

Institutional Presentation

CWS
platform

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

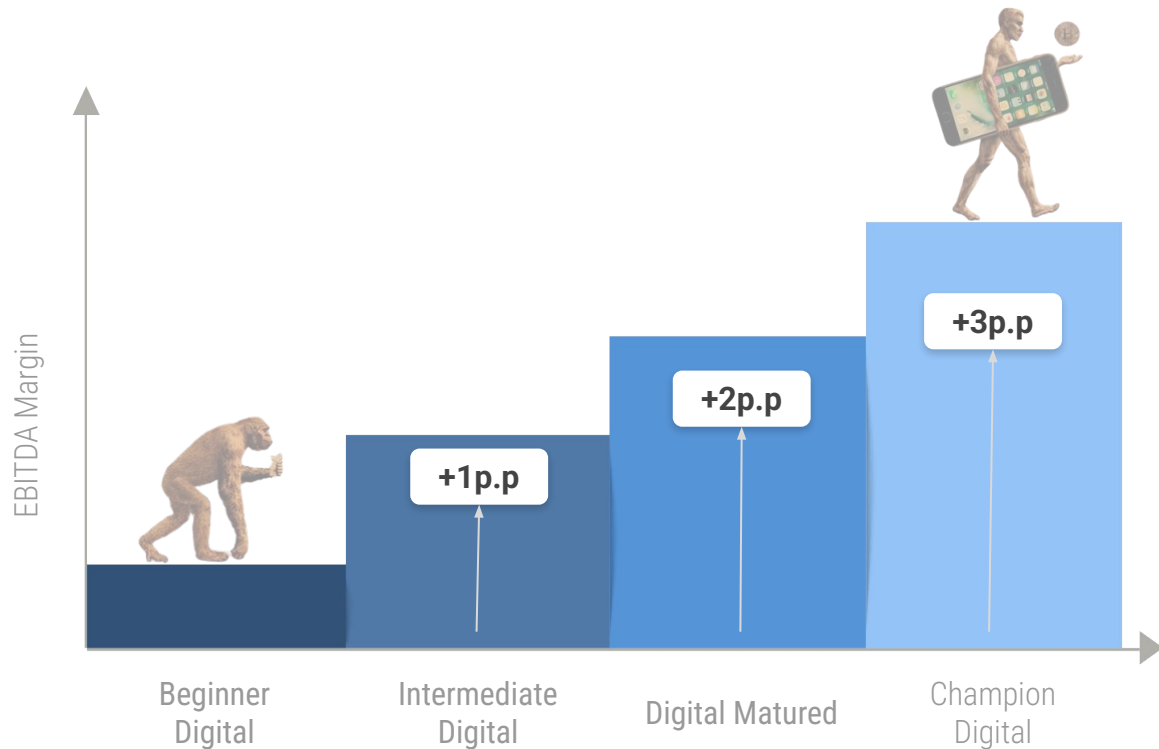


Service in visits

⋮

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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Digital Transformation platform

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

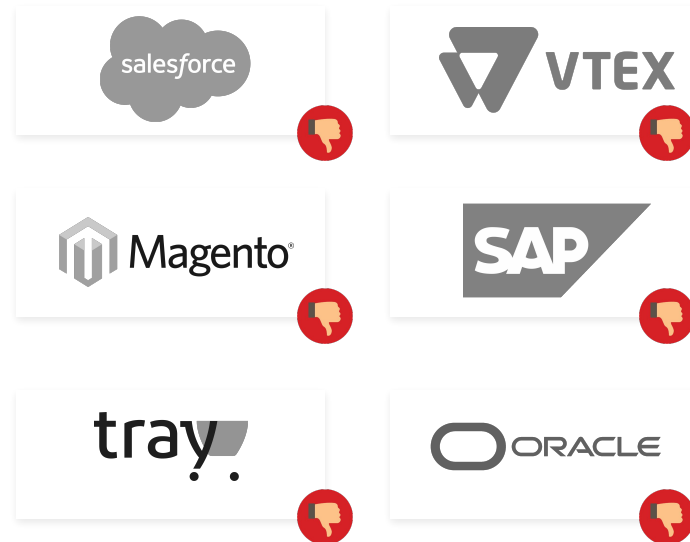
Problem: Current platforms do not meet the complexities of digital projects

Complex purchase journeys generate several obstacles to digitization...

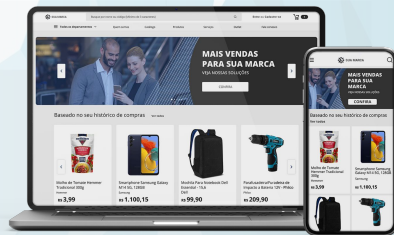
-  Differentiated **pricing rules** per customer
-  Need **technical support** for purchase
-  Correct **tax calculation** for each product and region
-  **Multiple inventory** issues
-  Conflicts with **sales teams**
-  Need to **negotiate price** and shipping
-  **Regionalization** of offers

And many more...

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



Solution: Complete Sales Platform for Digital Transformation



E-commerce



Telesales



In-store



Sales rep.

Platform

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

Grupo Fleury

Sicredi



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

Romero Rodrigues

Buscapé

XP inc.

Redpoint
ventures

Headline

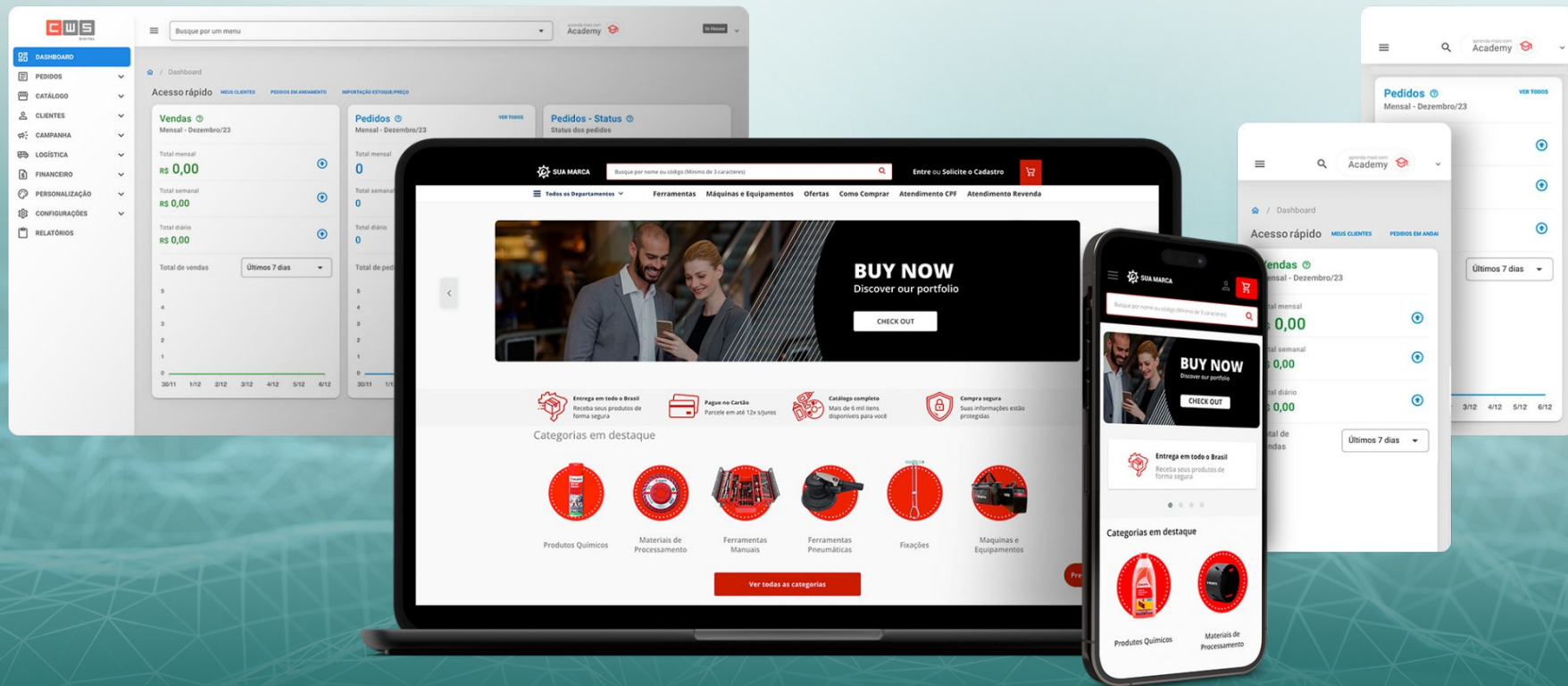


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About CWS Platform

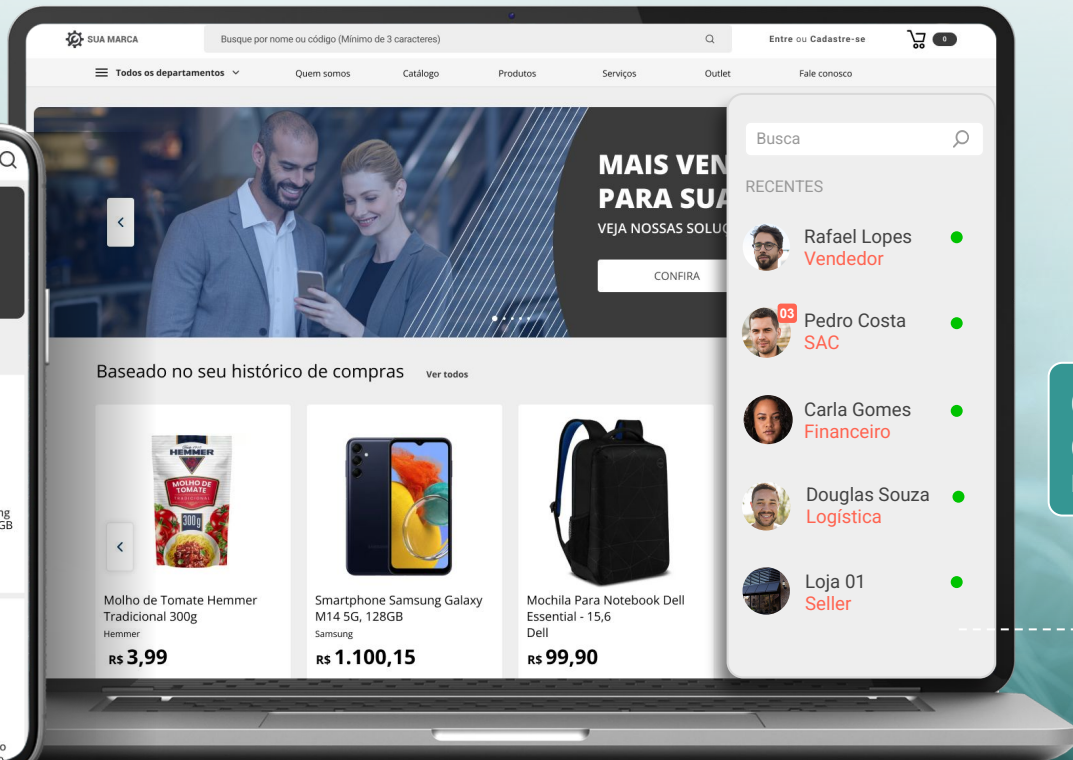
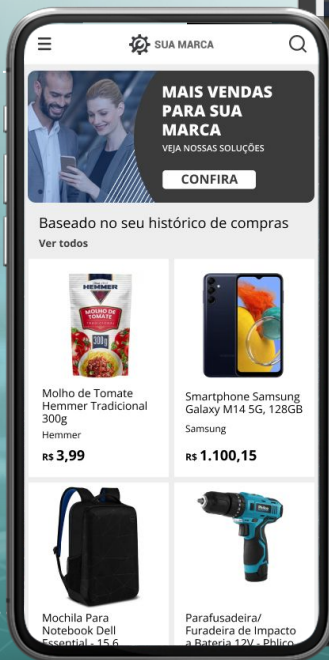
Innovative platform to address complex journeys and scale digital sales for enterprise companies

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



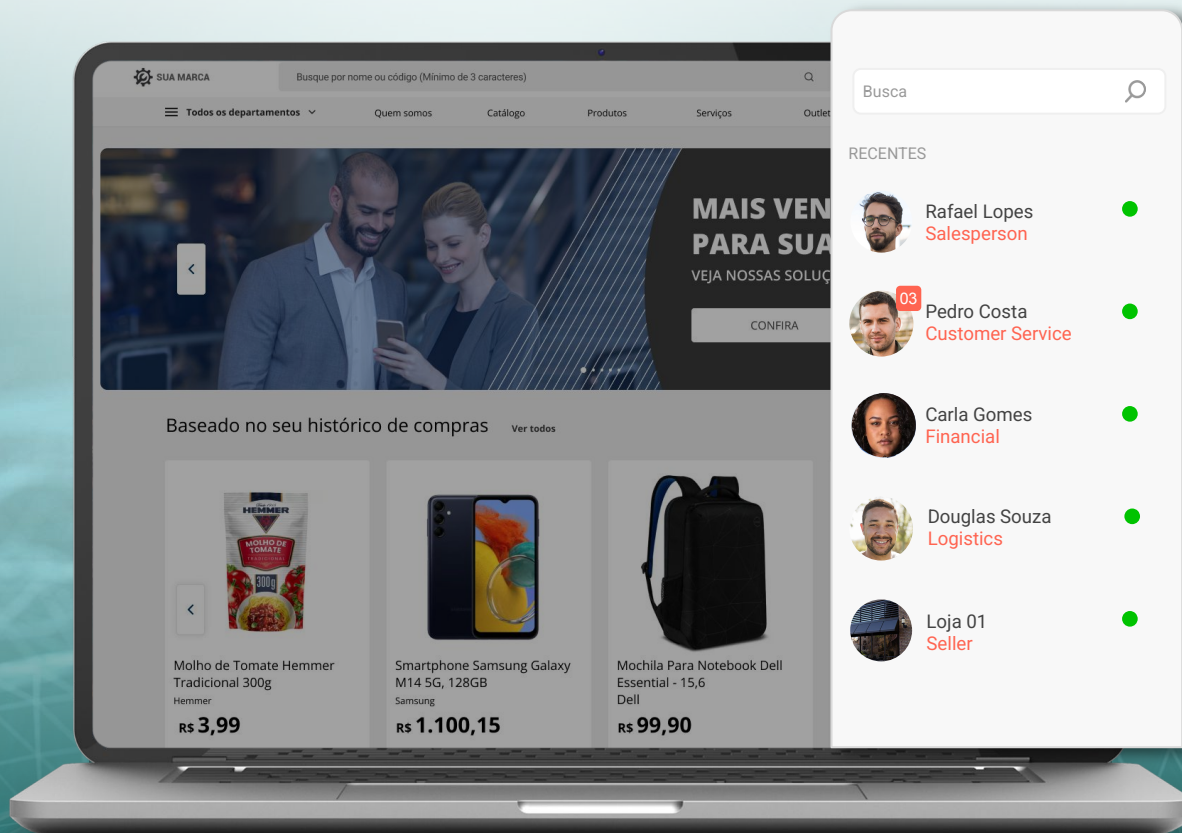
Desktop, mobile and App journey natively integrated

Aplicativo para
download nas
principais
plataformas

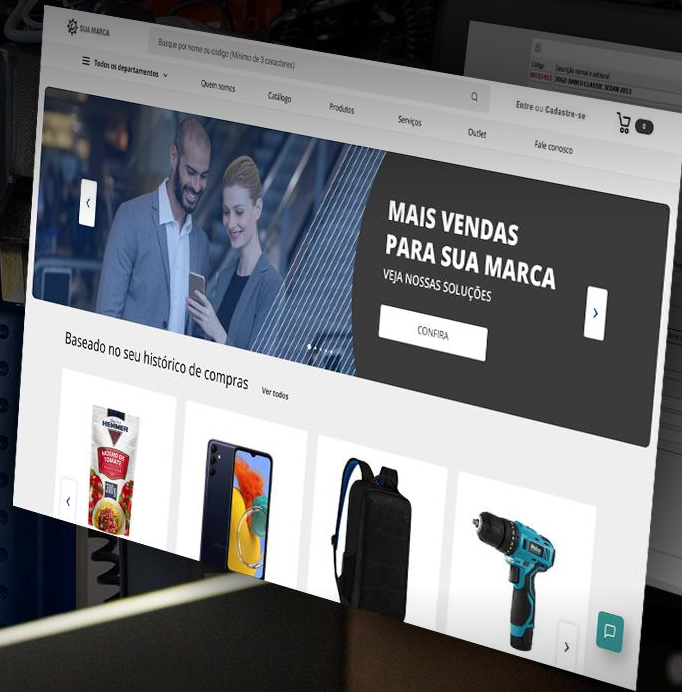


CHAT
ONLINE
NO PORTAL

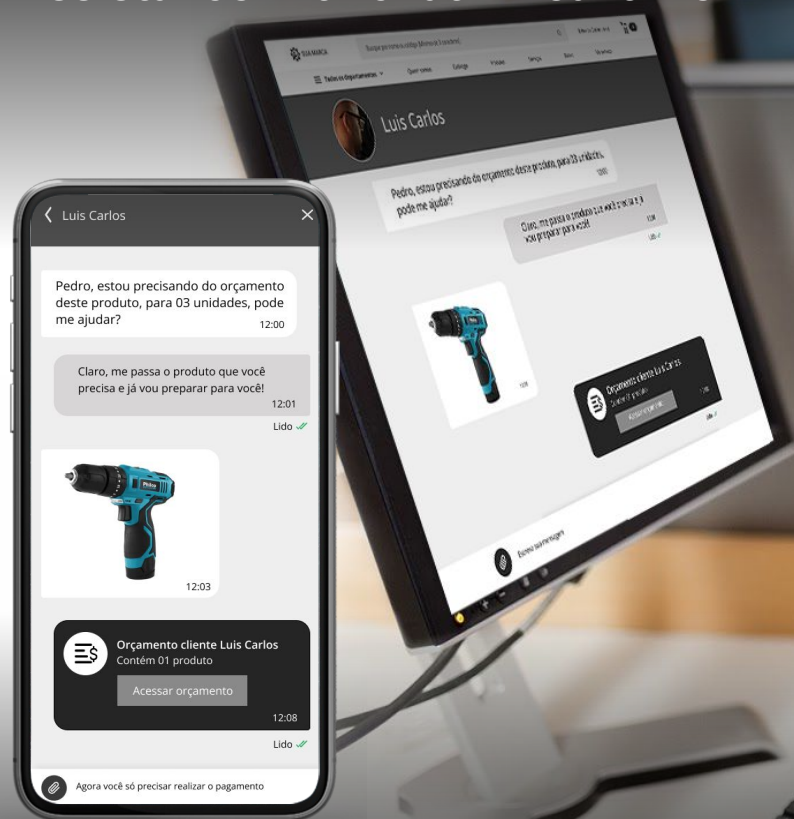
Interactive assistance through chat



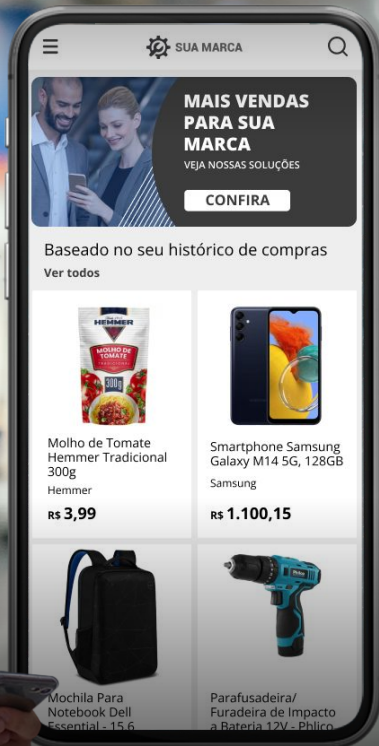
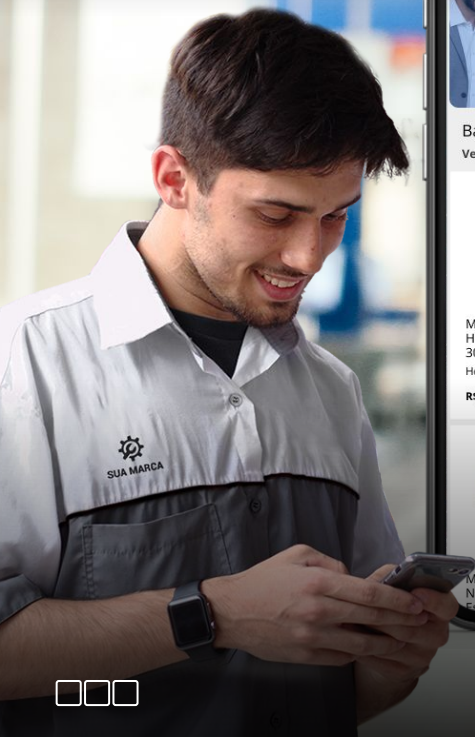
Complex business requirements within a simplified navigation journey.



Assistance with chat in real time

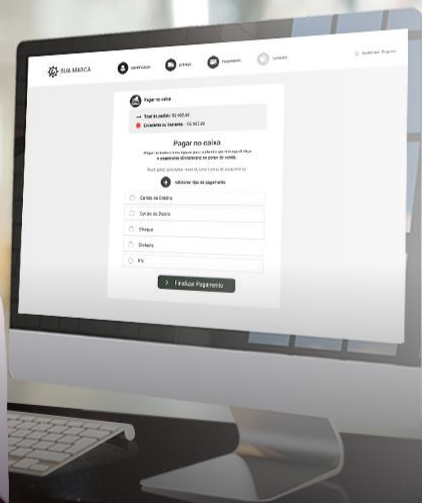


Salesperson and client simultaneously in the same online store



Payment system in the store or in the platform

(Click and collect)



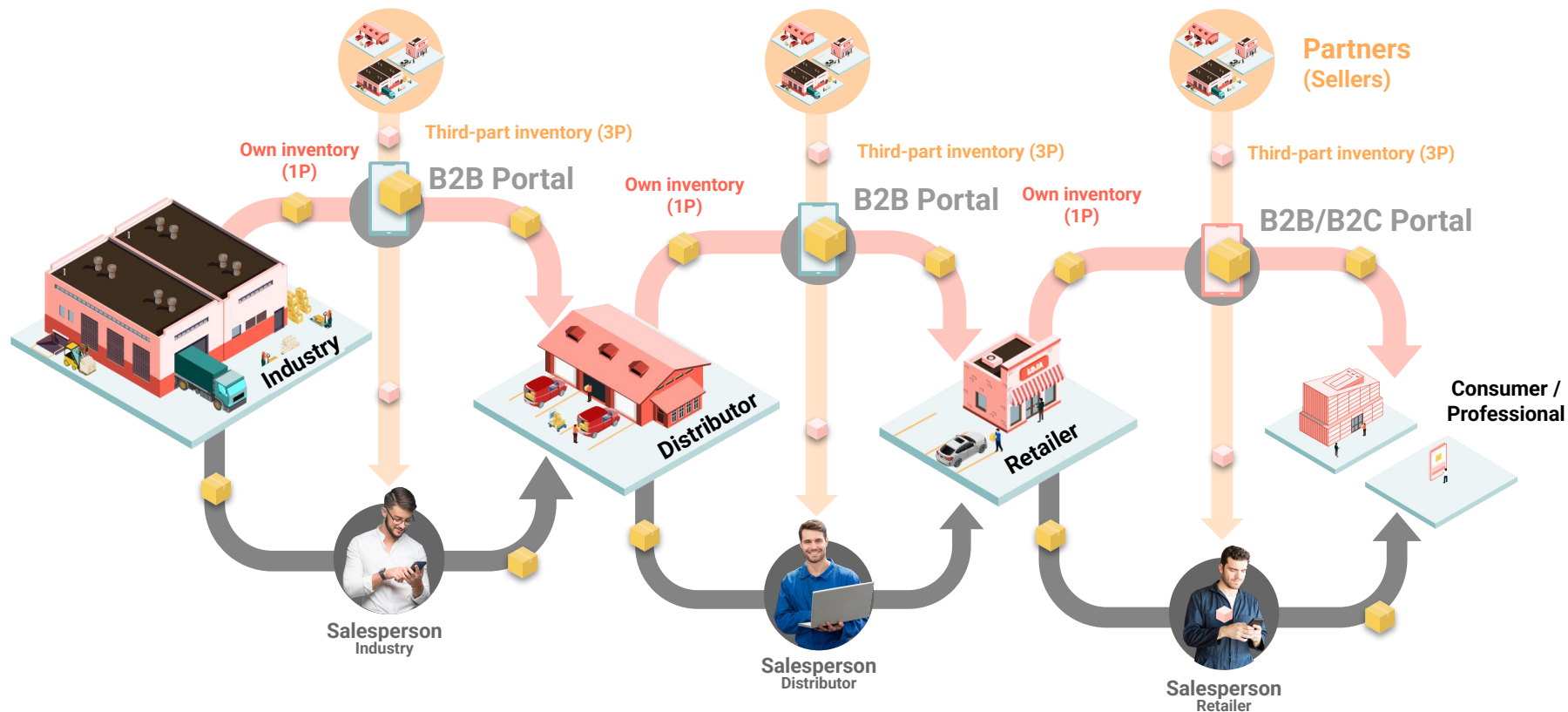


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CWS Platform unique features

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

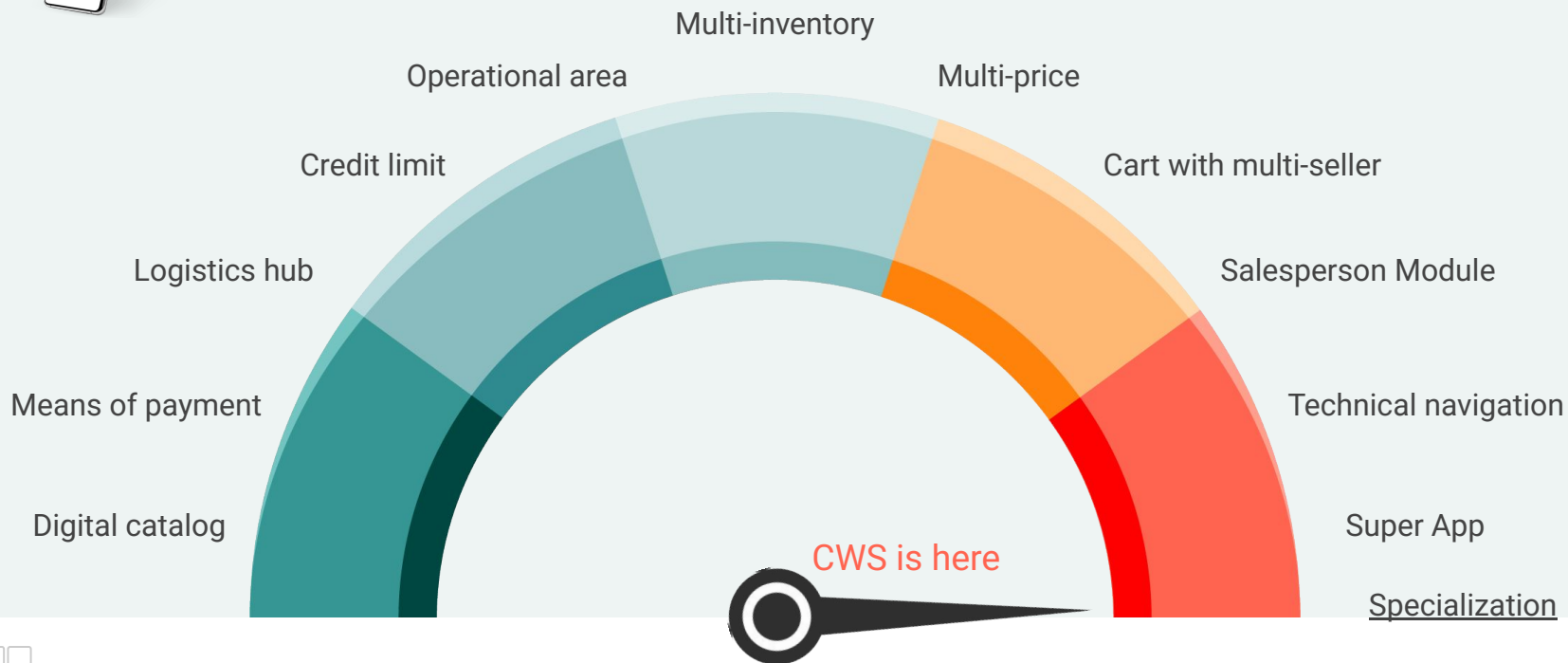
CWS Platform address complex journeys to attend the entire distribution chain.



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

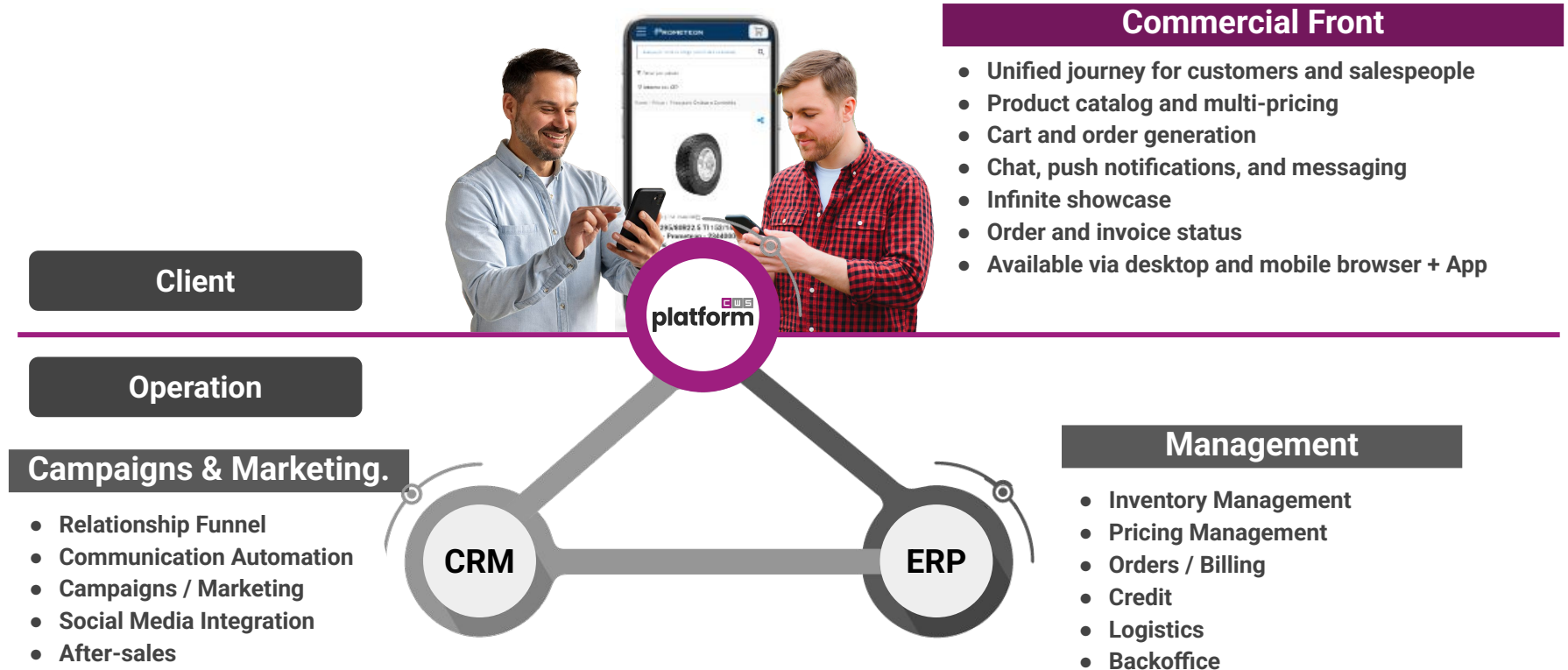
ERP/CRM
Journey with focus
on salesperson



**Unified journey for
salesperson and client**



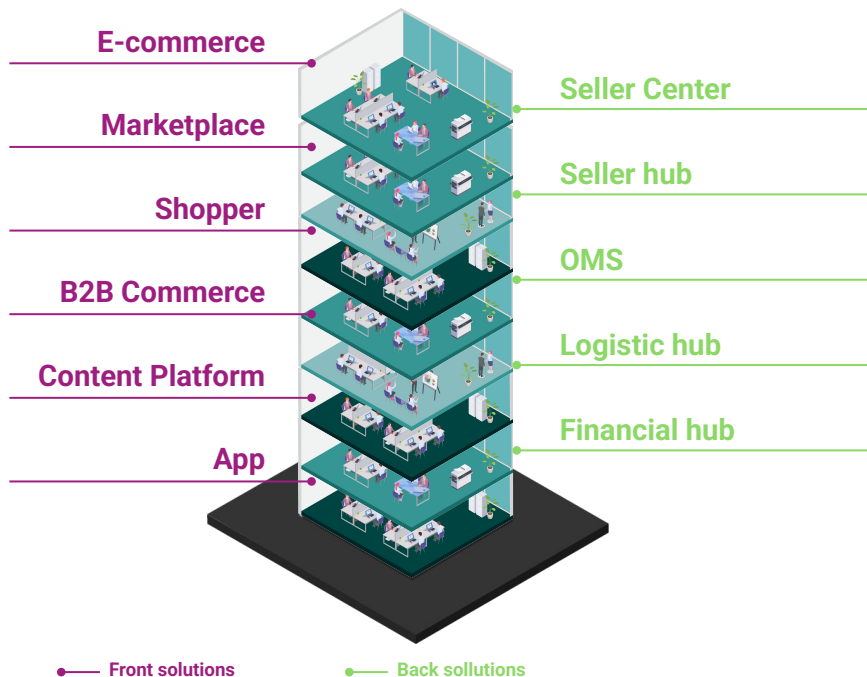
Commercial Front Platform connected to CRM and ERP.



Integrated solutions unified in a single platform for fully digitization

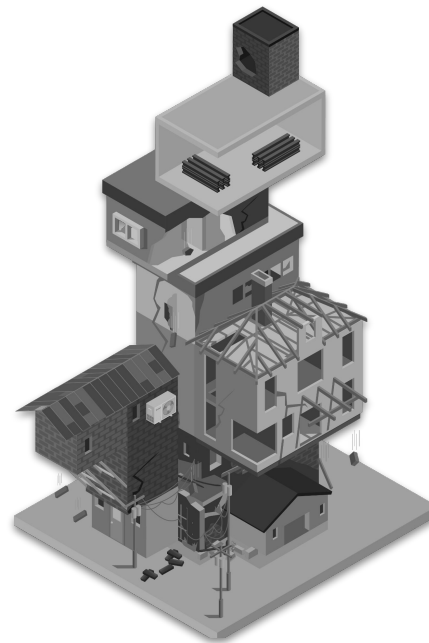


Integrated solutions in a single technology provider, simplifying project execution with complex journeys.









Other solutions

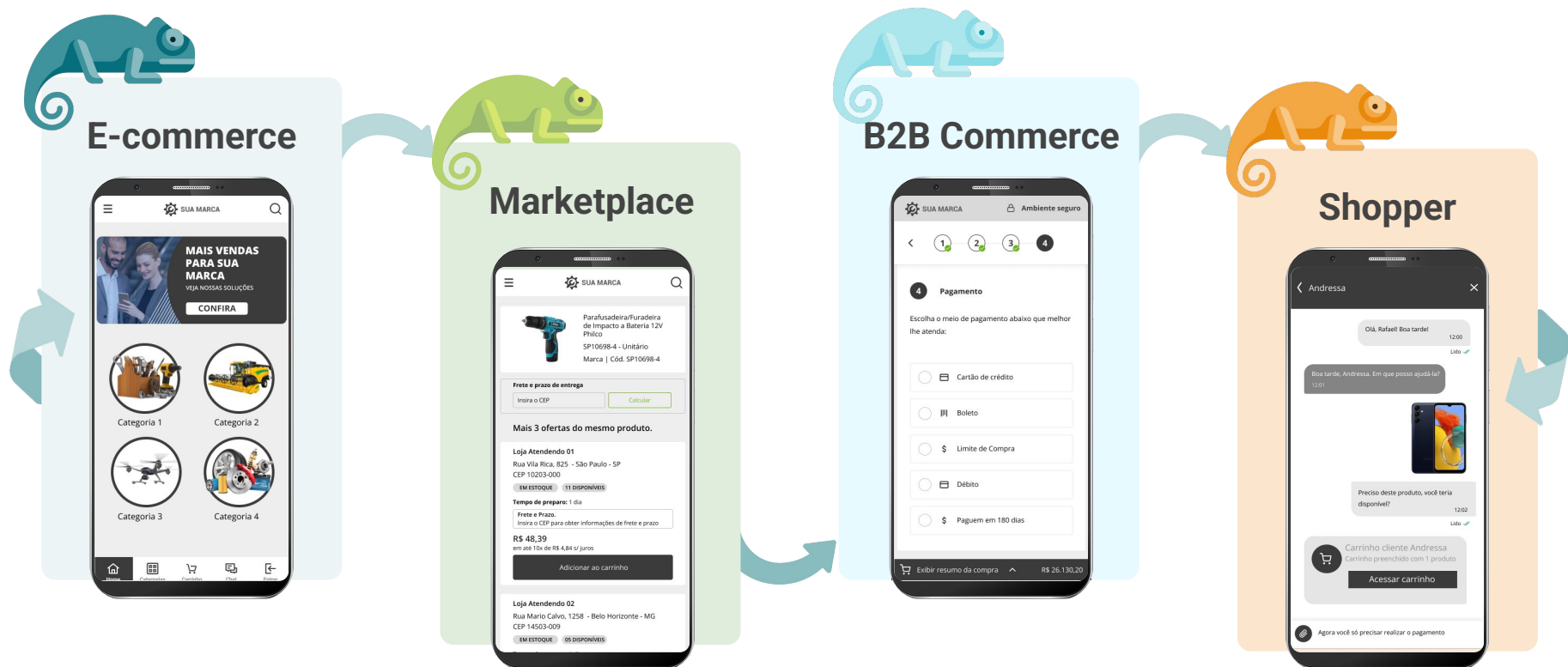
Business model with **different suppliers, complex integrations, and low synergy** between solutions hinder project feasibility.



CWS Platform: the best solution for a complete Digital Transformation

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

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.

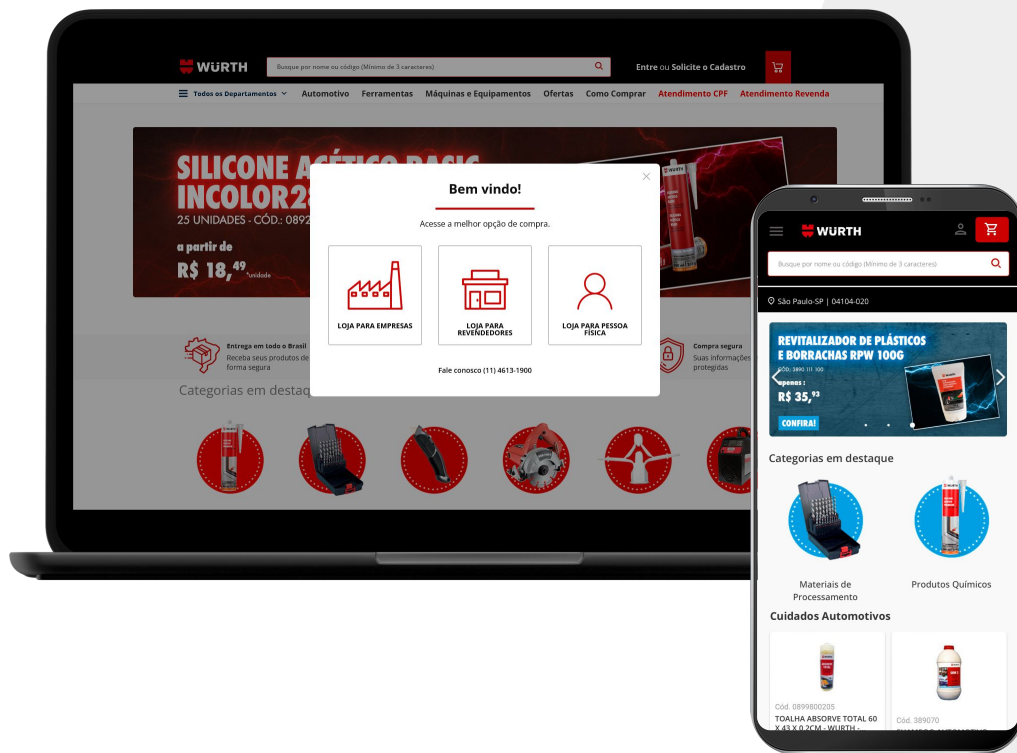


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Cases CWS

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)

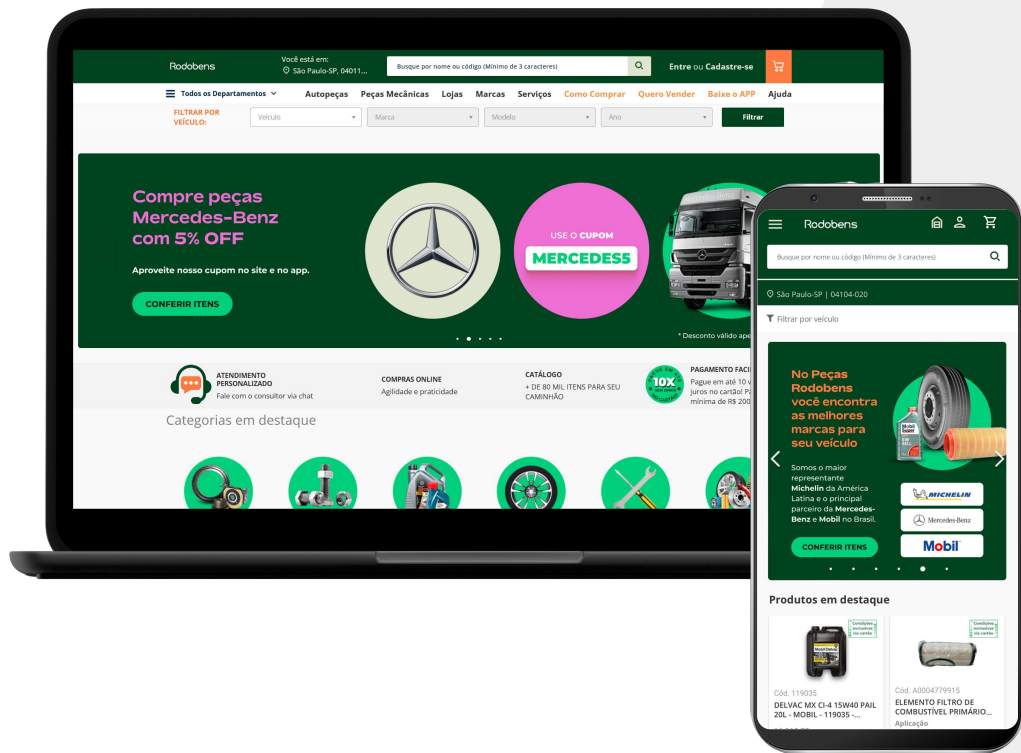
Solutions used

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

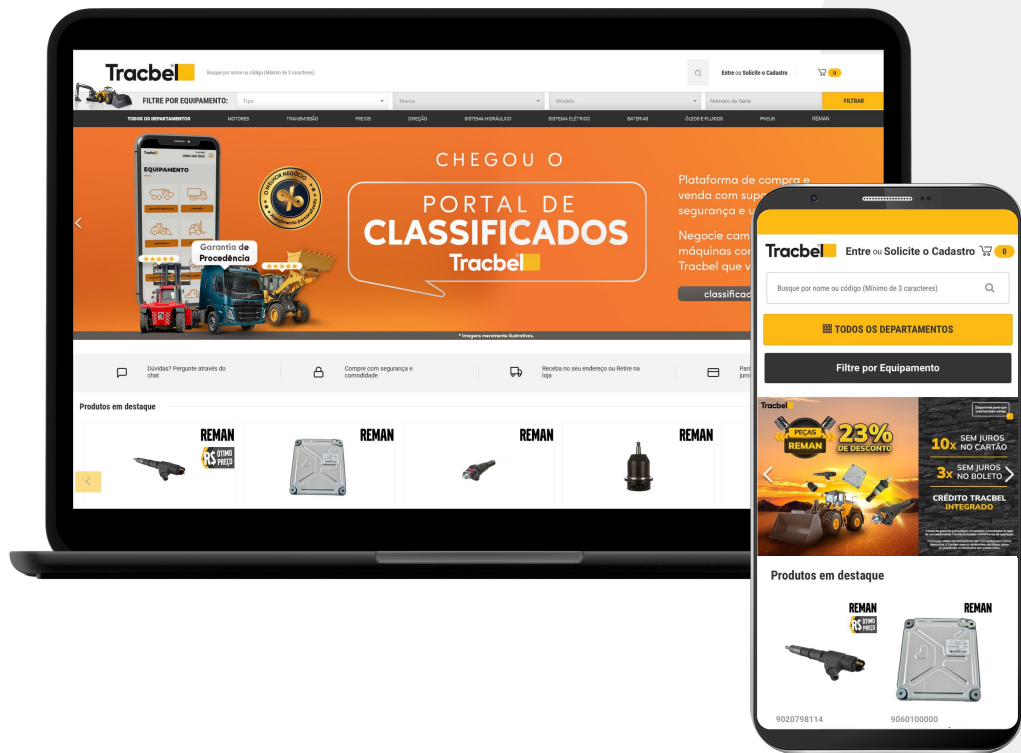
E-commerce, Marketplace and Digital Order Book

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



Tracbel®

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

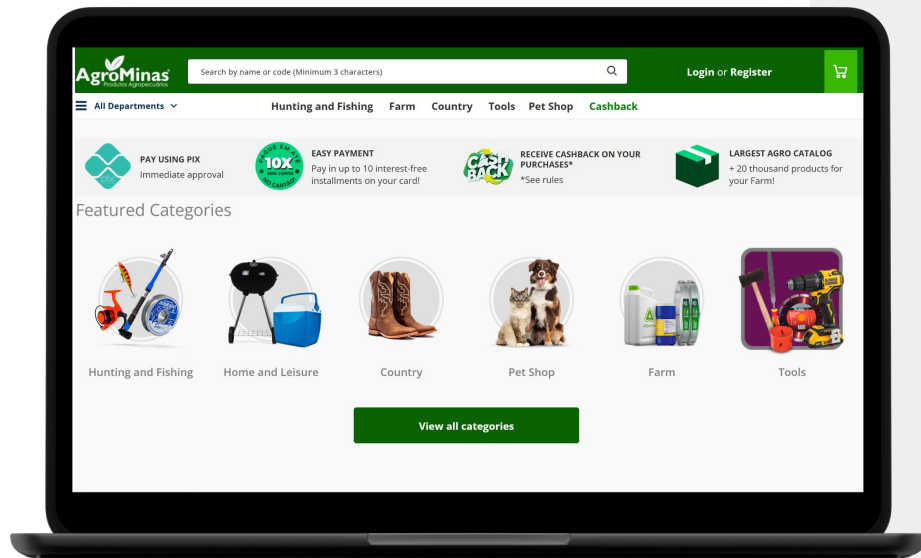
E-commerce and Digital Order Book

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

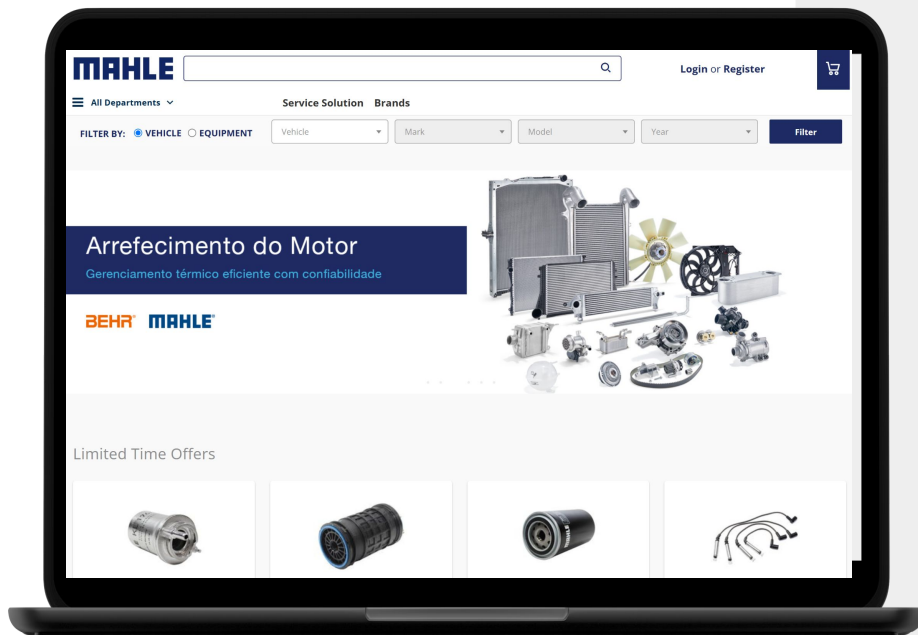
Solutions used

B2B commerce and Shopper Pro

Main results

Fully digitalization of strategic retailers, increasing sales capacity and efficiency

Case Mahle: Global automotive technology supplier



MAHLE

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.

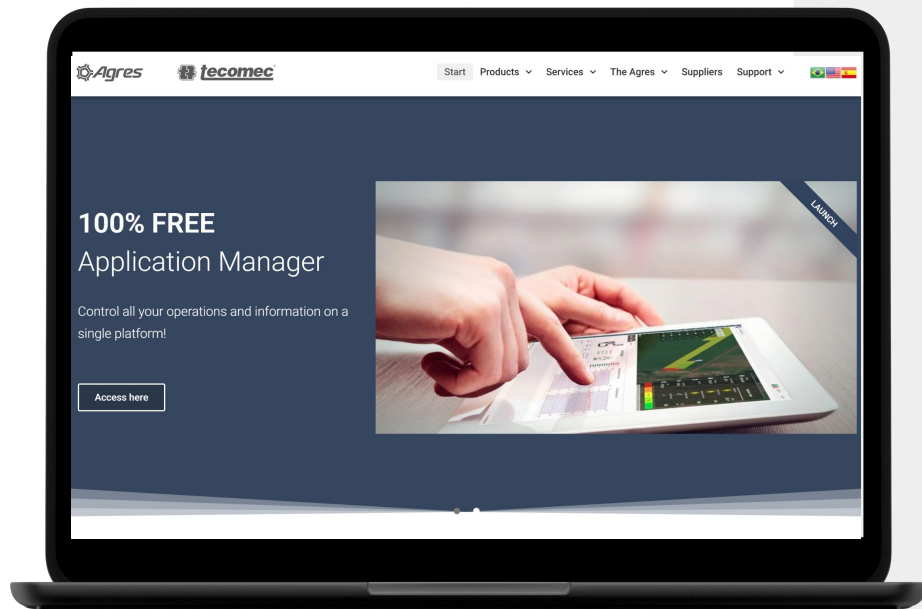
Solutions used

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



elasticsearch



kubernetes

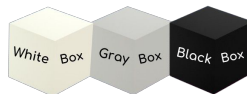
Open API



Native app



High level of security
(Pen Test)



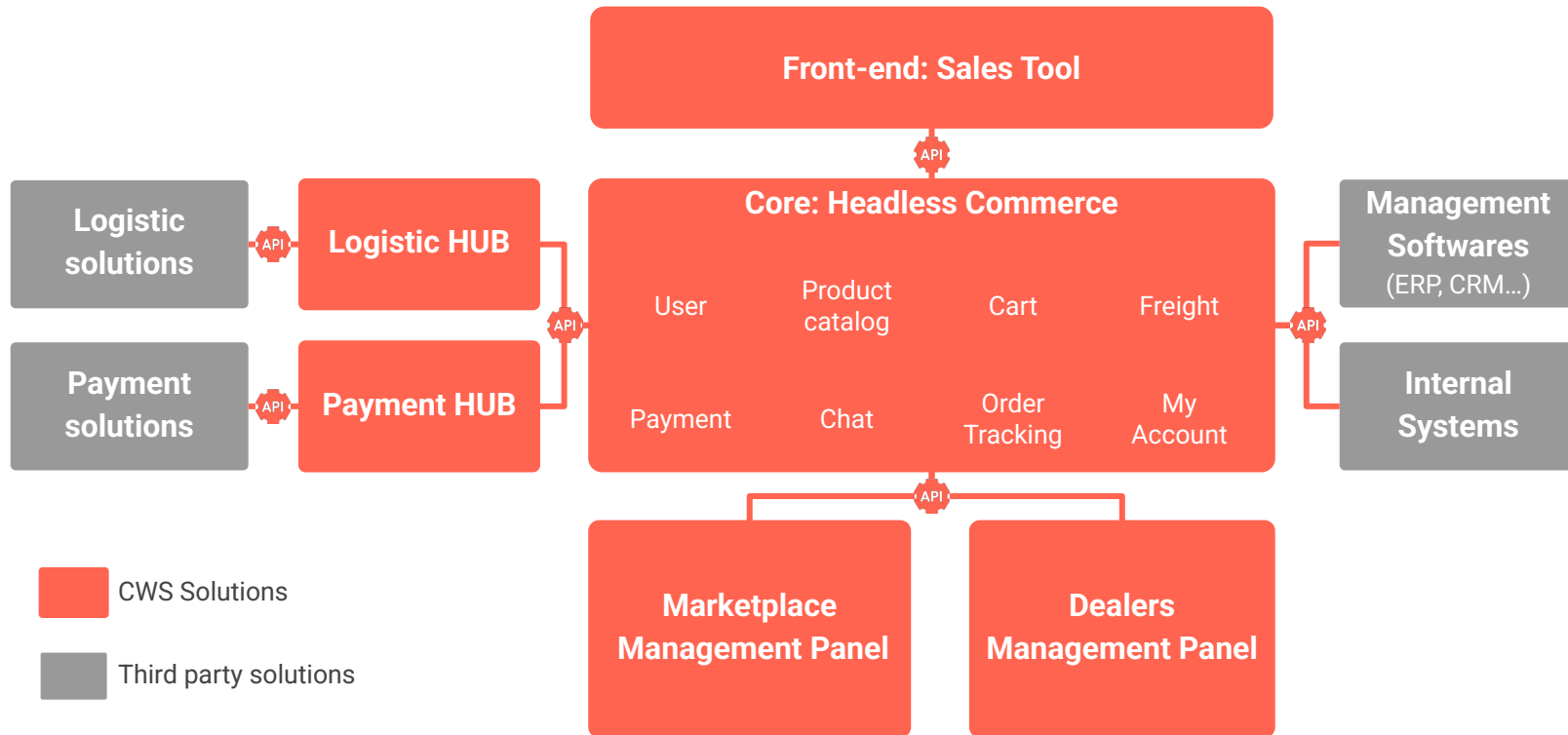
Full compliance with
GDPL



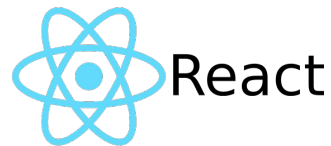
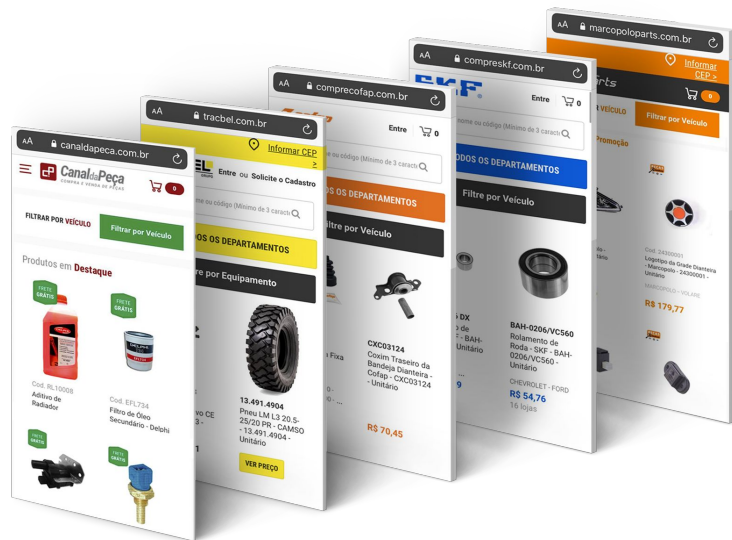
For more information, access: [CWS Platform | Architecture, Security and GDPL](#)

Multiple solutions on a single platform

CWS digital structure



Micro-service, cloud-native, and scalable



React



GOLANG



redis



elasticsearch



kubernetes



Terraform

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



PCI DSS nível 1
Padrões de cartão de
pagamento



SOC 1
Relatório de controles
de auditoria



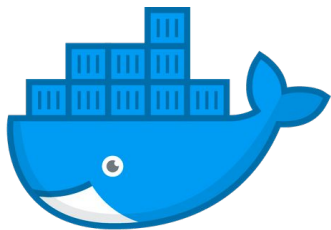
SOC 2
Relatório de
segurança,
disponibilidade e
confidencialidade



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

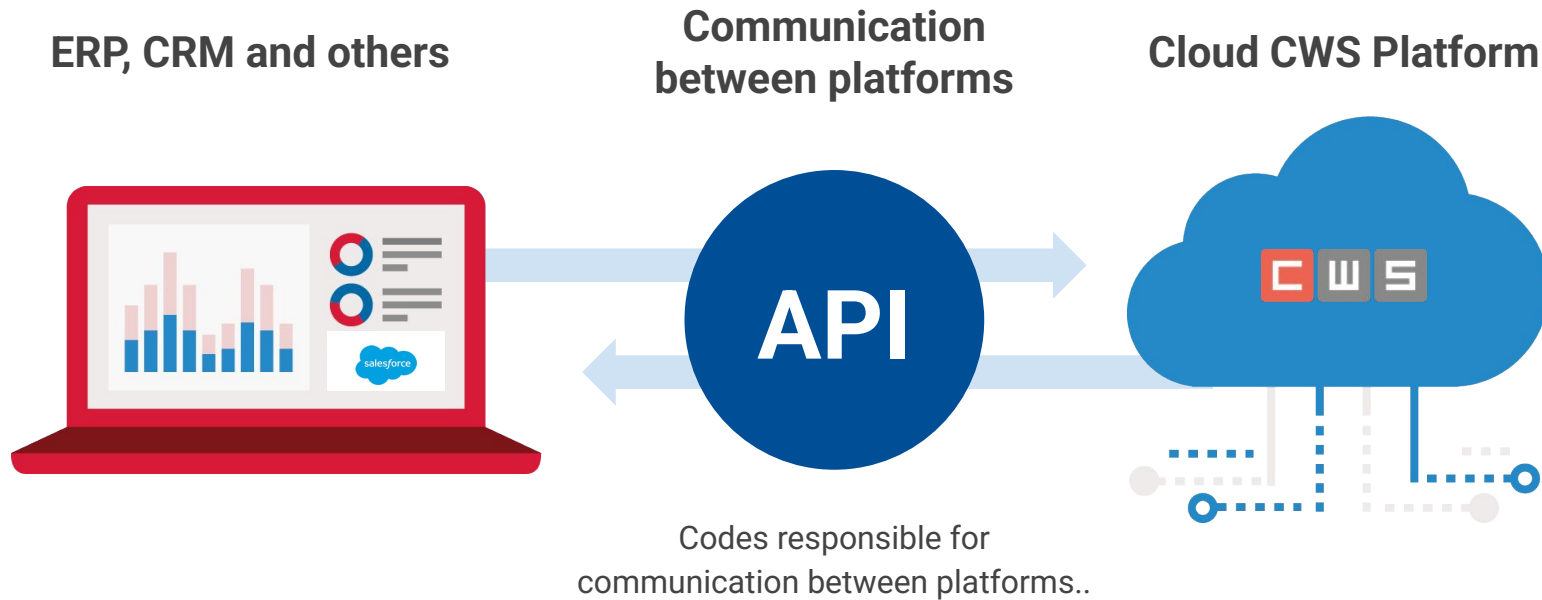


elasticsearch



kubernetes

API Communication



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

platform

Institutional Presentation

CWS
platform

Be digital, Sell more.

