

## **PMC Press Release**

19<sup>th</sup> October 2020

# **Seamless Customer Experiences with PMC's new Cloud Development and Integration Services**

**A new service launched today by Technology Service Provider PMC enables retailers to connect digital touchpoints with in-store experiences, to deliver more personal, insight-driven customer journeys.**

From today, retailers will be able to create personal, trusted, convenient and engaging customer experiences using a combination of the PMC cloud platform, new endpoint integration application and development capabilities. By bringing together the best technology partners and solutions with new microservices and cloud integration technology, PMC provides retailers with a toolkit to integrate virtual and physical retail environments.

### **Scalable Architecture and Flexible Integration**

The PMC cloud platform provides a scalable and resilient microservices architecture, making it possible for retailers to implement a controlled set of solutions in a distributed retail environment – whether built, bought or integrated.

In turn, the new PMC endpoint integration application, named Integration Enabler, ensures flexibility on peripherals, integration and offline creativity. Available in iOS, Android and Windows, Integration Enabler provides in-store endpoint and application integration and orchestration on any device.

### **No need to Rip and Replace**

This is a toolkit that enables retailers to drive creativity and support rapid innovation alongside existing systems. It is now easier to bring online channels into store for a frictionless consumer experience and implement middleware integration in support of payment or fiscal requirements. New functionality can be added or extended from existing systems, and instore hardware is straightforward to integrate.

The microservices architecture provides a resilient, secure and future-proof serverless environment. Retailers can integrate multiple applications and services into a single, centrally managed and authenticated framework. At the same time, the platform enables PMC to rapidly develop and deploy retailer 'own' applications for instore from the cloud.

To find out how the new PMC Cloud Development and Integration services can rapidly deliver innovation and integration for seamless retail customer experiences, please visit: [www.pmcretail.com/cloud-services](http://www.pmcretail.com/cloud-services)