

The Future of Connected eCommerce and Retail

One Truth. Every System. Every Operation.

Presented by



Sage FUTURE

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With over **two decades** of experience in ecommerce, I lead transformation of digital commerce spending my time at the intersection of eCommerce, Retail, ERP, and Operations.

Why am I here today?

- Not to introduce another tool
- Share the future of connected commerce
- How Sage merchants can lead it



Why This Topic Matters Now?

Commerce Has Changed. Operating Models Haven't.

- Growth today increases complexity faster than revenue. Every new channel adds:
 - More data
 - More integrations
 - More exceptions
- Real-time Expectations
- AI and automation demands
- Most commerce stacks were not designed to scale together

This is no longer a channel problem. It is an operations problem.

The Commerce Reality You Live With

Disconnected Systems. Fragmented Truth

- Different versions of:
 - Orders
 - Inventory
 - Products
 - Customers
- ERP sees finance – not execution
- Commerce sees demand – not constraints
- Operations live in spreadsheets and escalations



The Integration Fallacy

APIs ≠ Operational Clarity

- Systems are connected
- Data flows exist
- But truth is fragmented

Integration connects systems.

It does not create understanding.

The Real Problem

Fragmentation is Masquerading as Scale

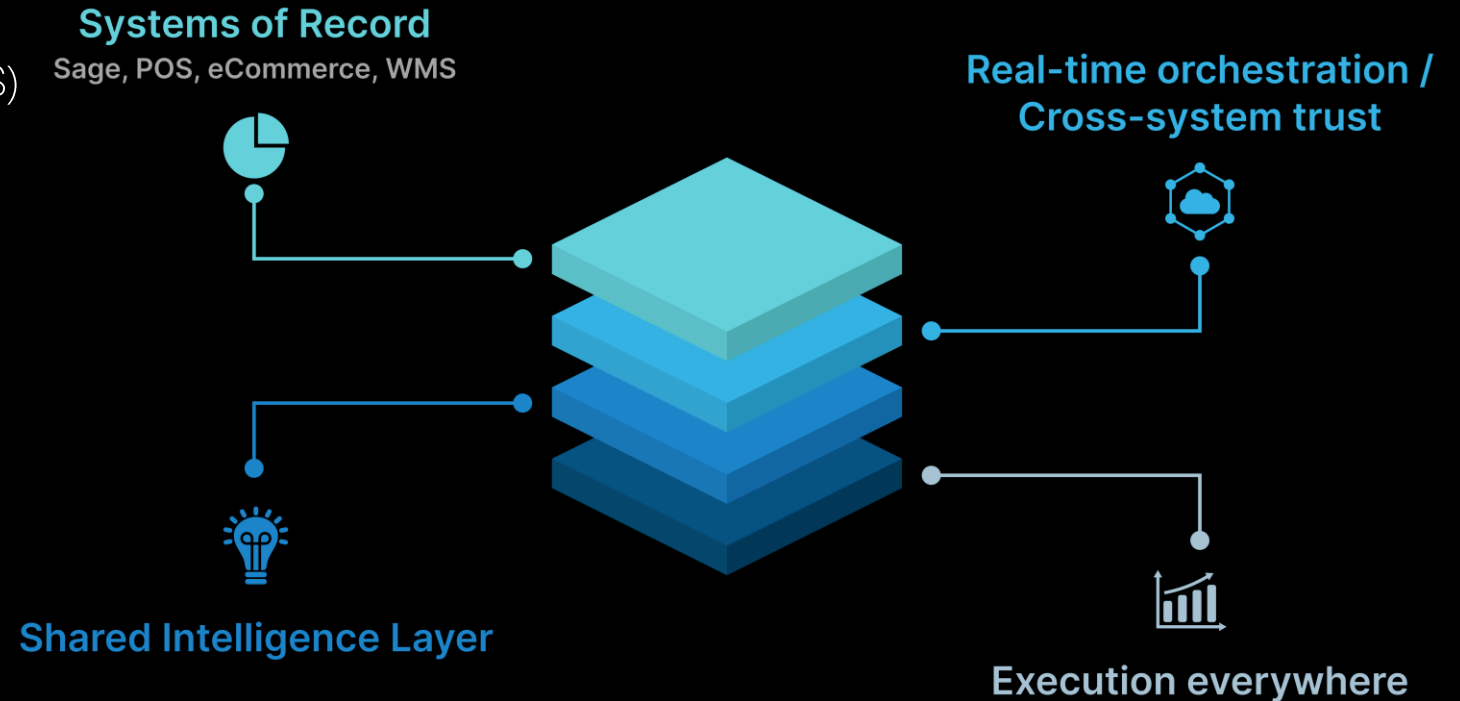
- Every system optimizes itself
- No system owns the end-to-end reality
- Decisions are made on partial truth
- Systems can disagree; humans will sort it out

The future of commerce is not more tools. It is shared truth.

The Shift That is Happening

From Connected Systems → Connected Foundation

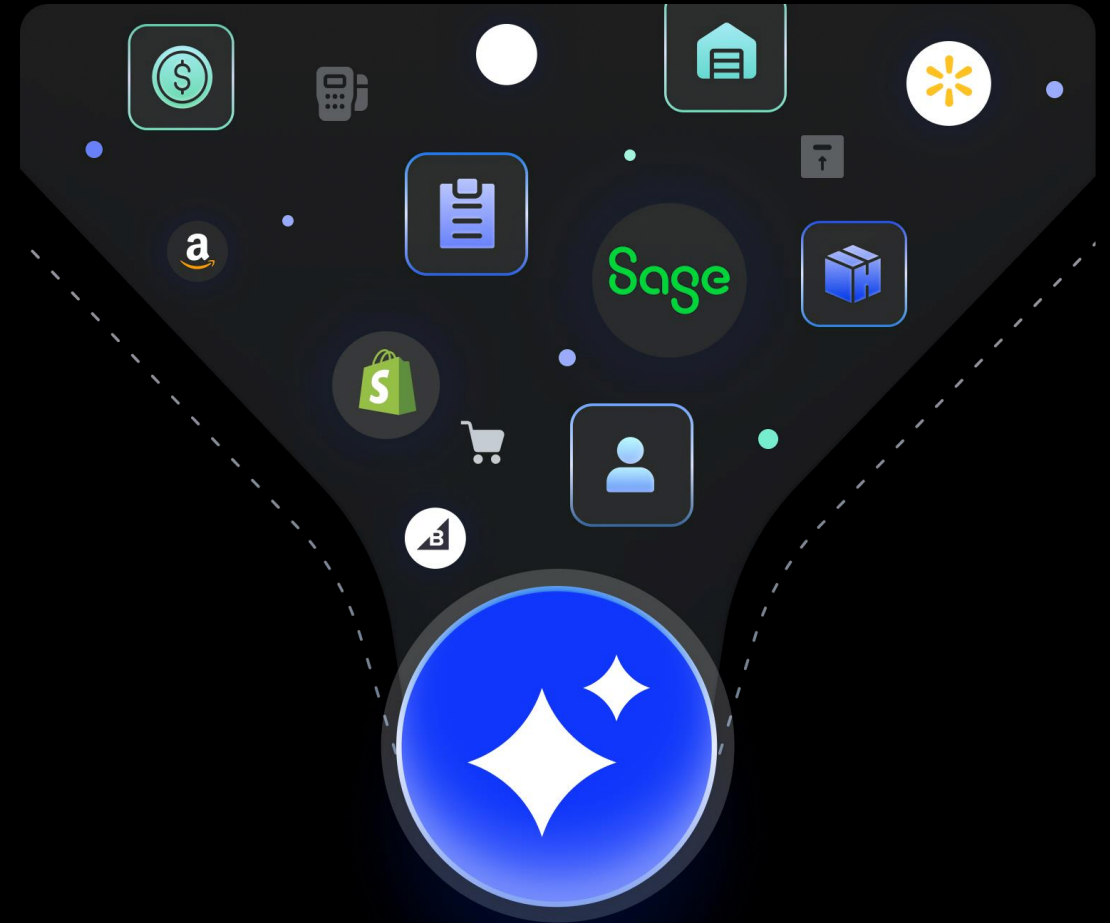
- Systems of Record (Sage, POS, eCommerce, WMS)
- Real-time orchestration / Cross-system trust
- Shared Intelligence Layer
- Execution everywhere



The Future Commerce Operating Model

One Truth. Every System. Every Operation

- A single operational foundation
- Normalized data across systems (Data-Centric Architecture)
- Orchestration instead of duplication
- Decisions built on reality. Not reconciliation.



What Good Looks Like for Modern Commerce

The New Baseline for Scale

Unify Orders, Products, Customers, Inventory

- One operational view / truth across all channels
- One definition of
 - Product and availability
 - Customer
 - Order and related entities
- No re-mapping per system or workflow

Outcome

- Fewer errors
- Faster execution
- Shared accountability

Eliminate Operational Blind Spots

- Visibility from order capture to fulfillment
- Exceptions surfaced early
- No more “find it after finance flags it”

Outcome

- Fewer surprises
- Cleaner closes
- Better customer experience

Non-Negotiables of “Good”

- Have a Canonical Commerce Model
- Govern data at creation; not downstream
- Support real-time and batch equally
- Enable orchestration, not just movement
- Be AI-ready by design, not retrofitted.

Do this without:

- replacing legacy systems
- rebuilding your technology stack

If you cannot explain where truth lives, your architecture is already broken



Turn Commerce Chaos Into Clarity

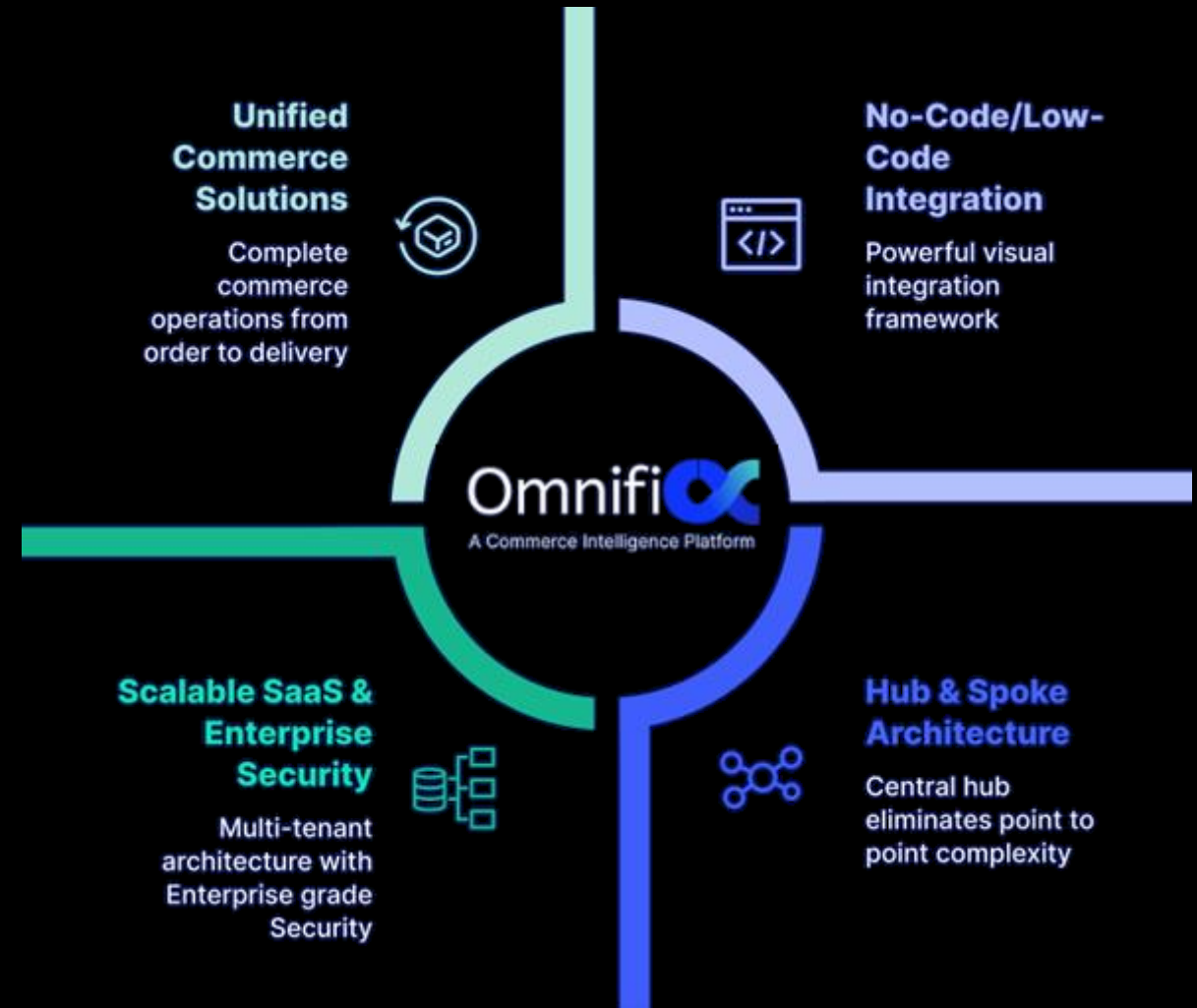
OmnifiCX

A Commerce Intelligence Platform

- Not another storefront
- Not “just” an OMS
- Not a Sage, Ecommerce, or POS replacement

OmnifiCX is:

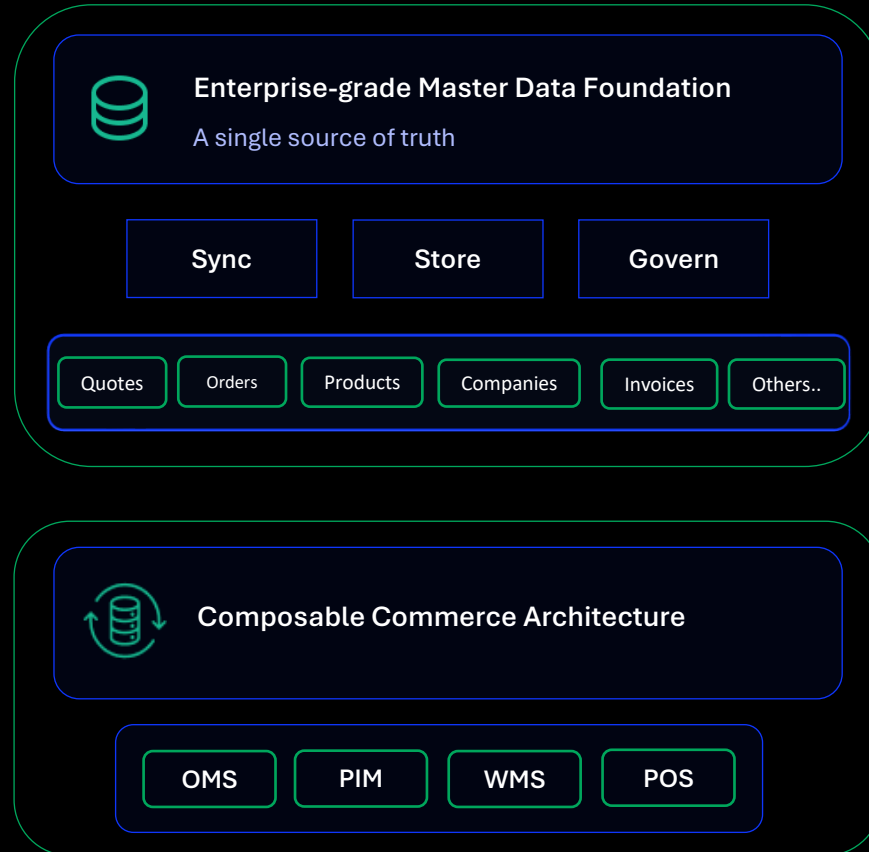
- A Commerce Intelligence Layer
- A Governed Commerce Foundation



What OmnifiCX Does

One Consistent Foundation Across Your Ecosystem

- Normalizes data across systems
- Orchestrates flows, not clone them
- Activates intelligence where execution happens.



Intelligent Analytics/AI Insights

Ready to use reports and KPIs, powered by trusted master data, to unlock smarter, faster decisions.



Future-proof Flexibility

Easily expand or enhance capabilities while ensuring consistent, reliable data and smooth operations.



Always-in-sync Ecosystem

Seamless master data that syncs the ERP, ecommerce, marketplaces, and all systems in perfect real-time harmony.



Rapid Implementation

Configure workflows without coding and cut implementations from months to weeks.

OmnifiCX + Sage: How It Works

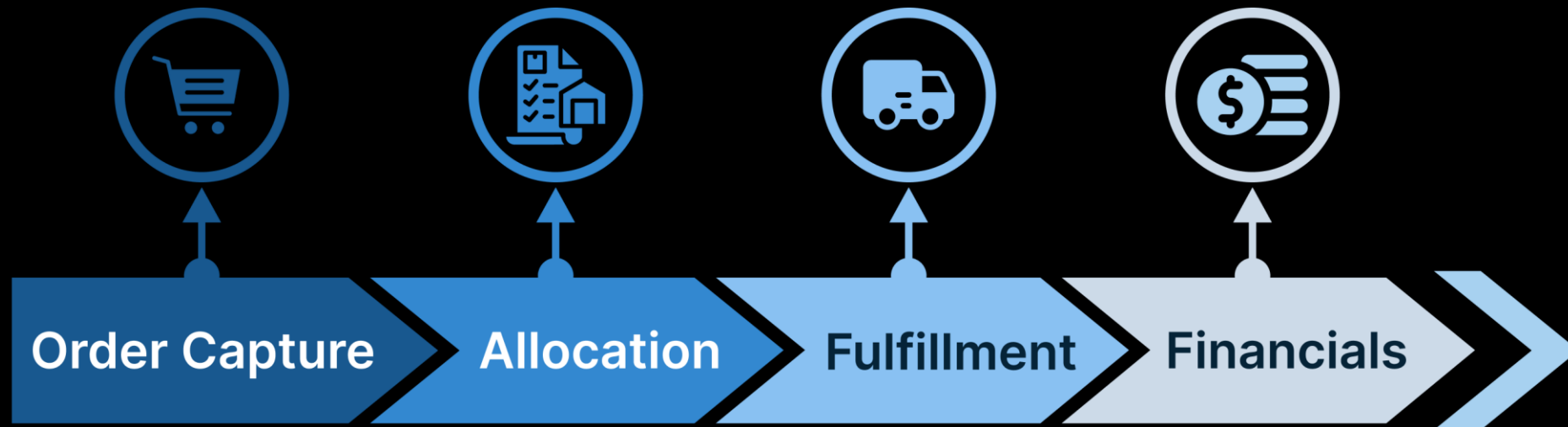
Sage Remains the System of Record

- Financials stay in Sage
- OmnifiCX extends Sage into:
 - Commerce execution
 - Inventory intelligence
 - Cross-channel orchestration

This is an extension – not replacement.

Use Case: Unified Order Lifecycle

- Order Capture → Allocation → Fulfillment → Financials
- Orders from all channels
- One operational state
- Accurate status for Operations, Customer Support and Finance

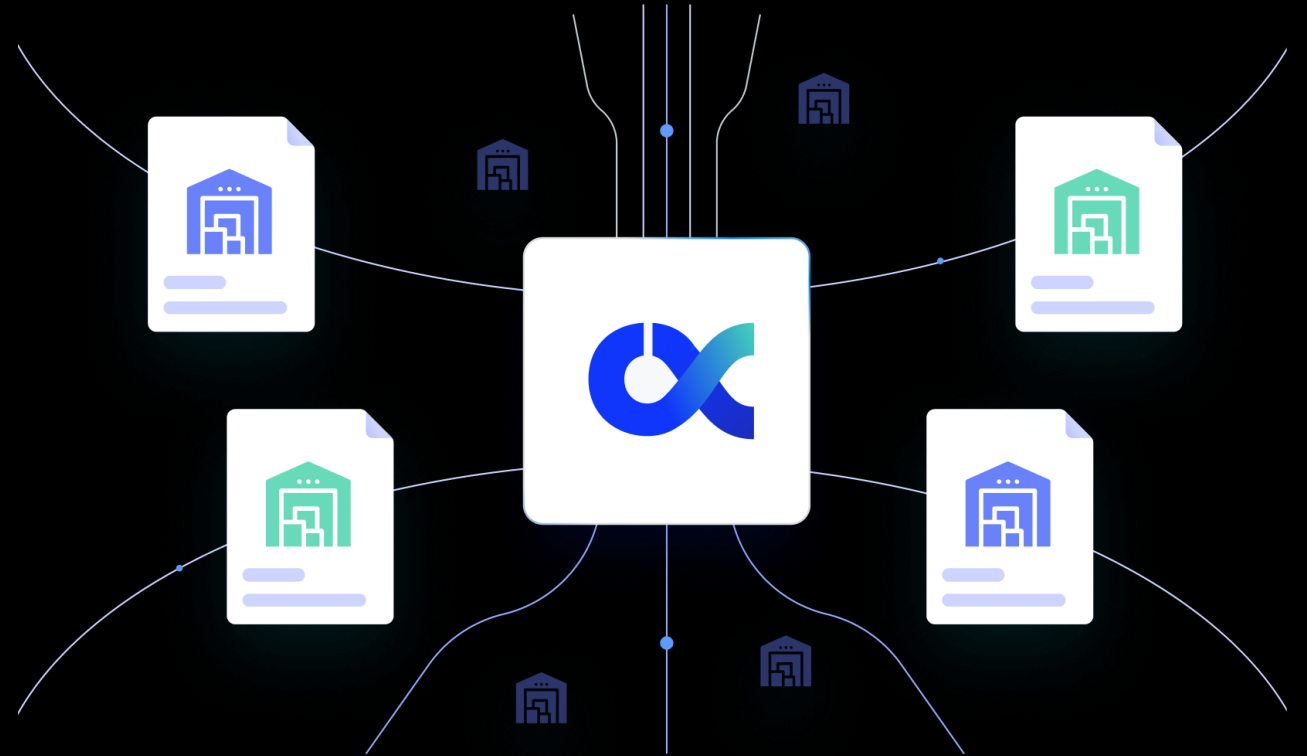


Use Case: Inventory Intelligence

- Real ATP across locations
- No channel-specific stock silos
- Reduced oversell and safety stock

Outcome:

- Fewer write-offs, order cancellations
- Better promise accuracy



What this means for Sage Merchants

Real Business Outcomes

- Faster channel expansion
- Lower operational cost / Operational efficiency
- Cleaner audits
- Faster Decisions
- Automation that actually sticks
- AI initiatives that do not amplify errors

Long Term – Complexity Will Increase. Clarity Must Too.

- Increase channels
- Improve automation
- Standardize truth

Closing Thoughts

This is where Clarity Begins

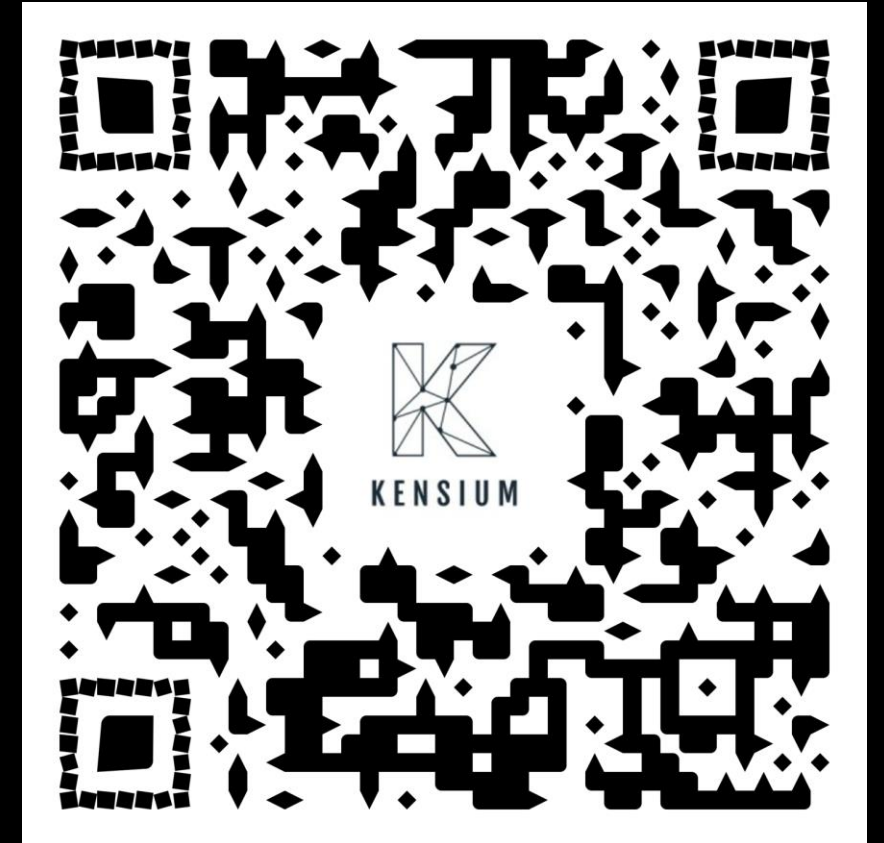
If you run eCommerce, POS, ERP, Multiple-warehouses, Marketplaces –

The future is not more connections

The future is one truth

Talk to us about:

- Your current stack
- Your blind spots
- Your expansion plans



THANK YOU

**We'd love to continue the conversation.
Meet with Kensium team at booth# 203**