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EarthLink and BRP Launch Unified Commerce as a Service at National Retail Federation Show

New Offering to Accelerate Path to Unified Commerce for Retailers

ATLANTA, Jan. 16, 2017 (GLOBE NEWSWIRE) -- [EarthLink Holdings Corp.](#) (NASDAQ:ELNK) and Boston Retail Partners (BRP) today announced the launch of a new Unified Commerce as a Service offering to help retailers transition from current faux omni-channel environments to a true unified commerce platform. The Unified Commerce as a Service offering delivers a unique combination of consulting expertise with direct access to technology solutions that provide the clearest path to achieve a unified commerce environment. Combining EarthLink's network, voice and hosting services and BRP's consulting and implementation services, Unified Commerce as a Service helps retailers define their unified commerce strategy, select the right hardware and as a service software for their environment, implement advanced technology and networks, and provide architecture and integration services that will enable a seamless customer experience.

Going beyond omni-channel, unified commerce eliminates the barriers between internal channel silos to leverage a common commerce platform. By bringing all retail systems together on an integrated platform, unified commerce positions retailers to better respond to customer demands, provide enhanced customer experience across channels and respond in real time. Unified commerce combines in-store POS, mobile, Web, customer history and loyalty, product information and reviews, suggested selling, order management, order routing, call center and clienteling into one integrated platform. This new retail paradigm delivers a channel-agnostic customer experience that is personal, mobile, seamless and secure.

A flexible, real-time network is key to integrating the data analytics needed to support a persona-based unified commerce experience. The EarthLink and BRP Unified Commerce as a Service offering will leverage SD-WAN to support as a service options as part of a retailer's unified commerce strategy. Retailers will benefit from [EarthLink SD-WAN Concierge](#), a fully-managed service built on personalized and proactive expert guidance and a robust SD-WAN platform that helps ensure optimal network connectivity in support of all unified commerce applications.

"By joining forces in the summer of 2016, EarthLink and BRP have created a robust offering for retailers that establishes a new path to unified commerce," said Joe Eazor, Chief Executive Officer and President of EarthLink. "With the launch of Unified Commerce as a Service at NRF, we are enabling retailers to more rapidly adapt the technologies needed to provide a seamless, cross-channel customer experience."

According to [BRP's 2017 POS/Customer Engagement Survey](#), 52 percent of retailers indicate that omni-channel integration is a top priority and 71% indicate that they plan to have a unified commerce platform within three years, up from 9% today. While retailers understand the importance of moving to a unified commerce model, it can be a daunting endeavor when considering the scope of a commerce platform that enables and supports every customer touch point in real-time.

"Combining EarthLink's technology and network expertise with BRP's consulting and industry insight offers retailers a one-stop shop to move to a unified commerce platform, which simplifies and speeds the process," said Ken Morris, Principal, BRP. "We recognize that it is challenging for retailers to implement a unified commerce platform, however, the benefits of decreased overall costs, increased revenues and improved customer satisfaction are well worth the investment."

To learn more about EarthLink and BRP's new offering please visit us at NRF booth #3963.

About EarthLink

EarthLink ([EarthLink Holdings Corp.](#)) (NASDAQ:ELNK) is a leading network services provider dedicated to delivering great customer experiences in a cloud connected world. We help thousands of multi-location businesses securely establish critical connections in the cloud. Our solutions for [cloud](#) and [hybrid networking](#), [security and compliance](#), and [unified communications](#) provide the cost-effective performance and agility to serve customers anytime, anywhere, via any channel, or any device. We operate a nationwide network spanning 29,000+ fiber route miles, with 90 metro fiber rings and secure data centers that provide ubiquitous data and voice IP coverage. To learn why thousands of specialty retailers, restaurants, franchisors, financial institutions, healthcare providers, professional service firms, local governments, residential consumers and other carriers choose to connect with us, visit us at [www.earthlink.com](#), [@earthlink](#), on [LinkedIn](#) and [Google+](#).

About BRP

BRP was founded in 2009 by retail industry-recognized thought leaders and became an EarthLink company in 2016. BRP is an innovative and independent retail management consulting firm dedicated to providing superior service and enduring

value to our clients. BRP combines its consultants' deep retail business knowledge and cross-functional capabilities to deliver superior design and implementation of strategy, technology, and process solutions. The firm's unique combination of industry focus, knowledge-based approach, and rapid, end-to-end solution deployment helps clients to achieve their business potential. BRP's consulting services include:

Strategy | Business Intelligence | Business Process Optimization | Point of Sale (POS)
Mobile POS | Payment Security | E-Commerce | Store Systems and Operations | CRM
Unified Commerce | Customer Experience | Order Management | Networks
Merchandise Management | Supply Chain | Networks | Private Equity

For more information on BRP, visit www.bostonretailpartners.com.

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