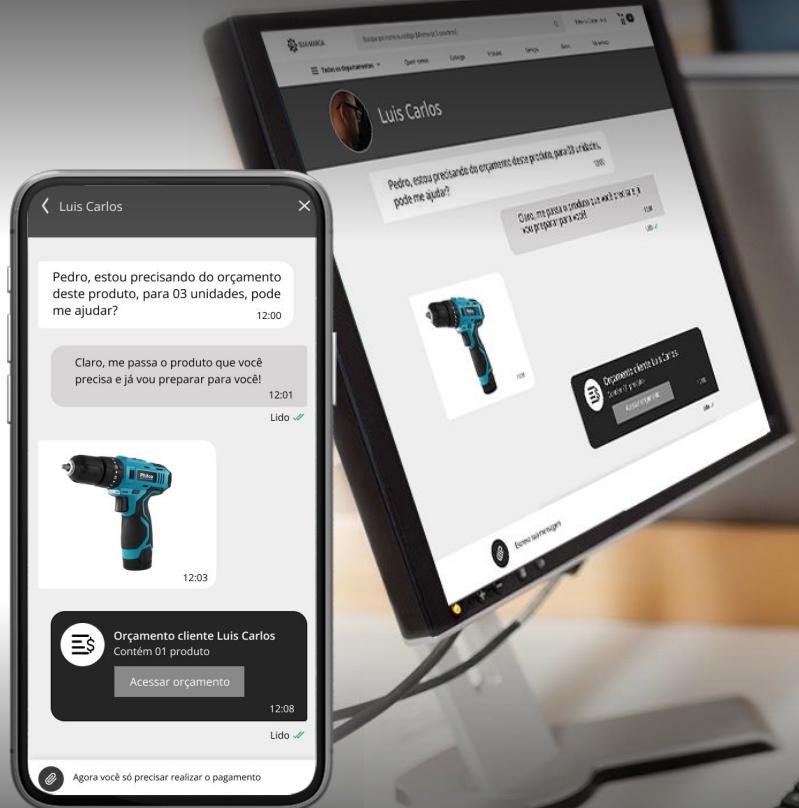
The image shows a laptop displaying a company website. The website has a header with a logo, a search bar, and navigation links for 'Todos os departamentos', 'Quem somos', 'Catálogo', 'Produtos', 'Serviços', and 'Outlet'. Below the header is a banner with a man and a woman looking at a smartphone, with text 'MAIS VENHA PARA SUA' and 'VEJA NOSSAS SOLUÇÕES'. A 'CONFIRA' button is visible. The main content area is titled 'Baseado no seu histórico de compras' and shows three product cards: 'Molho de Tomate Hemmer Tradicional 300g' (rs 3,99), 'Smartphone Samsung Galaxy M14 5G, 128GB' (rs 1.100,15), and 'Mochila Para Notebook Dell Essential - 15,6' (rs 99,90). To the right of the laptop, a floating chat interface is shown. It has a search bar at the top with the placeholder 'Busca' and a magnifying glass icon. Below the search bar is a 'RECENTES' section containing five entries, each with a profile picture, name, and role: 'Rafael Lopes Salesperson', 'Pedro Costa Customer Service', 'Carla Gomes Financial', 'Douglas Souza Logistics', and 'Loja 01 Seller'. Each entry has a green circular icon to its right.



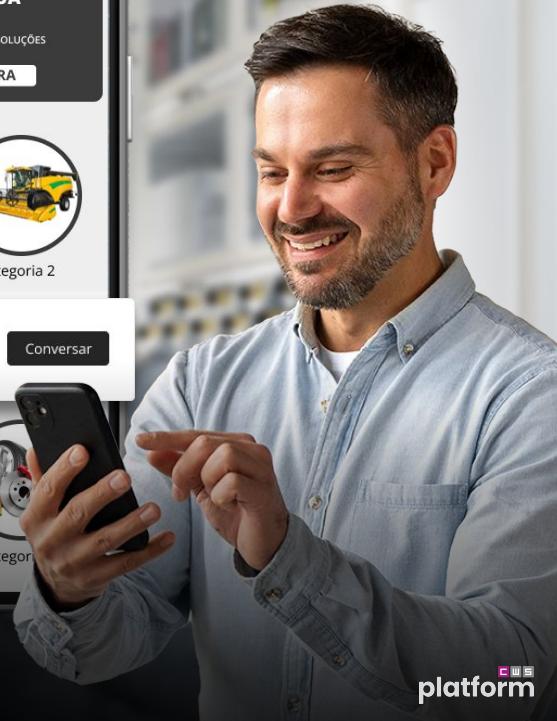
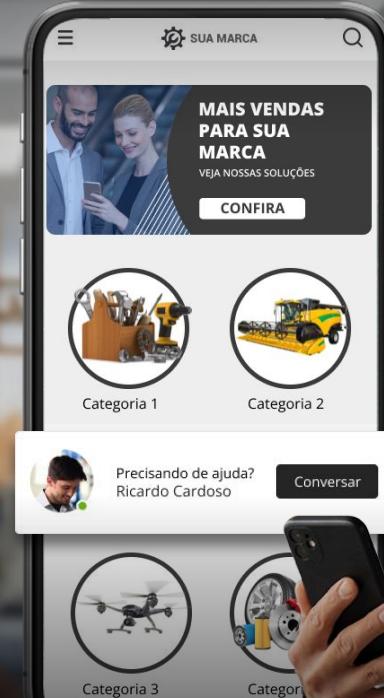
# Complex business requirements within a simplified navigation journey.



# Assistance with chat in real time

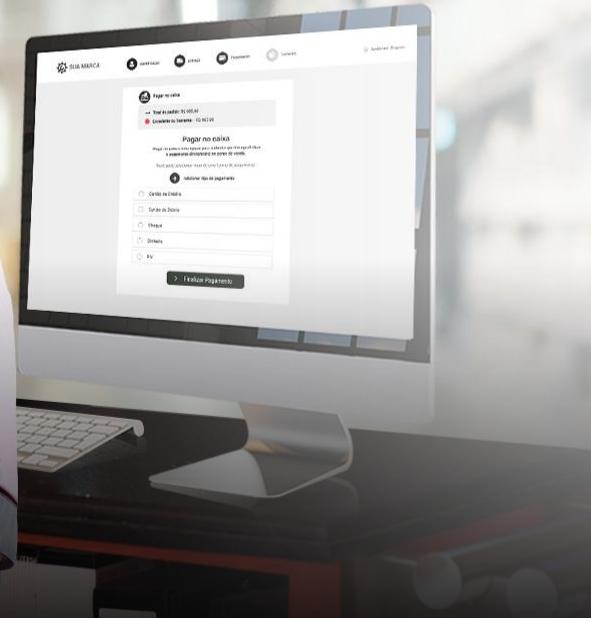
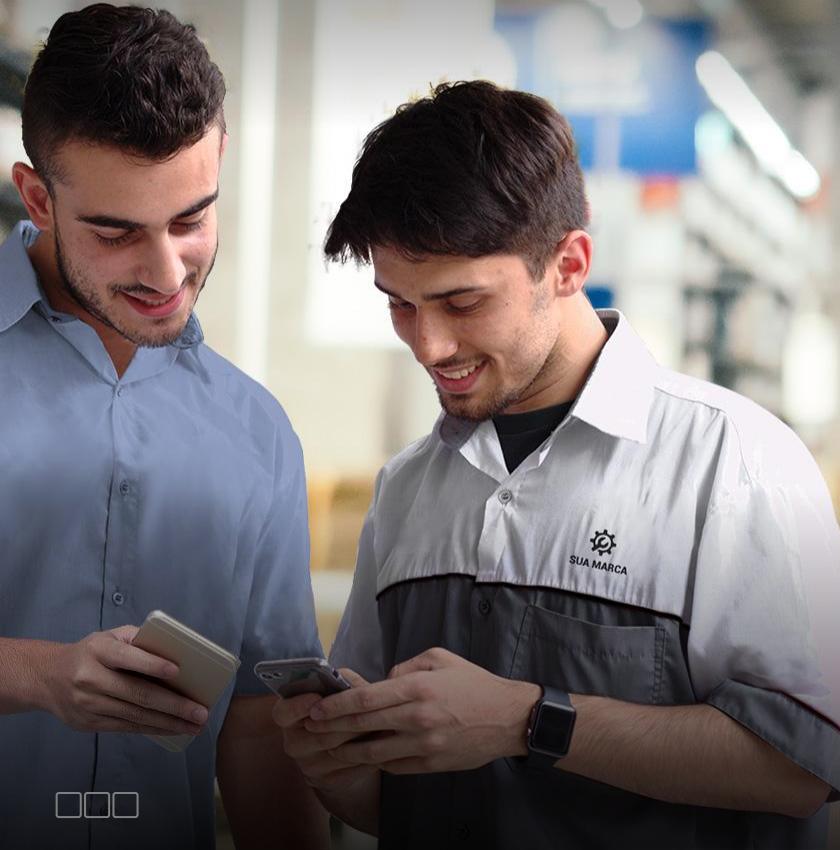


# Salesperson and client simultaneously in the same online store



# Payment system in the store or in the platform

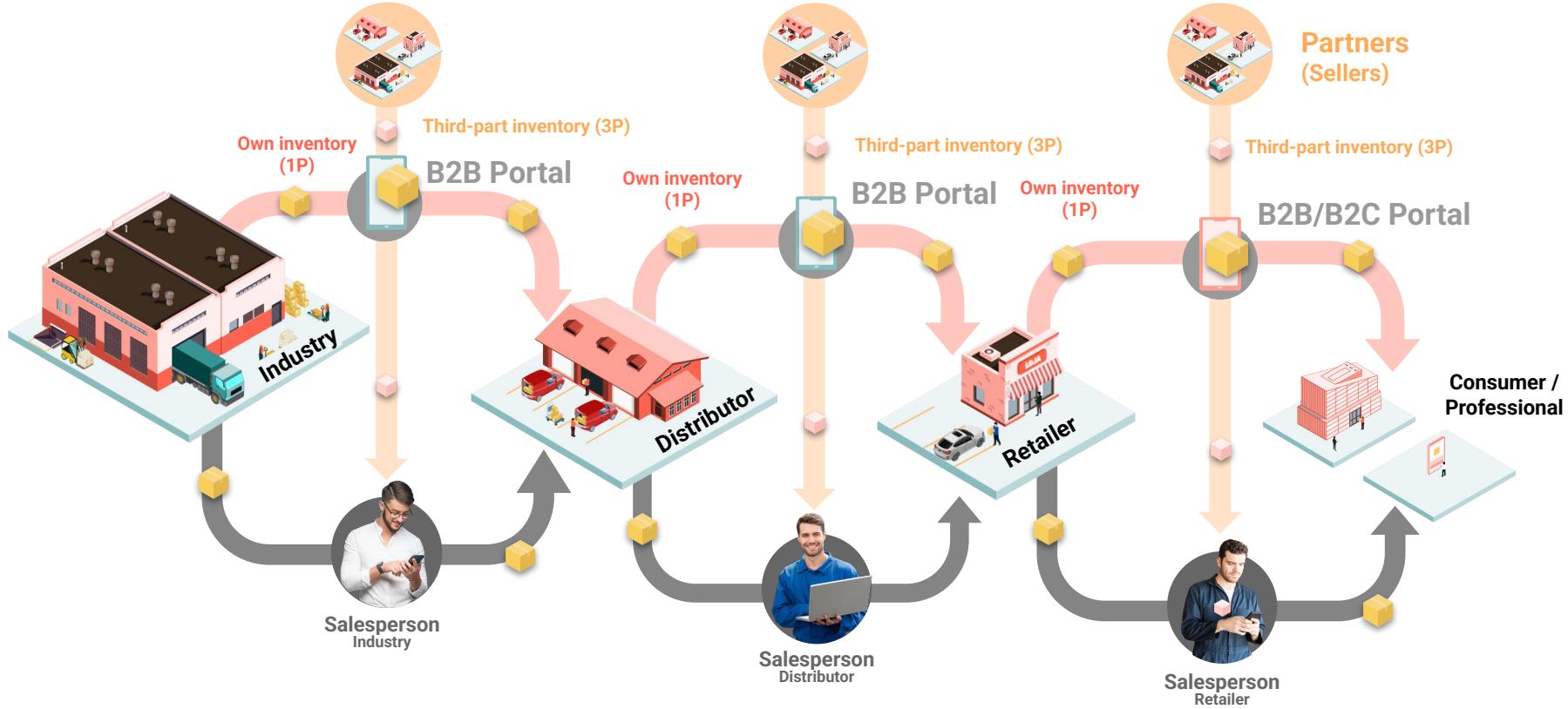
(Click and collect)



# CWS Platform unique features

Single platform provider to address complex business requirements and enable a complete Digital Transformation

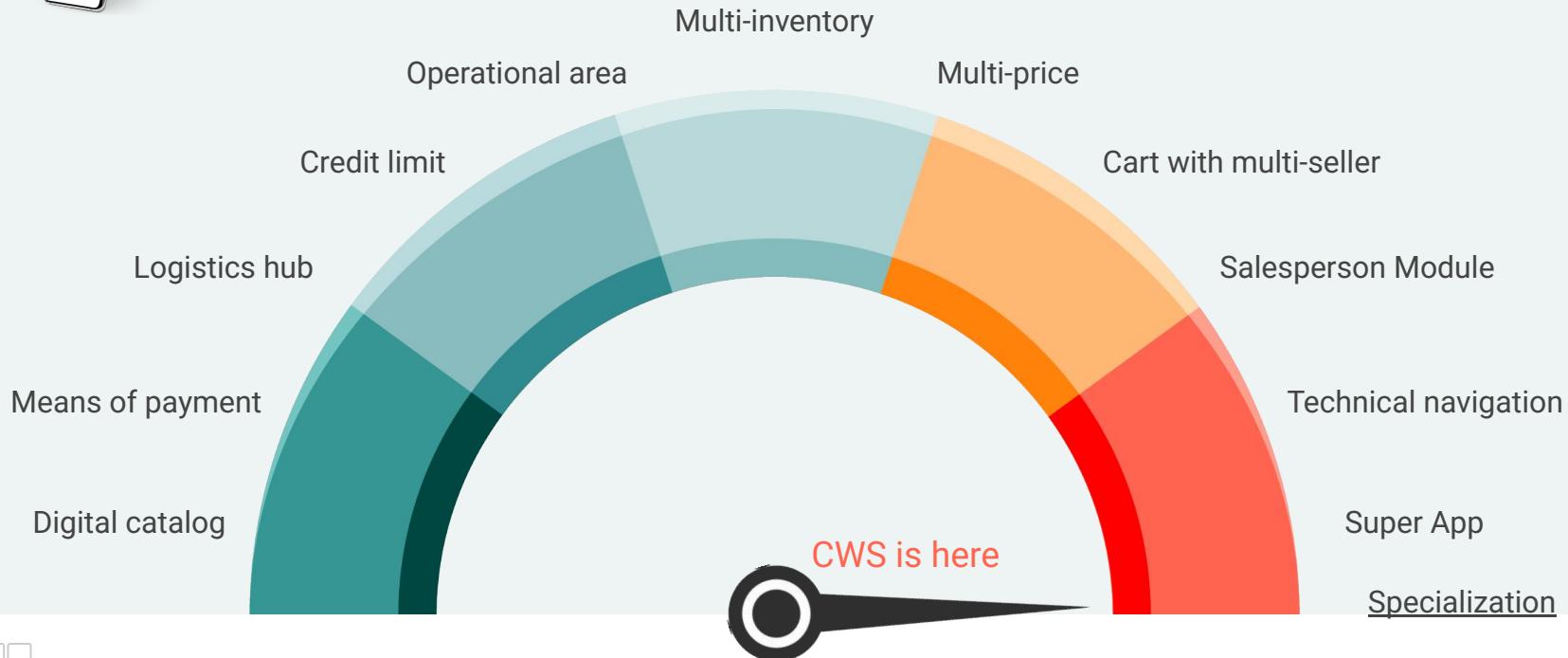
# CWS Platform address complex journeys to attend the entire distribution chain.



# We do what other vendors can not do!



Complete SaaS platform with sales solutions and functionalities that can be activated at any time to boost your company's results



# Single platform to attend customers and salesperson in a unified journey.

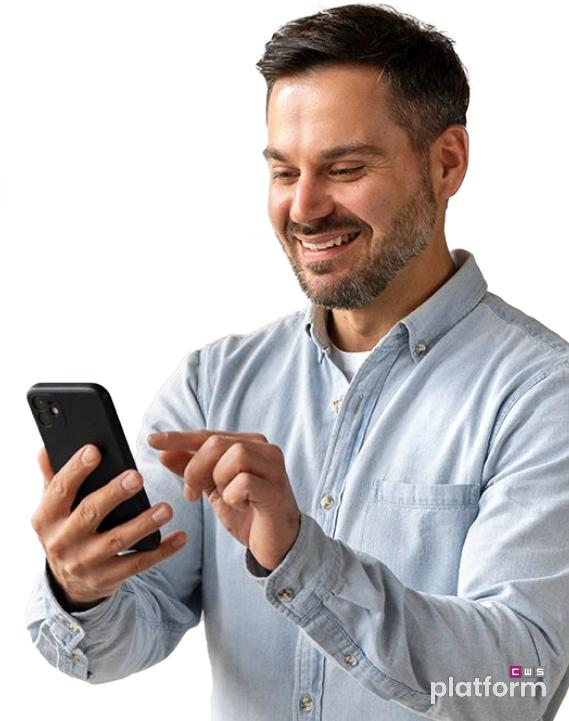
## Commerce

Journey with focus  
on client



## ERP/CRM

Journey with focus  
on salesperson



Unified journey for  
salesperson and client



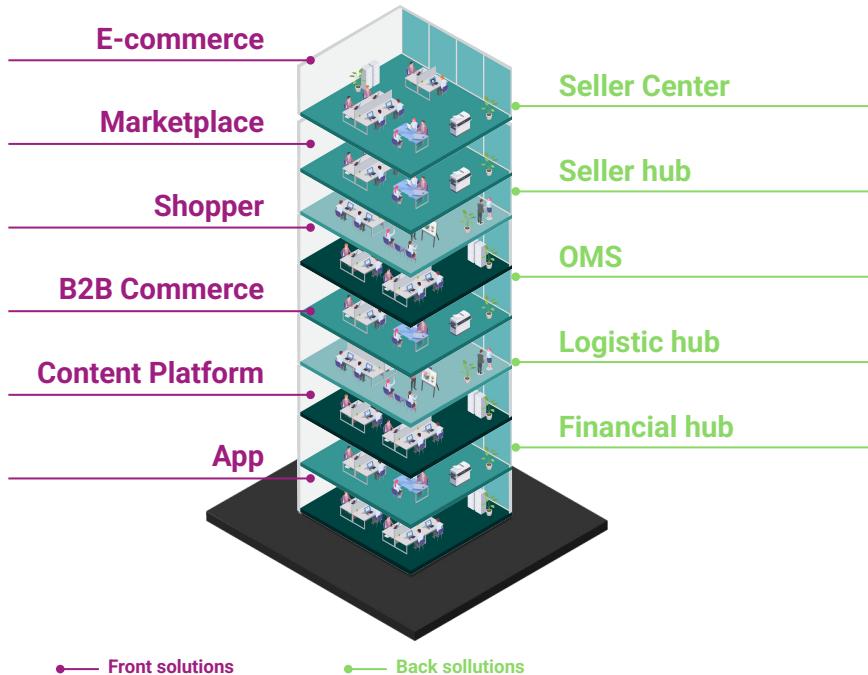
# Commercial Front Platform connected to CRM and ERP.



# Integrated solutions unified in a single platform for fully digitization

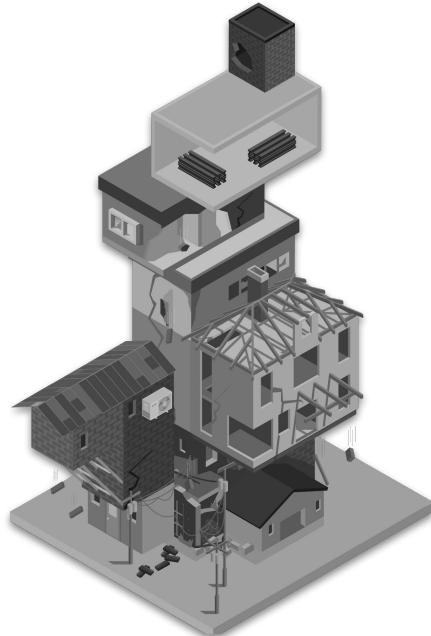


Integrated solutions in a single technology provider, simplifying project execution with complex journeys.



## Other solutions

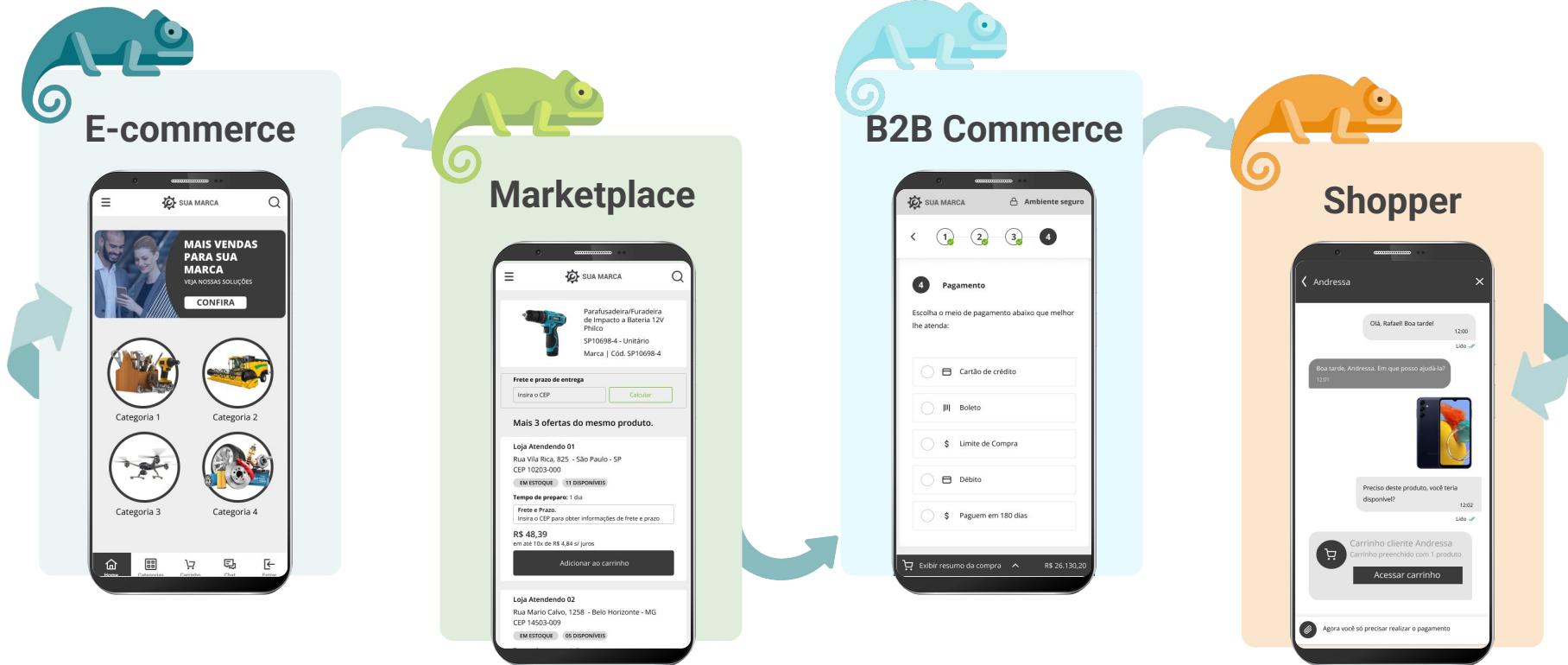
Business model with **different suppliers, complex integrations, and low synergy** between solutions hinder project feasibility.



# CWS Platform: the best solution for a complete Digital Transformation

	platform	bigcommerce	Magento	salesforce	shopify	SAP
<b>B2C Commerce</b> (eg: self-order, B2C payment, logistics)	✓	✓	✓	!	!	!
<b>B2B Commerce</b> (eg: multi-pricing, B2B payment, tax)	✓	✓	✓	!	!	!
<b>Marketplace</b> (eg: multi-inventory, sellercenter, 3P inventory)	✓	✗	✗	✓	✓	!
<b>Shopper journey</b> (eg: salesperson supporting client)	✓	✓	✓	✓	✓	✓
<b>Interactive shopper and client journey</b> (eg: timeline and real time interaction)	✓	✗	✗	!	✗	✗
<b>Native app</b> (ex: iOS, Android e Google Play)	✓	✓	✗	✓	✓	✓
<b>Native functionalities for the Automotive sector</b>	✓	✗	✗	✗	✗	✗

# Commerce solution unified in a single platform



Solutions can operate concurrently within the same journey/platform.

# CWS Platform's Modules



## Online Catalogue

Make all your products available online with complete technical information.



## E-commerce

Turn visitors into customers with 24/7 product sales.



## Marketplace Center

Generate extra revenue without investing in inventory, only integration new retailers



## B2B Commerce

Serve your B2B customers with a personalized purchasing journey and pricing.



## Shopper

Empower your sales team with a journey for real-time negotiations.



## Shopper Pro

Offer a personalized and interactive navigation journey for the salesperson



## App

Offer your customers a convenient experience with access through the app.



## PIM Hub

Access a wide variety of products already registered in a simple and efficient way.



## AI Shopper Assistant

Increase the efficiency of customer service with AI for your sales representatives.



## Marketing Booster

Interact with your customers via messages, notifying them about orders and promotions.



## Behavior Analytics

Gain valuable insights about your operation and customers in real time.



## Content Platform

Share news, videos, podcasts to increase your brand engagement.



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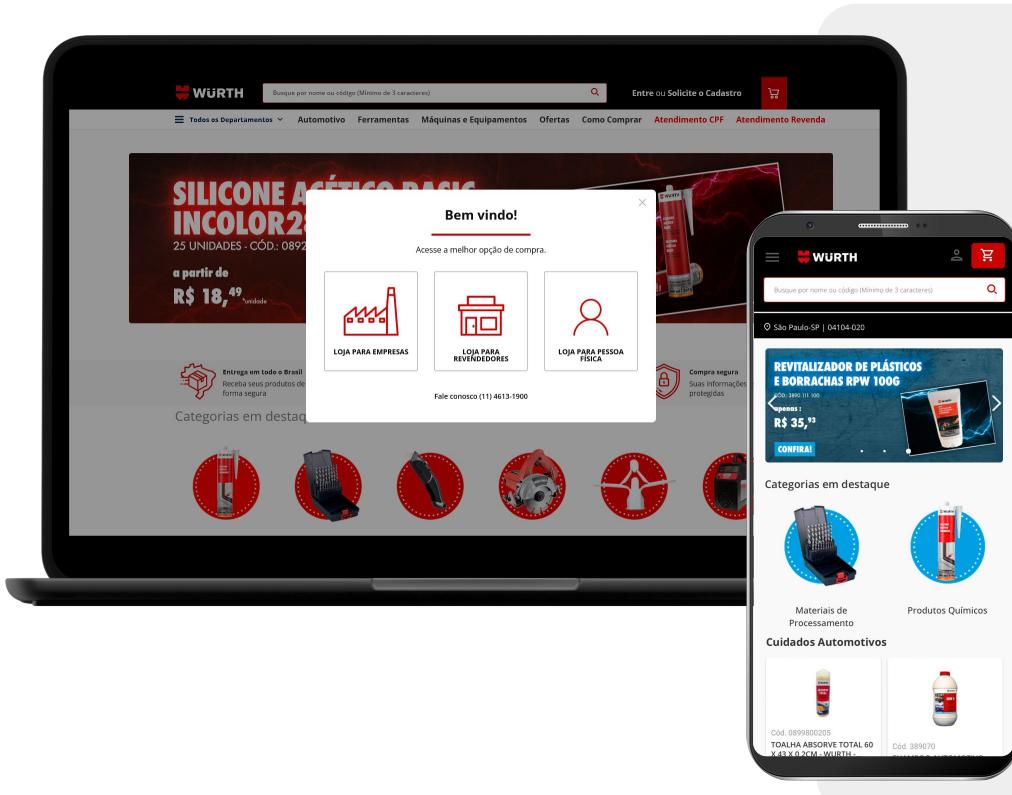
cws.digital

# Cases CWS

Our clients are being recognized for their successful stories globally



# Case Wurth: more items sold through the platform



Multinational industry for the automotive and construction markets

## Project with CWS

Digitization of the commercial area with more than 1,200 salespeople with 3 portals, one for each customer profile (companies, resellers and final consumer)

## Solutions used

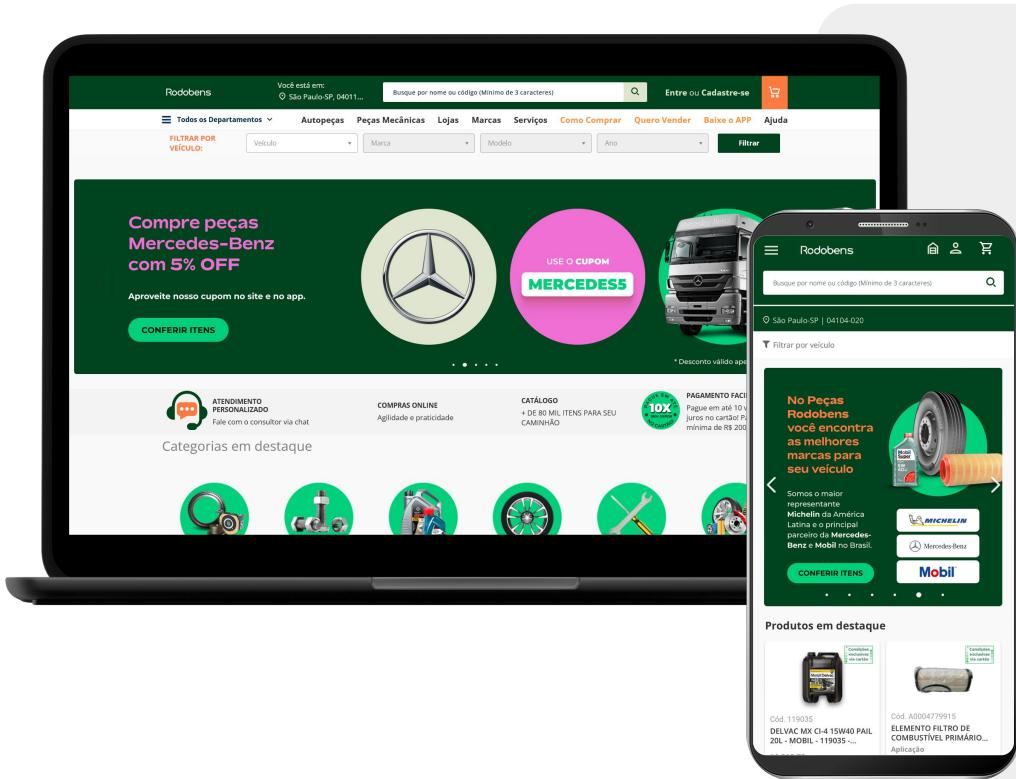
E-commerce and Shopper

## Main results

Increase in average consumption per customer by up to 80%



# Case Rodobens: digitization of sales and customer self-service



# Rodobens

Mercedes-Benz distributor and a Financial services provider

## Project with CWS

Expansion of the commercial potential of the Commercial Vehicle After-Sales area with access to Rodobens and partner products on the same portal

## Solutions used

E-commerce, Marketplace and Digital Order Book

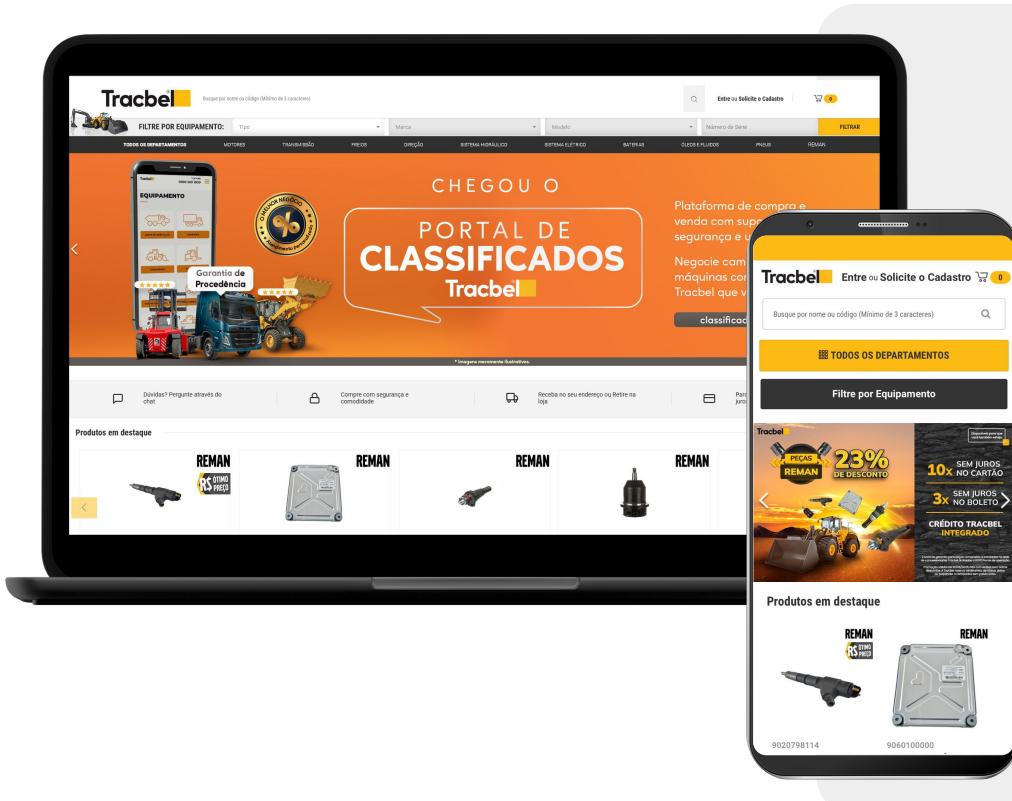
## Main results

More than 50% of sales in the area through the portal.

Customers with more orders via self-service increased monthly consumption by ~60%



# Case Tracbel: gross margin gain with digitization



Largest distributor of Volvo CE in Latam

## Project with CWS

Digitization of the entire commercial area (machines and trucks) in 20 branches and incentive to customer self-service

## Solutions used

E-commerce and Digital Order Book

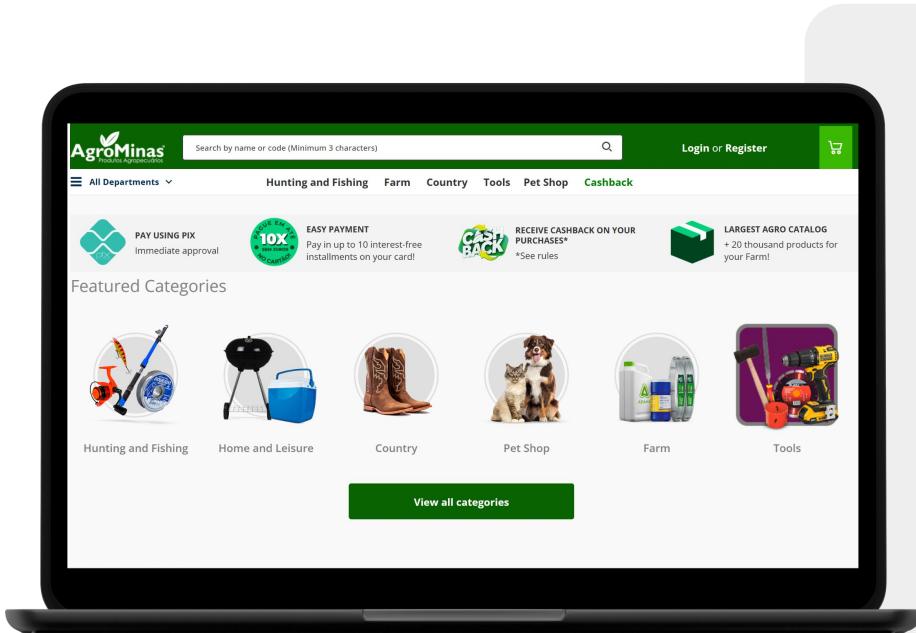
## Main results

More than 50% of sales in the area through the portal.

Gross margin gain with sales on the portal



# Case Agrominas: Distributor of agribusiness products



Distributor of Agribusiness Products

## Project with CWS

Digitizing agribusiness products sales

## Solutions used

B2B commerce and Shopper Pro

## Main results

Fully digitalion of strategic retailers, increasing sales capacity and efficiency

# Case Mahle: Global automotive technology supplier



Global Automotive industry

## Project with CWS

Digitizing B2B sales

## Solutions used

B2B commerce

## Main results

Enhancing client engagement and efficiency

# Case Leo Madeiras: Leading distributor of woodworking materials in Latam



Distributor of woodworking materials

## Project with CWS

Digitizing 100% of sales with a unified commerce solution, integrating clients and salespeople.

## Solutions used

B2B commerce and Shopper Pro

## Main results

Increased sales efficiency, improved client engagement, and full digital integration of the sales process.



# Case Circulo: Leading textile manufacturer specializing in crafting material



# CIRCULO

Textile manufacturer

## Project with CWS

Digitizing B2B sales, integrating clients and sales teams for a seamless buying experience.

## Solutions used

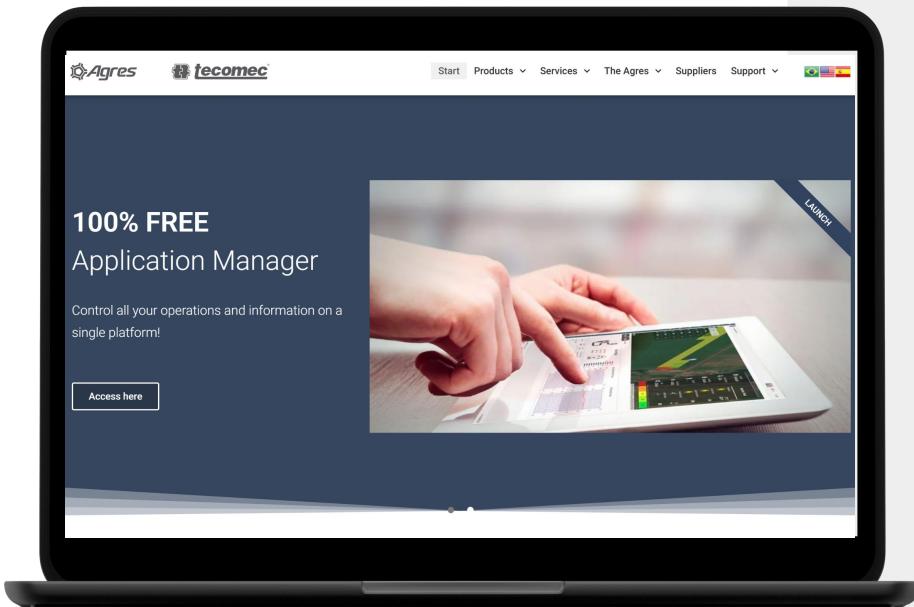
B2B commerce

## Main results

Increased sales efficiency, improved client engagement, and full digital integration of the sales process.



# Case Agres: Telecommunication company providing services and connectivity solutions.



Telecommunication company

## Project with CWS

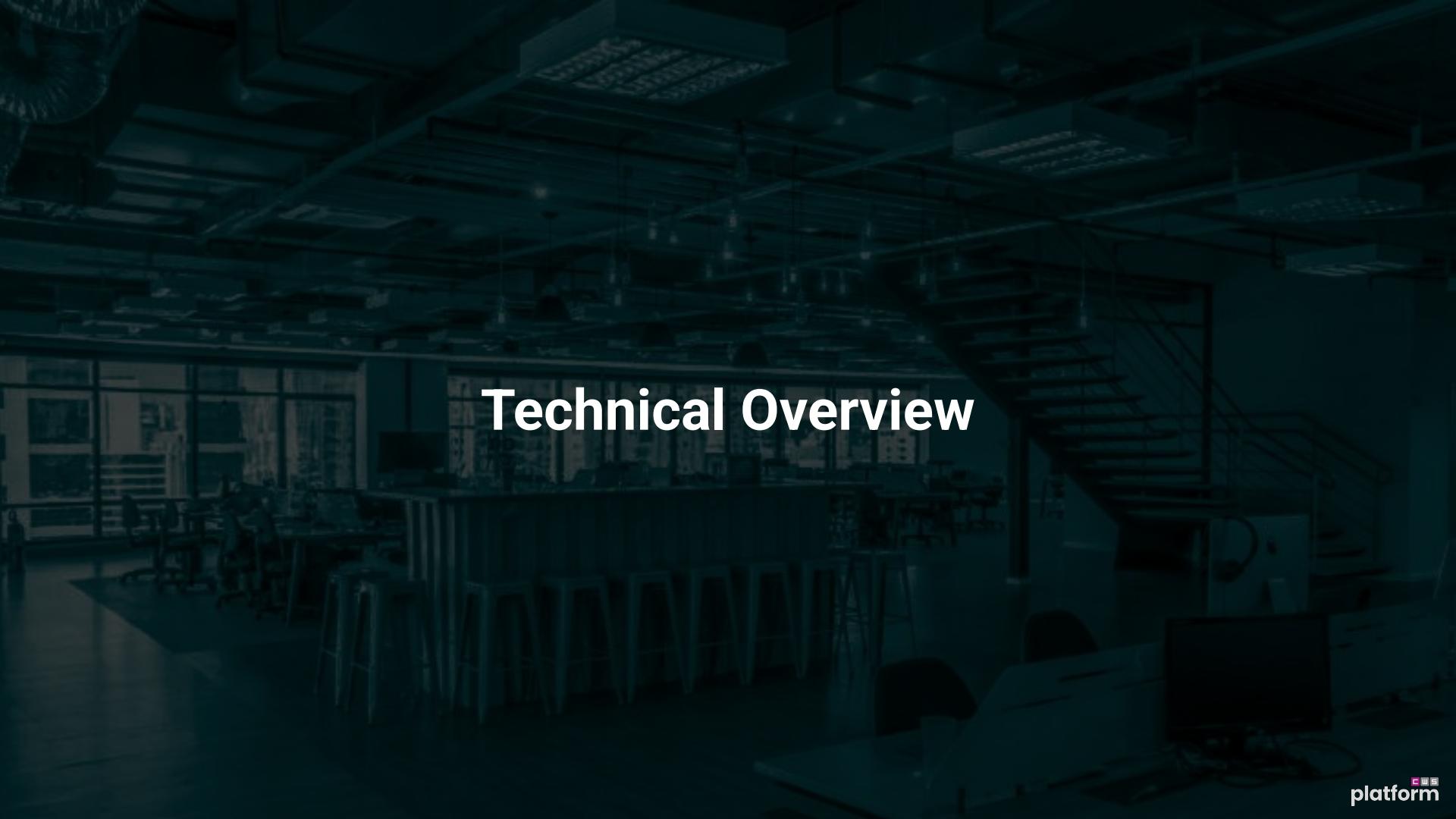
Digitizing B2B sales, integrating clients and sales teams for a seamless buying experience.

## Solutions used

B2B commerce

## Main results

Increased sales efficiency, improved client engagement, and full digital integration of the sales process.



# Technical Overview

# Modern, secure, and scalable platform to execute complex projects

**CWS**  
**Platform**

Multi-tenant   Cloud native   Microservices   Open API



100% in cloud (AWS)



Highly scalable



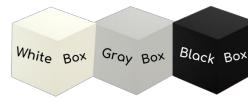
Open API



Native app



High level of security  
(Pen Test)



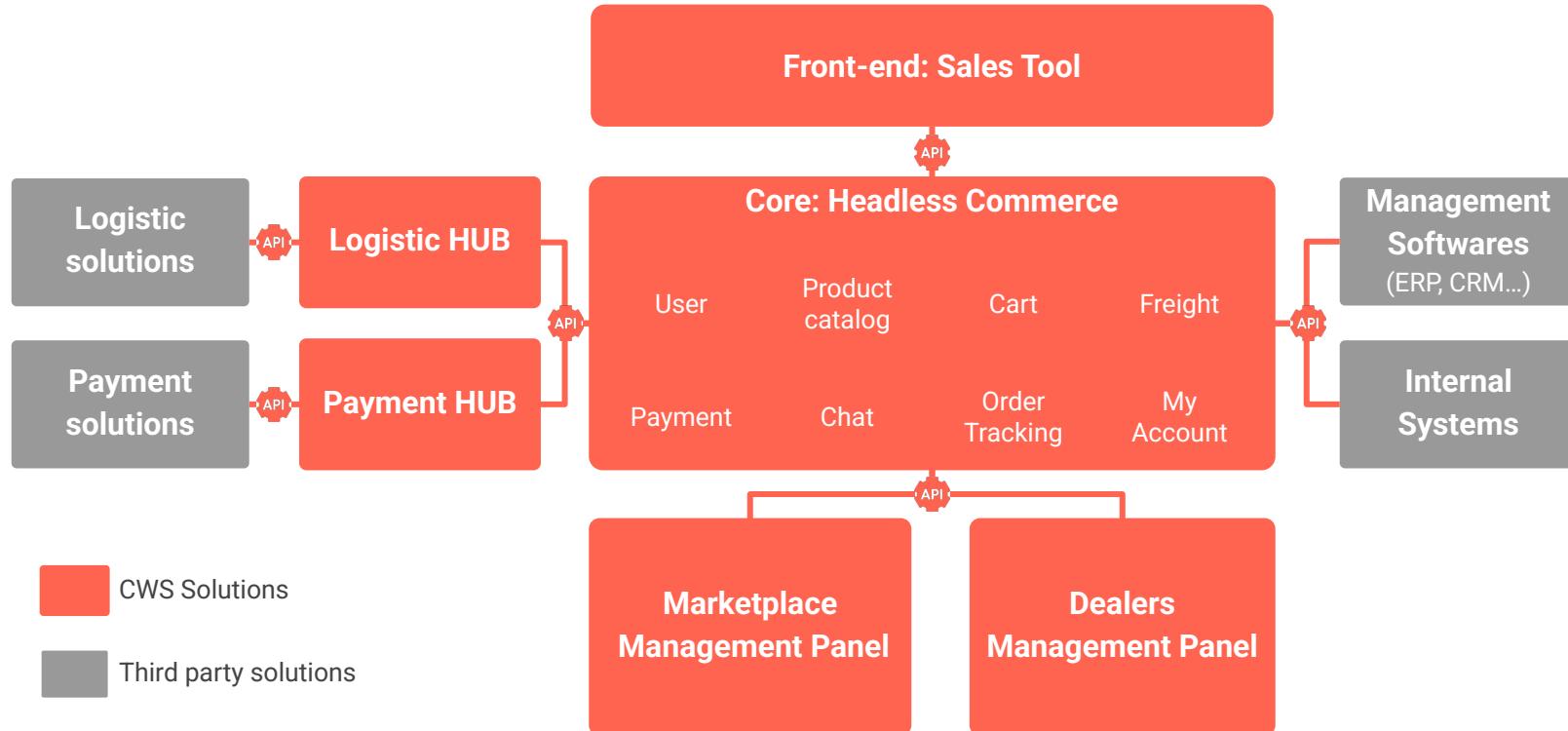
Full compliance with  
GDPL



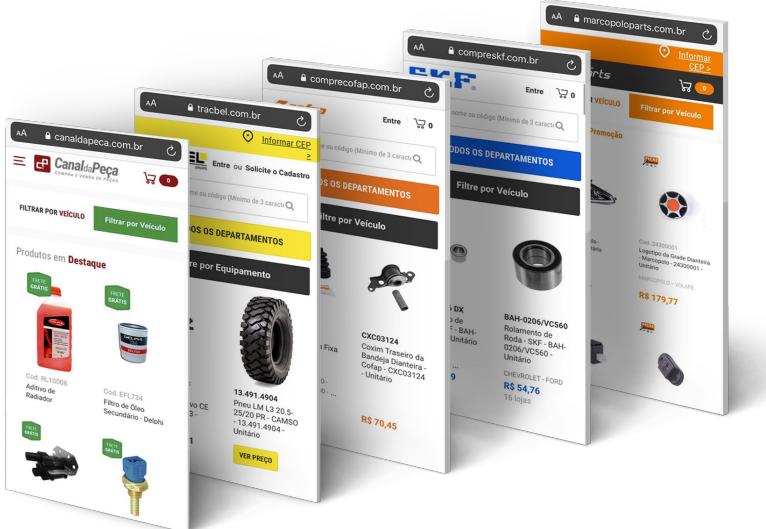
For more information, access: [CWS Platform | Architecture, Security and GDPL](#)

# Multiple solutions on a single platform

## CWS digital structure



# Micro-service, cloud-native, and scalable



# High-Quality Norms and Standards - Cloud AWS



100% CLOUD



**CSA**

Controles da Cloud  
Security Alliance

**ISO 9001**

Padrão de qualidade  
global

**ISO 27001**

Controles de  
gerenciamento de  
segurança

**ISO 27017**

Controles específicos  
da nuvem

**ISO 27018**

Proteção de dados  
pessoais



PARTICIPATING ORGANIZATION™



**PCI DSS nível 1**

Padrões de cartão de  
pagamento

**SOC 1**

Relatório de controles  
de auditoria

**SOC 2**

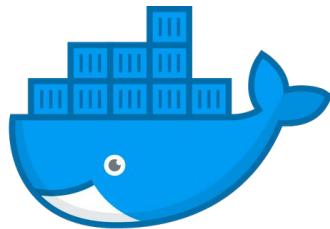
Relatório de  
segurança,  
disponibilidade e  
confidencialidade

**SOC 3**

Relatório de controles  
gerais

## Full Scalable

We manage your entire Cloud infrastructure, **allowing you to focus on your company's business**. Architecture based on the best tools and practices in the market:



**docker**



**elasticsearch**



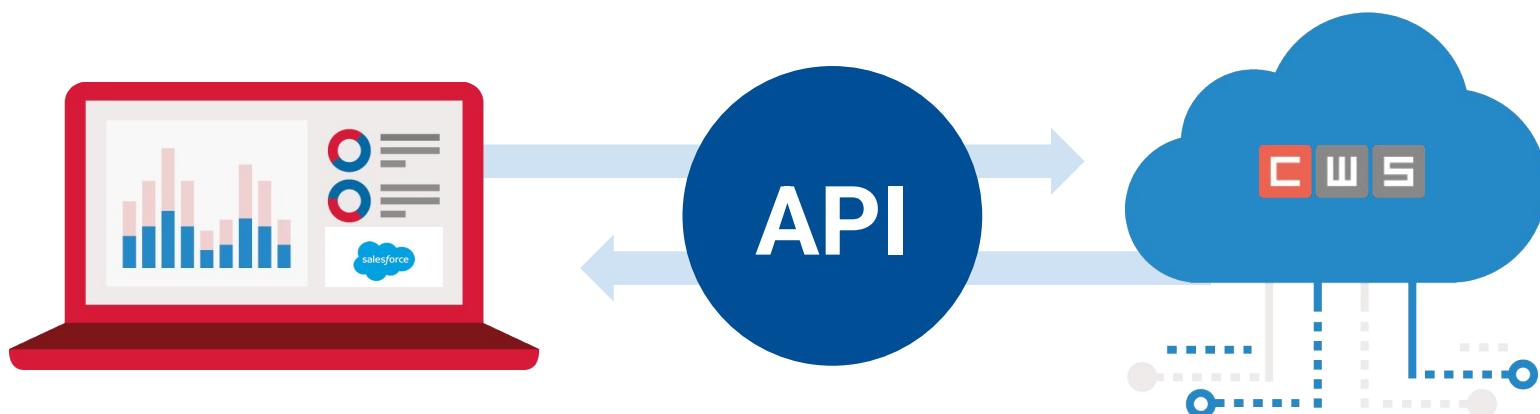
**kubernetes**

# API Communication

ERP, CRM and others

Communication  
between platforms

Cloud CWS Platform



Codes responsible for  
communication between platforms..

# Open API - Platform Integration

**APIs Docs** (<https://api-docs.cws.digital/>)

Public Run in Postman

ENVIRONMENT No Environment LAYOUT Double Column LANGUAGE cURL ⚙

**WS - CWS**

Introduction

- 01 - Autenticação
- 02 - Busca de Produtos
- 03 - Depósitos
- 04 - Estoque e Preço
- 05 - Pedidos
- 06 - Limite de Compras
- 07 - Clientes
- 08 - Tag de Preço
- 09 - Regra de Preço
- 10 - Fretes
- 11 - Tipo de preço
- 12 - Dados Cadastrais
- 13 - Configurações da Loja
- 14 - Orçamentos
- 15 - Loja combinada
- 16 - Utilis
- 17 - Indicar Fabricante
- 18 - Campanha
- 19 - Banners
- 20 - Tipos de Banners
- 21 - Orçamento Express
- 22 - Retirada na Loja
- 23 - Usuários
- 24 - Produtos
- 25 - Fabricantes
- 26 - Código de Barras
- 27 - Categorias
- 28 - Pagamentos
- 29 - Intellipost
- 30 - Imagens
- 31 - Áreas de Restrição
- 32 - Preço Fixo
- 33 - Faturas
- 34 - Cash Back

## WS - CWS

Aqui você Varejista ou Distribuidor encontra todos os passos que devem ser tomados para que a integração com o seja feita com sucesso e os seus dados estejam atualizados em tempo real com a CWS. Para baixar material de apoio para inicio da integração [clique aqui](#).

Canal para dúvidas: [suporte-app@cws.digital](mailto:suporte-app@cws.digital)

Obs.: Ao enviar um e-mail para o nosso suporte você receberá uma resposta automática da nossa ferramenta de chamados através do remetente [jira@cwsdigital.atlassian.net](mailto:jira@cwsdigital.atlassian.net)

### 01 - Autenticação

O primeiro passo para acessar algum serviço da API - CWS é se autenticar e receber um Token, para isso você irá precisar de:

#### POST 1.1 - Autenticar

((url)) /oauth/token

Serviço para requisição de Token.

**Parâmetros da requisição:**

- scope@enviar com valor trust
- grant\_type@enviar password
- username@enviar o nome do usuário da CWS
- password@enviar a senha do usuário da CWS

**Resposta:**

- access\_token (Token para acesso aos serviços)
- token\_type (Tipo de token)
- refresh\_token (Token para atualizar o token de acesso)
- expires\_in (Tempo de expiração do token em segundos)
- scope (Escopo)

#### HEADERS

Content-Type application/x-www-form-urlencoded

Authorization Basic YXJpbGxDb250bGJN3B0jLW1hc3RlLg==

#### BODY urlencoded

scope	trust
grant_type	password
username	mecanico@canaldapeca.com.br
password	mudar123!

Example Request

```
curl -location g -request POST "((url))/oauth/token" \
  -header "Content-Type: application/x-www-form-urlencoded" \
  -header "Authorization: Basic YXJpbGxDb250bGJN3B0jLW1hc3RlLg==" \
  -data "grant_type=password" \
  -data "username=mecanico@canaldapeca.com.br" \
  -data "password=mudar123!"
```

1.1 - Autenticar

# Institutional Presentation



Be digital, Sell more.