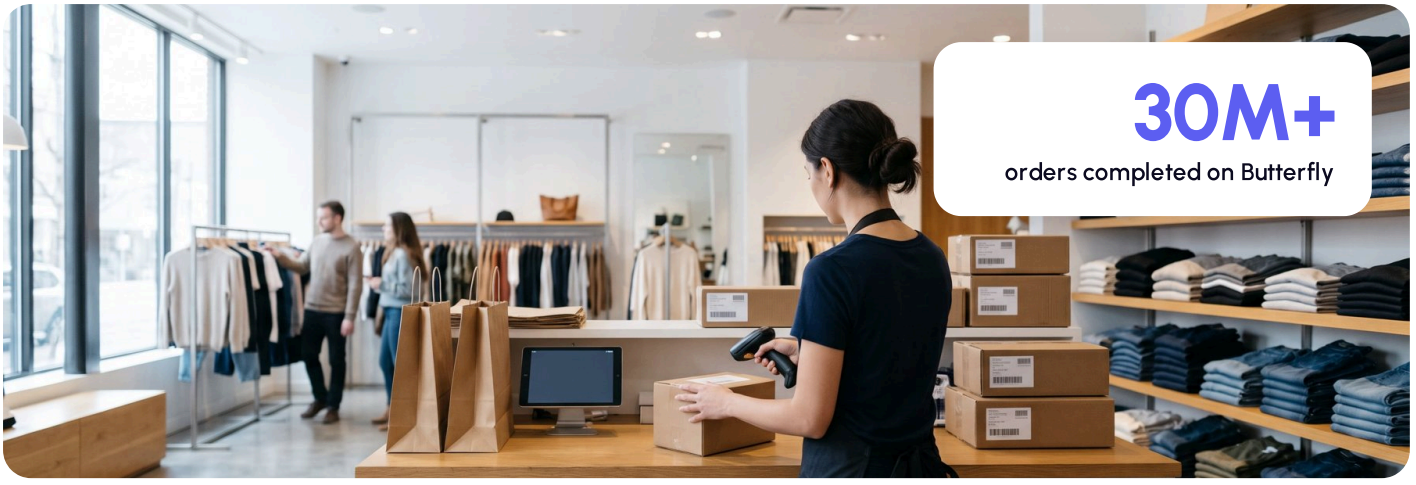
BUTTERFLY

Retail and E-Commerce

Are you waiting on the software team for a campaign rule?

At a retail chain running a multi-brand e-commerce platform, campaign, shipping and storefront changes waited on software development. With Butterfly, rules now change through data.

Multi-brand	Campaign periods	ERP
e-commerce platform	high traffic and order volume	product and price integration



PROBLEM

The challenges facing your organization

01 **Traffic and order volume** rose during campaign periods.

02 Campaign rules, shipping thresholds and storefront changes **waited on software development.**

03 Stock and order management could show **inconsistencies.**

SOLUTION

How Butterfly solved it

The e-commerce infrastructure runs on Butterfly. Campaign, pricing, shipping and order rules are managed through data instead of code; stock is firmly reserved when payment starts.

- ✓ Campaign and price rules managed as data
- ✓ Shipping thresholds and storefront without waiting on developers
- ✓ Firm stock reservation when payment starts
- ✓ Cart, payment, order and shipping in one core

OUTCOME

From the field, measured.

30M+	With data	At payment
orders completed on Butterfly	campaign rules change, not code	stock reservation

The customer name is not shared for confidentiality reasons. Figures are taken from the organization's records.

Do you have a similar process?

Let's look at it together in a 30-minute meeting.

Scan the QR code to request a meeting.

Request a meeting