

Four Phases of Commerce



WHO YOU ARE

<p>PHASE ONE Inspired Municipality You have an established online presence, and want to establish a single sign on platform.</p>	<p>PHASE TWO Premium Provider You have a scalable commerce platform and you're ready for intelligent automation.</p>	<p>PHASE THREE Brand Builder You have a seamless commerce platform and want to elevate the citizen experience.</p>	<p>PHASE FOUR Market Leader You have a personalized citizen experience and want to expand to a total experience.</p>
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WHAT YOU WANT

<p>PHASE ONE Scalable Foundation You want to go beyond siloed portals and your infrastructure must support your vision.</p>	<p>PHASE TWO Automation You want to make the citizen experience frictionless and unified across touchpoints.</p>	<p>PHASE THREE Personalization You want to leverage commerce as a springboard for marketing campaigns, ads and more.</p>	<p>PHASE FOUR Innovation You want to apply data to form a unique and memorable digital experience.</p>
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HOW YOU EVOLVE

<p>PHASE ONE Beyond The Portal The evolution of commerce requires an adaptable business strategy and an enterprise grade commerce hub.</p>	<p>PHASE TWO Seamless Transactions Transition to seamless experiences by automating business processes and connecting solutions.</p>	<p>PHASE THREE Personalized UX Create a personalized digital experience by leveraging citizen insights and providing contextualized content.</p>	<p>PHASE FOUR Become Memorable Push the boundaries to truly differentiate your resident experience in an authentic and compelling way.</p>
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