NextChapter
omnichannel commerce

Multichannel sales, managed through one central platform


Foundation for growth

Next chapter in eCommerce

Those who wish to lead in eCommerce must innovate and distinguish themselves. For more than 10 years, NextChapter has been helping ambitious companies achieve their eCommerce strategy and goals.

To realize your eCommerce ambitions, what you should look for is an innovative multichannel eCommerce platform that is scalable and suitable for the next phase. Equally important is an experienced eCommerce partner with a proven track record.

Unique eCommerce platform

When we started NextChapter in 2012, we knew that we're going to do it differently. We always want to be ahead and unburden SMEs + companies in eCommerce. They no longer need to think about technical development and should feel assured at any time of a strong, innovative eCommerce platform that is constantly evolving.

In 2014 we were the first platform with a mobile first eCommerce solution and many innovations followed over the years. In addition to our wide range of conversion-oriented web shop solutions, NextChapter is currently a forerunner in software with which our customers can set up niche marketplaces and collective platforms themselves.
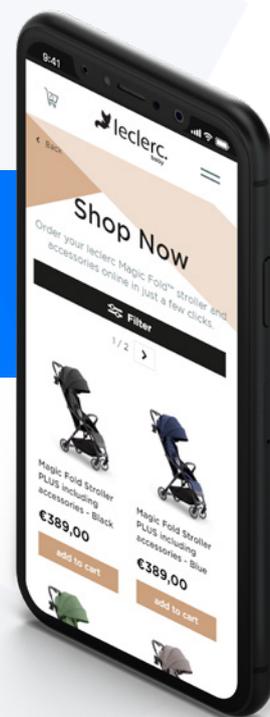
Working together for success

Choosing NextChapter equals working together for success. Because we understand better than anyone how to sell online in 2021 via (international) web shops, marketplaces and platforms. We know from vast years of experience how important it is to seamlessly integrate eCommerce into your business processes. The more complex your processes, the more important it is to choose a platform & partner that has a proven track record with comparable challenges.

We stand next to our clients to implement their strategy. In doing so, we focus on the business case and we like to think along about improvements or alternatives. We share our eCommerce knowledge and keep you informed of developments around the platform.

A partner with a vision

NextChapter sees the traditional eCommerce models changing radically and provides innovative solutions for this. Brands and suppliers want to serve consumers directly (D2C), the dominance of large marketplaces is increasing rapidly and (e) retailers are seeing their profit margins shrink. Retailers will unite in collective platforms or start a niche marketplace themselves. Parties with a central position in the chain, such as wholesalers and service providers, have interesting assets for new online business models. B2C and B2B eCommerce models are becoming complementary. On the next page you can read 4 winning strategies for which NextChapter makes solutions.

More than just a platform

Only a well-functioning platform will get you through, but more is needed for real success. In eCommerce, 4 aspects must be integrated correctly : data, processes, integrations and marketing. NextChapter has a team of specialists who can help with this. We can optionally offer the following extra services if the situation requires it:

Kick start for success

With our team of experienced online marketers we can give a new webshop a kickstart. In a period of 3-12 months we will set up and implement SEO, email marketing, social media and advertising (SEA) to increase the awareness and turnover of the webshop. After this period NextChapter will transfer the activities.

Support with the foundation

NextChapter has extensive knowledge and experience with (complex) article data, system integrations and all processes related to stock, prices, orders, fulfillment and payments. We can advise in the preliminary phase and contribute to making concrete choices that benefit successful eCommerce. That way you are assured of a good foundation on which to build.

4 winning strategies

NextChapter creates eCommerce solutions for 4 winning strategies.

Sell multichannel

Your customers would like to be able to buy your products "anytime, anywhere". They do this through web shops, marketplaces and platforms. By being present wherever your customers want to buy, you will indeed grow faster and get more exposure. A multichannel eCommerce strategy will increase your possibility of online success.

Become a market leader in a niche

Because general (multi-brand) web shops are not distinctive enough, they are becoming more and more complex. On the other hand, niche players have extra opportunities because they are specialists within a product group, field or industry. A niche webshop can become the market leader, using various (international) online sales channels. In addition to the specific product range, expertise, unique knowledge and service also play an important role.

Collaborate as a collective

Many companies aim to build a webshop on their own, with large investments in money, time and people. This approach is somewhat inefficient and leads to a large landscape of web shops, only part of which can be profitable in the longer term. An interesting strategy is to join forces as a group of entrepreneurs in a collective eCommerce platform.

Become a (niche) marketplace yourself

The prediction is that one or more specialized niche marketplaces will emerge and be successful per industry or product group. It is not the question whether they will come, but when and by whom.

Our method

A new approach to webshop development

More than half of the web shops are still being custom built by software and ecommerce agencies. An outdated approach, which leads to higher costs (construction, but especially afterwards), chance of errors and quality issues, extra pressure on your eCommerce team and longer lead times.

NextChapter breaks with this tradition and works according to a new approach that is unique in the SME + segment: a combination of SaaS and customization.

→ In the SaaS platform, all generic technology and functionality is centrally built, maintained and innovated.

→ At the front (front end) and at the back (integrations) NextChapter can deliver any custom case. We can also add specific custom features to the final solution.

NextChapter combines the power of SaaS with the flexibility of customization. Our clients are reassured of a powerful platform with which they can make a difference.

The benefits of SaaS

Our technology provides the foundation for strong performance, innovative functionalities and error-free processes, guaranteed from our SaaS core.

The benefits of SaaS in brief:

- ✔ Error-free software
- ✔ Flawless links
- ✔ Scalable
- ✔ Cheaper in development and maintenance
- ✔ Faster live and expandable
- ✔ Always up to date (no versions and migrations)
- ✔ Continuous innovation

NextChapter: scalable eCommerce platform

Commerce Backbone

The beating heart of NextChapter is the Commerce Backbone. The backbone consists of modules for the most important processes. NextChapter has a unique solution with this: you control all web shops, marketplaces and platforms from one central backbone.
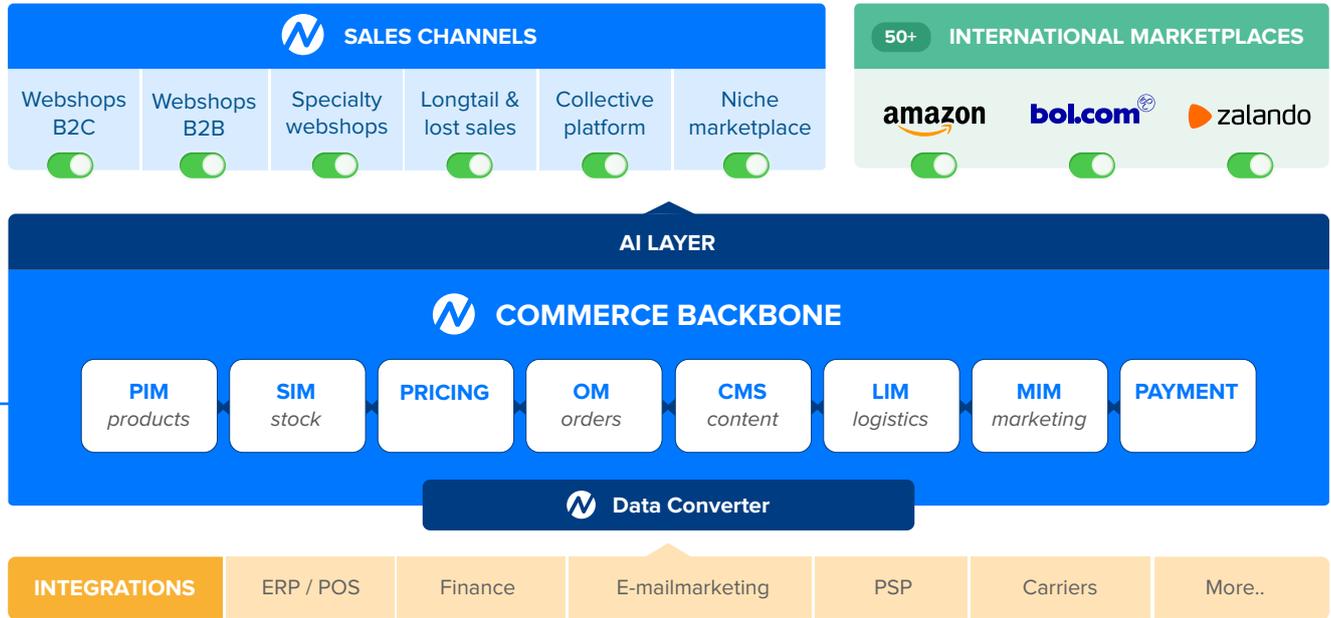
PIM
Product Information Management

PIM is one of the most important modules, because good article data is conditional for online success. PIM is multichannel, multilingual and suitable for small to large and complex assortments. In PIM, article data is validated and enriched and then distributed to the various web shops and marketplaces.

SIM
Stock Information Management

SIM is the stock module. NextChapter knows the stock of all connected stock locations and can control the order process within the online channels based on this. Stock movements are processed in real time in all sales channels.

PRICING
Prices and promotions

Pricing is a module that can determine, based on a business ruling, which article should be offered for which price, when and on which channel. NextChapter also has an extensive promotion module with which a range of multichannel promotions can be created and managed.

OM
Order Management

NextChapter OM arranges everything related to orders, shipments, returns and cancellations. If there are multiple stock locations, order allocation is also shown. Furthermore, OM contains the customer data + sales history. NextChapter OM distinguishes itself from other solutions because it can also control (very) complex order processes.

CMS
Content Management

The CMS offers user-friendly tools for various management tasks for all your online sales channels, including management of all general content, media (images, banners, video), search and navigation management.

LIM
Logistics Information Management

NextChapter LIM knows exactly which packages need to be sent when and where, controls carriers and can follow the process in real time. NextChapter has integrations with PostNL, DHL and RedjePakketje, but other carriers can also be controlled.

MIM
Marketing Information Management

MIM is the collection of merchandising, loyalty and marketing features aimed at more conversions, higher order values and repeat business. A more detailed description can be found in our Factsheet.

PAYMENT
Payments en refunds

NextChapter Payment arranges the payments within your online sales channels. This concerns (partial) payments of online orders with various payment methods, refunds and the integration with various payment service providers and loyalty providers.

DATA CONVERTER
Flexible integrations

The Data Converter is an in-house developed module that allows NextChapter to connect to any external system, based on the specifications of the external system. The Data Converter provides enormous flexibility and speed in making technical integrations.

NextChapter: scalable eCommerce platform

Sales channels and International marketplaces

NextChapter provides various online sales channels from the platform, such as web shops, long tail solutions, collective platforms and niche marketplaces. NextChapter also integrates with the well-known (inter) national major marketplaces.
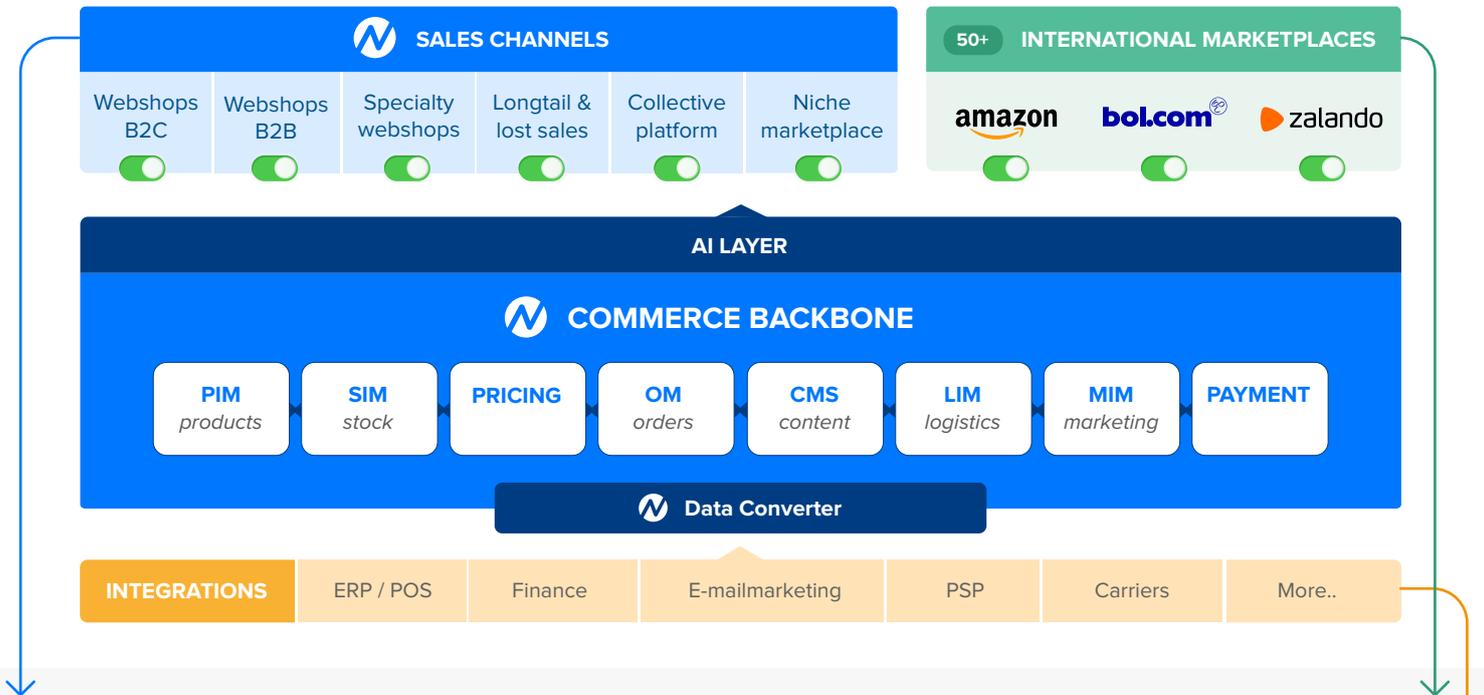
NextChapter Sales Channels
All online channels to serve your customer

B2C web shops
for (inter) national sales to consumers and aimed at conversion, customer experience, service and loyalty.

B2B webshops
for (inter) national sales to business customers, with specific B2B functionalities and processes, aimed at efficient ordering and convenience.

Specialty web shops
for specific propositions or specific target groups.

Longtail & lost sales solutions
to never have to sell "no" again within the web shops, or physically in stores via mobile sales assistants and in-store kiosks.

Collective platform
for entrepreneurs (such as retailers) who join forces in one platform with an (inter) national webshop and where the participants also have their own webshop from this platform under their own URL and name.

Niche marketplace
where you develop into a multivendor online sales platform and become the online authority within an industry or product segment.

International Marketplaces
Sell on> 50 well-known (inter) national marketplaces

Connection to the major marketplaces Amazon, Bol.com and Zalando speak for themselves, but we also offer you access to> 50 other (inter) national marketplaces.

The marketplaces are integrated in the NextChapter eCommerce process, so that the marketplace customer is optimally served. We can achieve this through the integration of Item data, Stock, Orders, Shipment data (track & trace) and Returns.

Thanks to this full integration, you can see a marketplace as an extension of your own business, where you also use the central processes in the NextChapter backbone for these marketplaces.

Integrations

NextChapter has unlimited options for integrations with your systems or other systems and platforms. Our Data Converter provides flexible, fast and error-free integrations.

The landscape of integrations differs per case. We provide insight into your case and advise on the optimal system landscape, reducing complexity and looking at growth and scalability. Examples of systems we integrate with:

- ERP
- WMS and Logistics systems
- POS (cash register)
- EMP (email marketing)
- CDP (customer data platforms)
- PSP (payments and refunds)
- Platforms for reviews, service points, loyalty, advertisements and other eCommerce services

The power of NextChapter

Due to our many years of knowledge and experience with eCommerce, choosing NextChapter is a certainty. Unique qualities that we are proud of:

✔ **Partner with a vision on eCommerce**
With innovations we make companies successful and ready for the future.

✔ **Committed to success**
With our licensing model, we are committed to ensuring that our clients achieve maximum success.

✔ **Combination of SaaS and customization**
Thanks to the SaaS quality guarantee and flexibility with our customization, we give our clients a head start and are strong in complex projects.

✔ **Scalable**
NextChapter is highly scalable without migrations. Our platform scales with the growth of our customers and the developments in the market.

✔ **Integral and user-friendly**
NextChapter systems and modules are designed to be user-friendly for daily use and fit in well with your existing systems and processes.
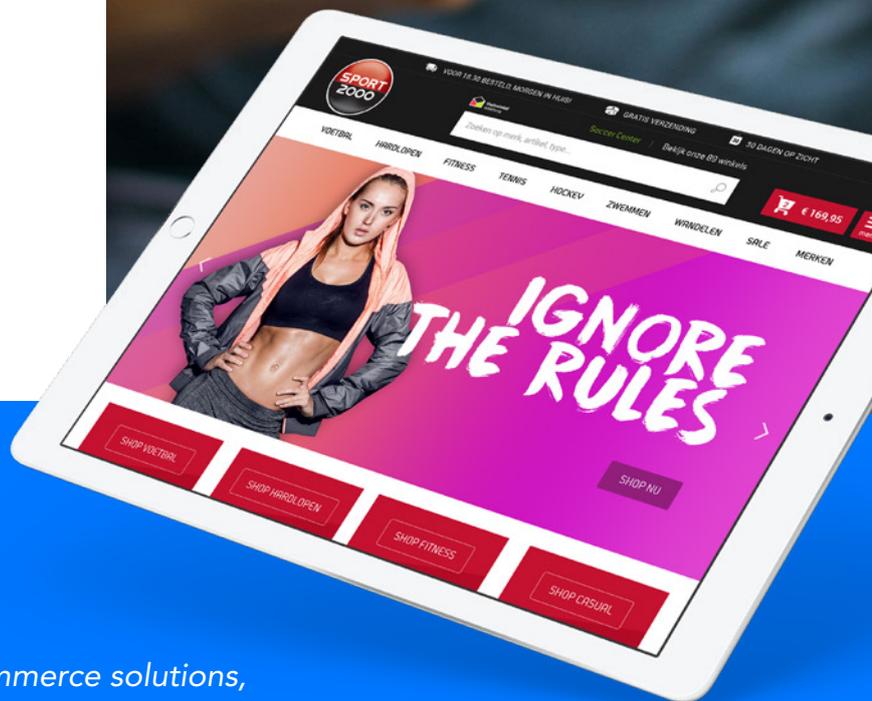
Michiel Bestebroer, CEO of NextChapter

"We help our clients with multichannel eCommerce solutions, enabling them to grow and be successful. In doing so, we act as a committed partner, focused on the long term. The passion for eCommerce is deeply rooted in our company and this is reflected in the many innovations that we continuously make."

Would you like to know more about what NextChapter can do for you? Then please feel free to contact us:

sales@nextchapter-ecommerce.com
+31 (0)20 - 423 53 58
1062XD Amsterdam