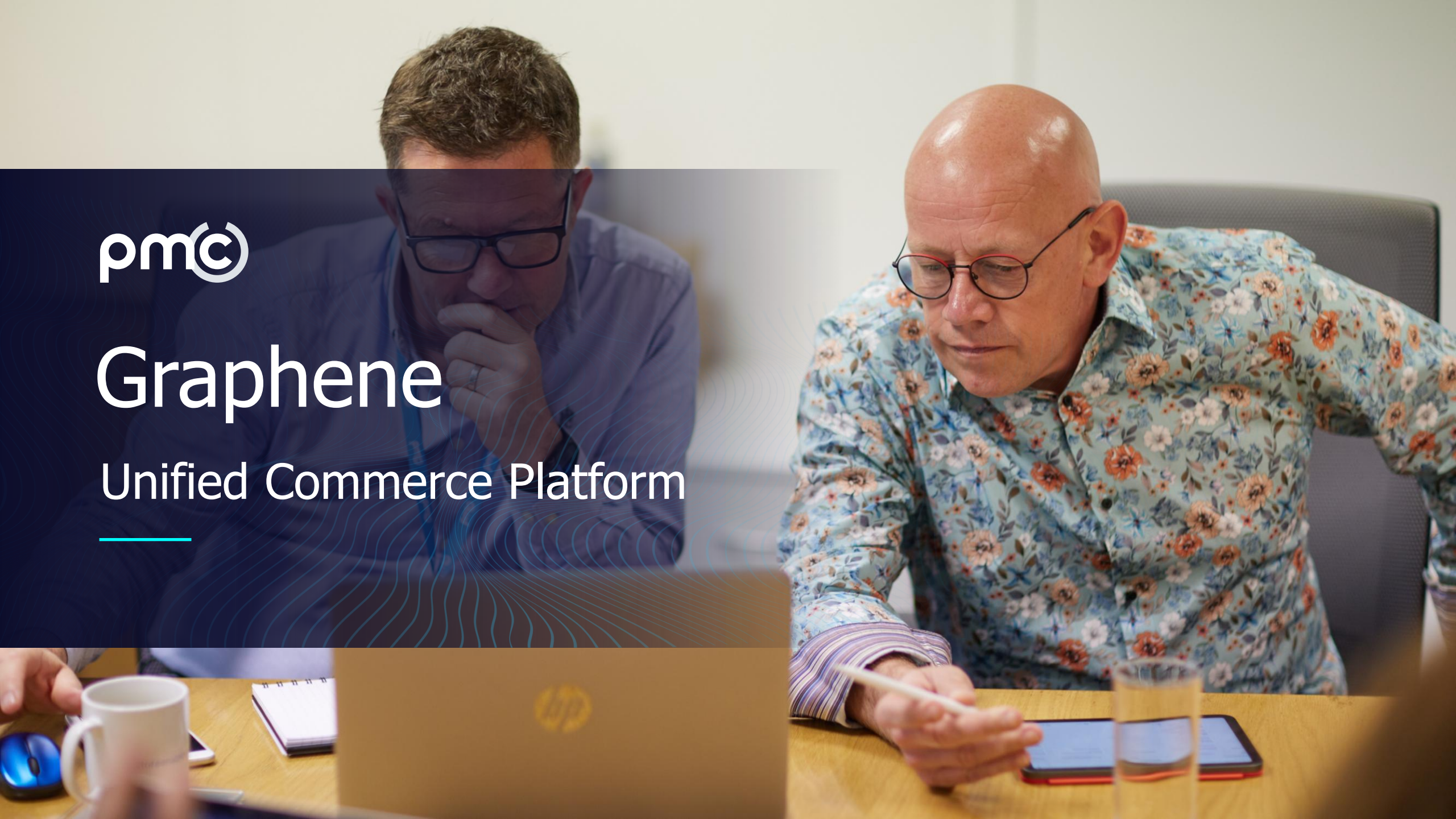# pmc

Graphene

Unified Commerce Platform

graphene

Smash limitations.
Transform constraints into capabilities.

Delivering meaningful value to your end user, paying only for what you need

Ready to go modules and orchestration

Enhance customer experience through rapid development features

Functionality and mobility beyond legacy limitations

Introducing Graphene

A rapid value delivery platform for enabled customer experiences

Physical channel

MPOS / back up POS	POS	Stock functions
Instore ordering	Self checkout	Scan & Go
Digital Display	Events and pop ups	Promotions management
Task management	Inventory services	Real time operational analytics

Digital channel

Website from home	Website from mobile	Digital marketing
RFID	SEO	Content management
OMS	Replenishment	Warehouse systems
Data analytics & reporting	AI/ML	Customer management

Facing into business challenges

Innovative customer experiences

Graphene provides customisable applications that span multiple channels enabling seamless and personalised shopping experiences across both online and offline channels.

Optimised costs

Graphene provides a unified commerce solution enabling you to select and integrate features that meet your business needs, paying only for what you need and eliminating the need for expensive overhauls or rip-and-replace strategies.

Meaningful data insights

Graphene's modular framework prioritises data and integration in every journey, eliminating obstacles like fixed structure or integration. This approach enables swift integration, real-time data access, and cost-effective control, enhancing insights.

Guaranteed compliance

Graphene acts as an integration layer between disparate systems, reducing the complexity and cost of integration, and actively solving issues with data conversion, fiscalisation, payment integration and digital out of legacy.

Customer success stories already in market

Proven use-cases and business outcomes

eBasket checkout

Streamlined payment and lightning-fast checkout times delivered for multiple high street and multi-channel retailers.

Direct to Shopper

Personalised customer campaigns for premier league football team retailing to bring VIP and customer specific offer to shopper devices.

In-store stock operations

Improved in-store stock operations, staff utilisation, customer experience, stock accuracy and optimised labour costs for a global diamond jewellery retailer.

Channel Integrations

Data conversion, integration and fiscal compliance issues cost-effectively resolved for global brands and healthcare organisations seeking multi-territory trading options.

Why Graphene?

Buying only what you need not the whole platform

Keep your options open

Graphene provides a versatile foundation to support you across multiple areas without locking you into any one direction. This enables flexibility, customisation and scalability tailored to your needs.

Speed to market

Seamlessly blend the old with the new, leverage off-the-shelf features, customise your own, or build what you need from scratch, and deliver it fast on the rapid delivery platform that Graphene provides.

Only what you need

Graphene is a highly cost-effective solution. Its 'composable' approach combines world-class specialist solutions whilst maximising your ROI from previous investments.

World-class services

Graphene is backed by the unique capabilities and experience of PMC - the UK's leading technology service provider for retail and D2C. We provide provide wrap-around support to enable you to get the most out of the platform.

Technical capabilities

Headless microservice architecture built on AWS with Retail Competency Partner status

Industry leading database built on NoSQL technology

Applications run on any platform with the latest native technologies

1 million requests a day across 13 countries

Graphene customers

From global store rollouts to one-store wonders, our customers come to us with challenges big and small, and we're pleased to work with them to uncover how Graphene can meet their unique needs.

Upon discovering the low cost of entry Graphene affords, many of our customers go on to substantially scale their initiatives on the platform, unlocking new opportunities to deliver value to their customers.

"The speed at which PMC delivered the solution from inception to full roll-out has been exceptional and their approach in developing the solution has been second to none, enabling Crew to have a vastly improved technical retail proposition and customer experience"

Richard Surman
Head of IT, Crew Clothing Company

CREW CLOTHING COMPANY

Here to help

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