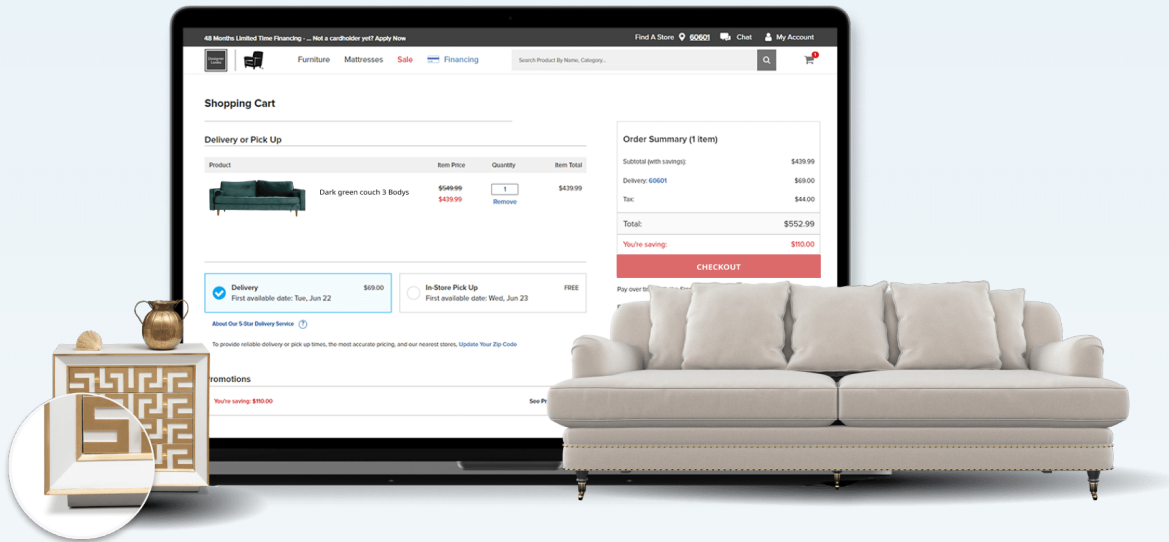# blueport

Furniture Ecommerce:

An IT Executive's Guide

As the demand for retail furniture ecommerce continues to grow, furniture retailers no longer have the luxury of solely relying on their brick-and-mortar expertise. Instead, they must adopt ecommerce technology that continues to evolve.

You can guide your executive team to a solution that will fuel omnichannel growth with a platform:

Designed for The Unique Challenges of the Retail Furniture Industry

- Built in functionality needed for unique furniture use cases
- Tooling that supports complex furniture business rules, product management, and order management
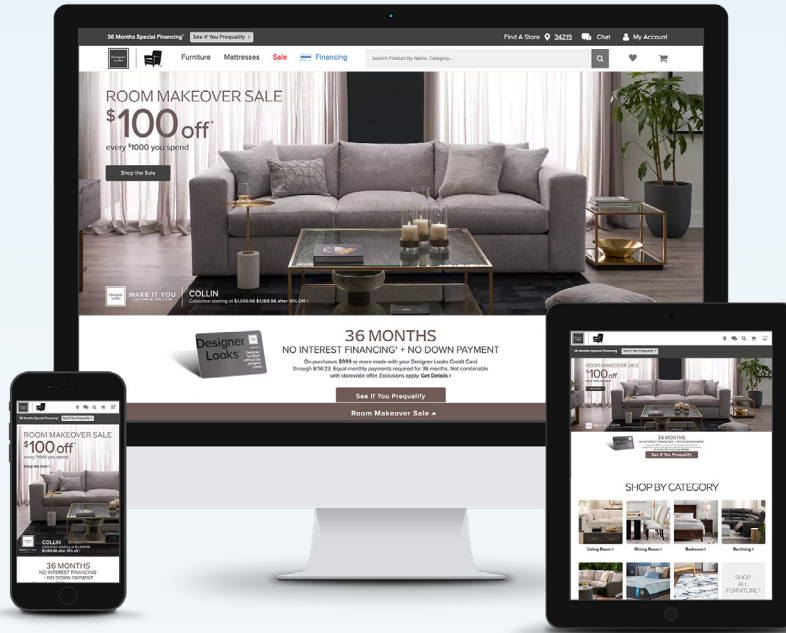- Integration with legacy ERP systems and Empowerment of small IT teams

Built with the Latest Technology

- Scalable and reliable cloud hosting
- Agile software development
- Trouble-free operation
- Robust security protocols and monitoring
- Futureproof architecture and infrastructure

Why Blueport?

Our platform was built with you in mind.

At Blueport, we understand the IT challenges of furniture retailers. Our platform delivers cutting-edge technology features —pre-customized for the retail furniture industry —with the flexibility to meet your **unique challenges and needs**.

Features To Suit Every IT Need

Future-proof and Cloud-native Architecture

- Move from outdated legacy technology to a cloud platform

- Leverage front-end application code and scalable back-end service delivery

- Experience enhanced site speed

- Realize the benefits of much-needed flexibility and adaptability
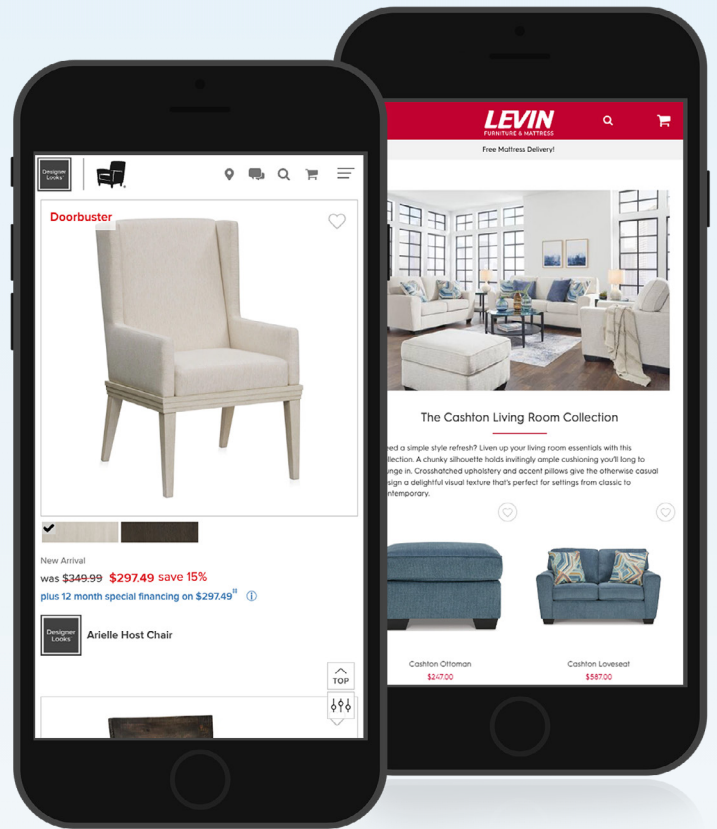
Agile Software Development

- An **API-driven website** powered by Cloud-native microservices

- Greater reliability, scalability, and development agility from disaggregated business logic

- The ability to power other applications with APIs

- Unified product data, promotional pricing, and product availability across the enterprise

Trouble-free Operation

As a full-service, **furniture-focused** platform, Blueport enables IT teams to focus on other critical business tasks. Blueport includes:

- Website management and content tools which can be put into the hands of merchandising and marketing business users

- Monitoring and support services, as Blueport monitors uptime, manages change requests, and corrects reported bugs

- Ongoing roadmap meetings that ensure coordination of ecommerce and IT efforts across the enterprise

- **Continuous improvement**.

Implementation

- A professional implementation team familiar with furniture, your ERP systems, and your unique challenges

- Strategic, vertically-focused processes and technology that streamline your efforts

- A process with your ecommerce operations team to define and implement store design and business logic

- Meetings between Blueport and your IT team to establish connectivity and deploy a baseline site

ERP Integration

- Continue to **leverage your existing furniture ERP system**

- Rely on the platform to synchronize with and augment your existing software

- Save time, expense, and risk by augmenting instead of replacing critical business processes and software

Third-party Integrations

- A complete ecosystem of third-party plugins
- **Best-in-class partners** for PIM, site search, reviews, and more
- Plugins customized for furniture and pre-integrated with the platform

Data Security

- PCI compliance
- Top-tier network performance and security monitoring
- Automated **fraud detection methodology**

Leverage the Latest Technology in a Purpose-built Solution

An ecommerce platform can power omnichannel furniture sales growth - if you choose the right one.

Your furniture ecommerce platform should give you **all the advantages of the latest technology in a solution built for your unique industry.**

Learn more about Blueport today.

Contact us