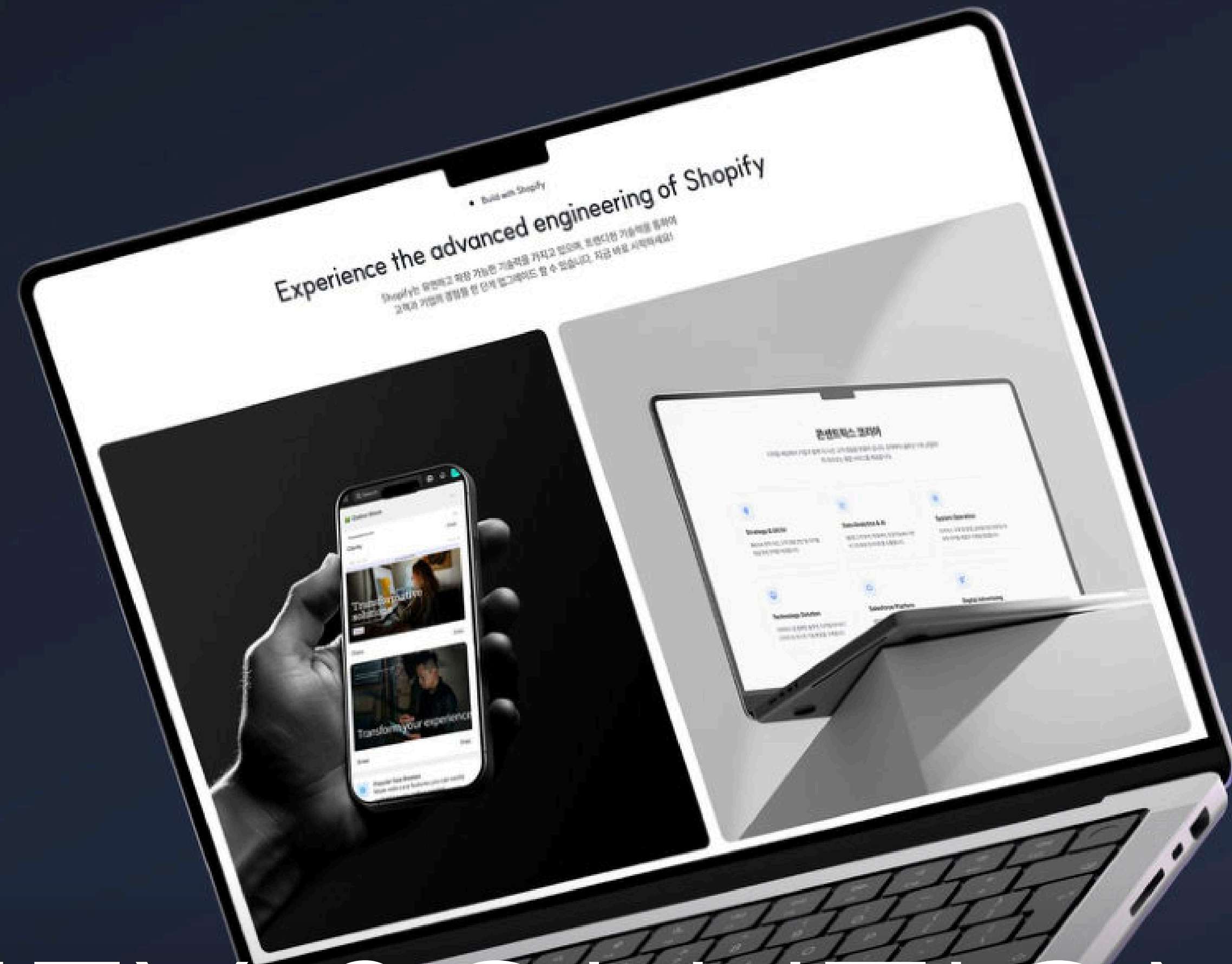




SHOPIFY SOLUTIONS BY CONCENTRIX

TAKE YOUR BUSINESS GLOBAL WITH SHOPIFY

STRATEGIC PRESENTATION **OVERVIEW**

01 Overview

02 Why Us

03 Key Point

04 Tech & Workflow

05 GEO

06 Portfolio

Concentrix: Global Presence & Scale

Concentrix is the undisputed global leader in CX and marketing services.

Fortune	Sales RANK	Number of employees RANK	Employee satisfaction RANK
500	380	6	22

Concentrix combines traditional CXM expertise with a diverse range of marketing service offerings, enabling CMOs to deliver enhanced customer experiences through strategic consulting, unique customer loyalty solutions, and design and creative services. Our recent mergers with Webhelp and SAI have further strengthened our value proposition as a marketing services provider and expanded our geographic footprint in regions such as EMEA. For these efforts, Concentrix was selected as a Major Contender in Everest Group's 2024 Marketing Services PEAK Matrix®.

Concentrix: Global Presence & Scale

Concentrix is the undisputed global leader in CX and marketing services.

REVENUE

* FY24 Forecast

\$9,700,000,000

EMPLOYEES

460,000+

CLIENTS

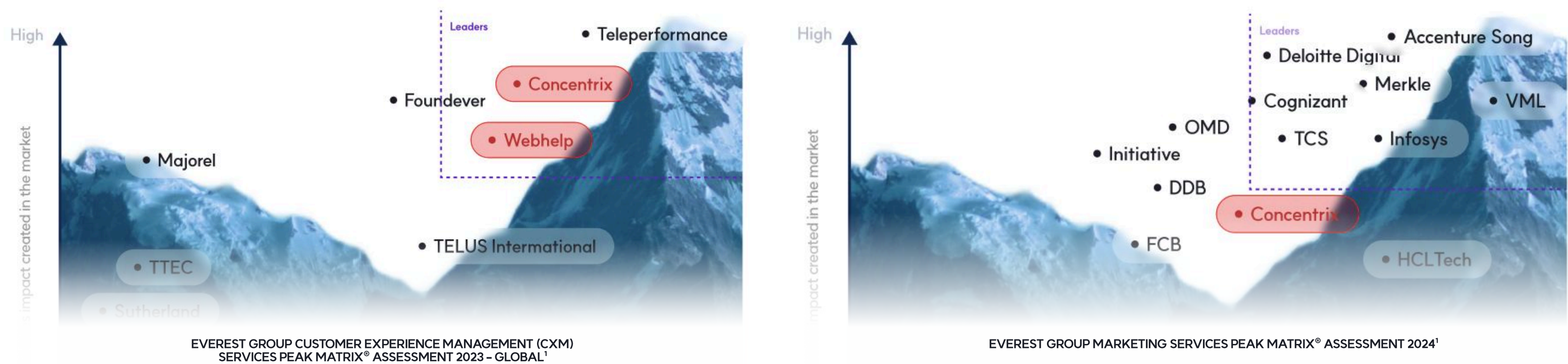
2,000+

NEW ECONOMY CLIENTS

320+

FORTUNE GLOBAL 500 CLIENTS

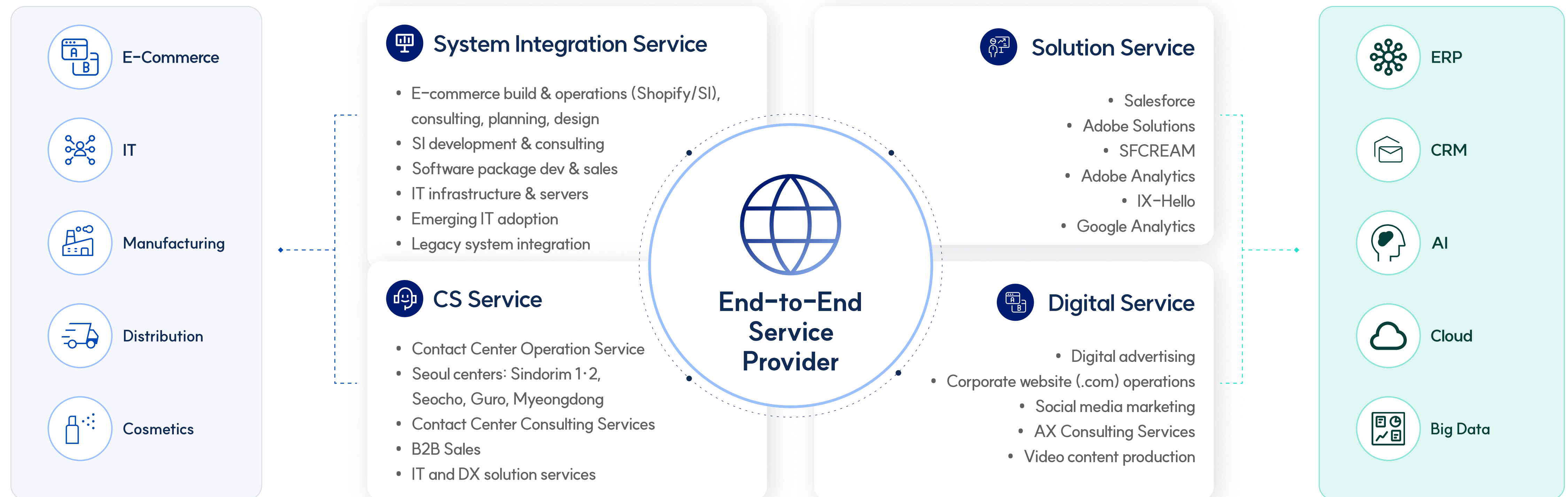
155+



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Concentrix TPS: Your Digital Strategy Partner

Concentrix brings proven technology expertise across AI, e-commerce, advertising, and marketing.



Every day, Concentrix works with over 2,000 of the world's top brands to solve their toughest challenges.

End-to-End Operational Workflow

01 Ongoing R&D
with Shopify APAC

02 Built & run e-commerce
in 70+ countries

03 Custom B2B Shopify builds
(Headless / Hydrogen framework)

04 Localized e-commerce,
backed by a global company

05 NASDAQ-listed
A proven, stable partner

“concentrix makes it possible”

Concentrix is the only Shopify specialist recognized by Shopify APAC.

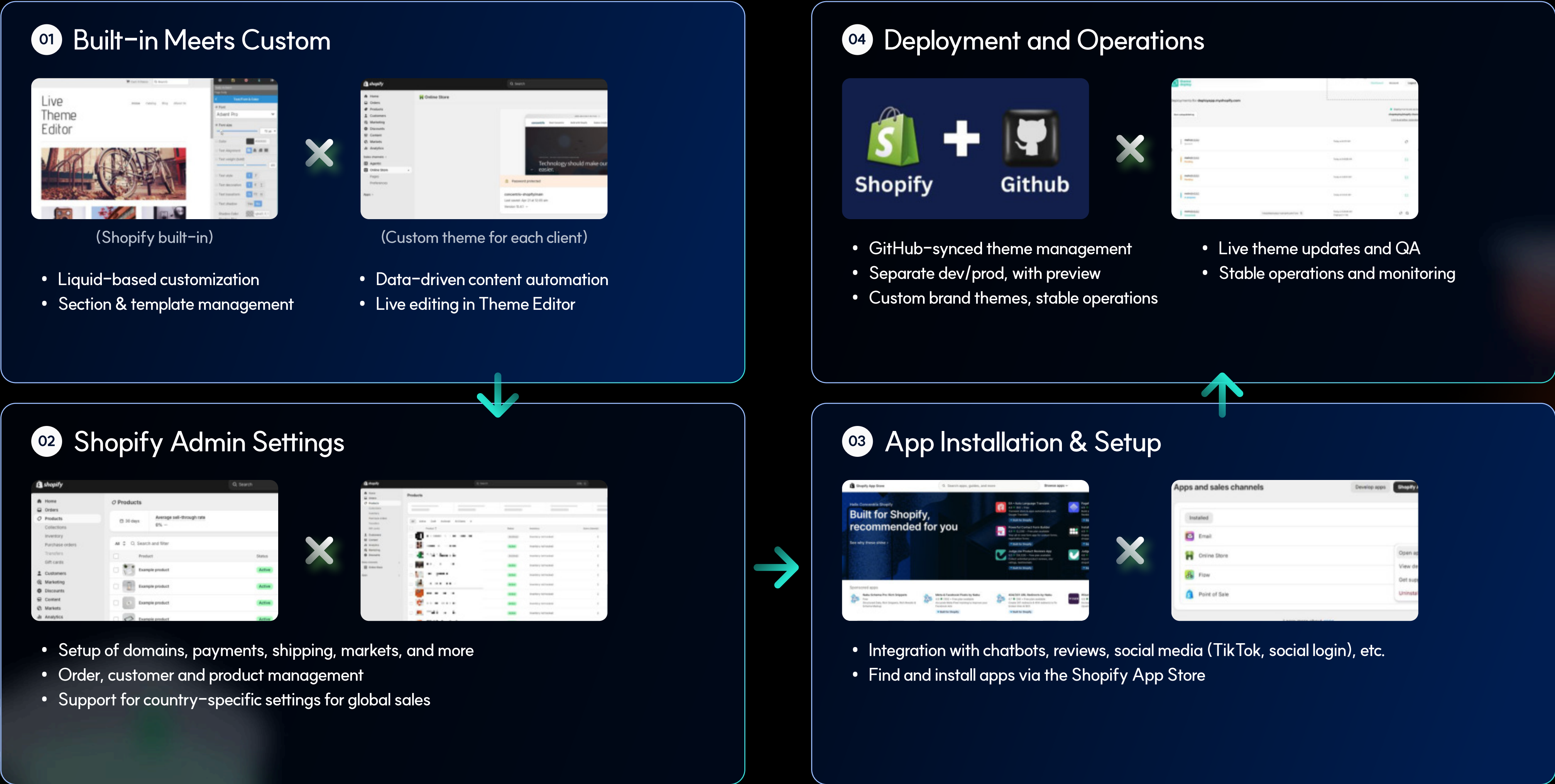
Why Shopify?

Shopify is a global commerce platform focused on brand growth with design flexibility and system integration.

Comparison items		 Shopify	 Magento	 Cafe24	 Imweb	 WooCommerce
Development	Build Approach	Visual editing + code extensions (headless-ready)	Developer-centric, code-heavy	Limited code edits (template-based)	Real-time drag & drop (no coding required)	WordPress-based setup (quality control required)
	Scalability	8,000+ apps & standard APIs	Large open-source marketplace (complex setup)	Korea-focused app store (limited global integrations)	Korea-focused widgets (limited compatibility)	Separate plugin/setup required
	Dev Ecosystem	Active global partner/developer network	Open-source community (complex)	Closed structure limits integrations	Closed, limits external collaboration	Best for WordPress-savvy teams
Maintenance	Deployment	Secure deployment & versioning	Advanced staging possible, but hard to manage	Slow manual review and deployment	Changes go live instantly (suited to small operations)	Varies by plugin/hosting management
	Security/Stability	High (PCI DSS, SOC, auto-updates)	Manual security patching required	Medium to high (stable by Korean e-commerce standards)	Self-managed (limited customization)	Medium (self-managed hosting & security)
	Operational Risk	Very low (instant rollback from history)	High (version upgrade/patch burden)	Low to medium (mostly manual maintenance)	Simple management structure	High (frequent version conflicts)
Cost (TCO)	Initial/Operating Costs	Low (hosting, security & updates included)	High (build/ops costs + specialist staff)	Low upfront, add-on costs accumulate	Low-cost plans (limited scalability)	Medium to high (hosting & paid plugin fees)
	Global Readiness	Best (built-in localization & payments)	Powerful, but very difficult to set up	Limited cross-border support	Korea-focused payments (limited international use)	Medium (separate setup required)
Summary	Best Fit For	Brands seeking global D2C expansion	Complex B2B & large enterprises	Small and mid-sized Korean stores	Beginners and small brands	Small, content-driven stores
	Overall Verdict	Most balanced, easiest to operate	Powerful, but heavy and expensive	Built for small domestic operations	Built for ease of setup	Low cost, high management burden

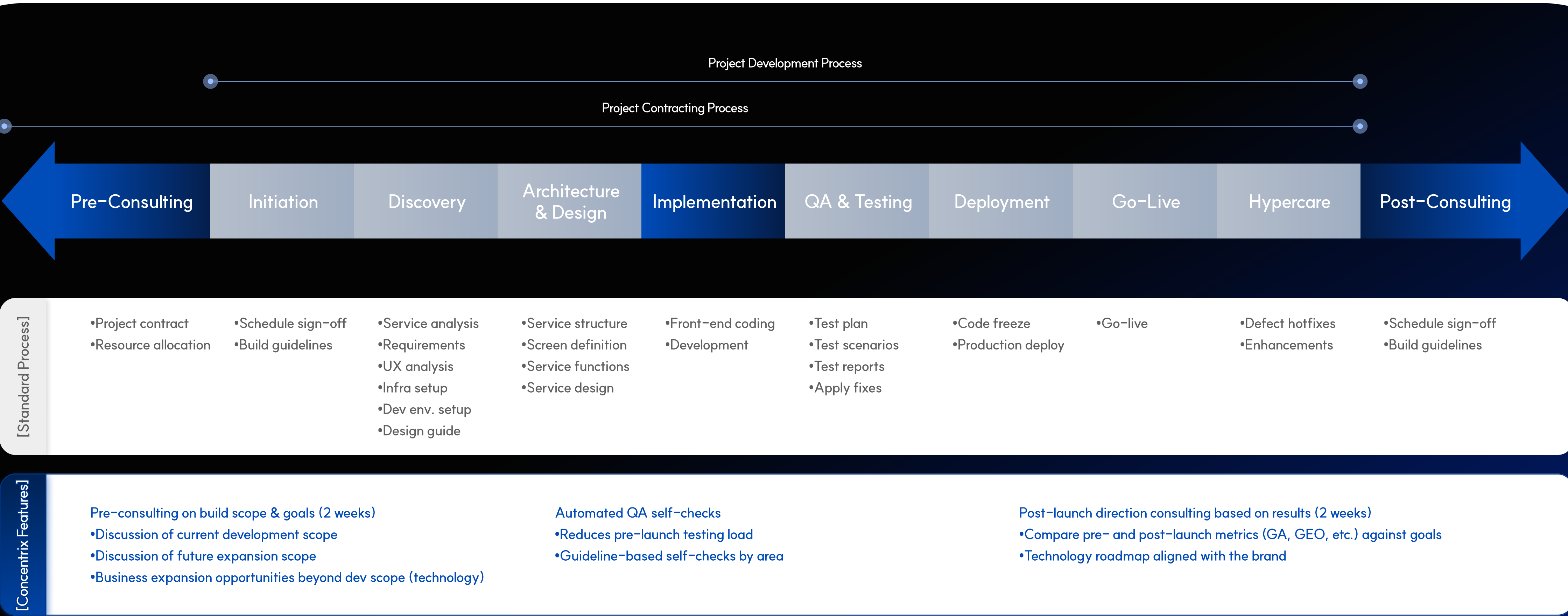
Advanced Shopify Architecture

One Shopify environment for operators and developers, unifying technology, design, and deployment.



Why Concentrix?

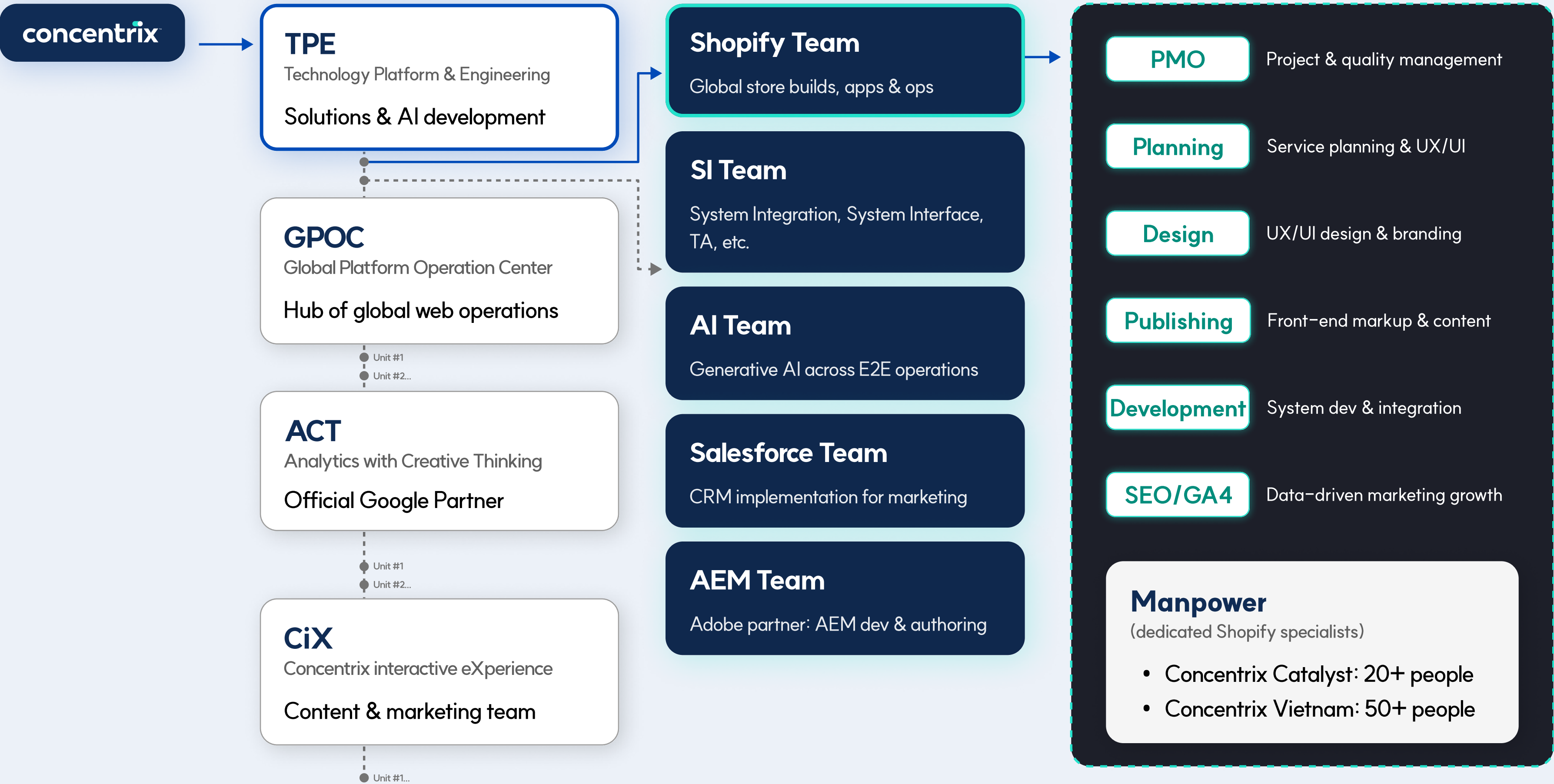
Beyond the standard project process, we add consulting and development capabilities unique to Concentrix to deliver better results.



Meet the Concentrix Shopify Team

Clients trust our end-to-end expertise across strategy, development, operations, and marketing analytics.

Organization



Extended Shopify

Concentrix tailors each client’s environment with the latest technologies, from custom theme development to headless implementation.

Theme Development

- Production of advanced custom themes that reflect brand identity and UX
- Implementation of responsive design and performance optimization



※ Liquid, JSON, React-based customization

Private/Public App Development

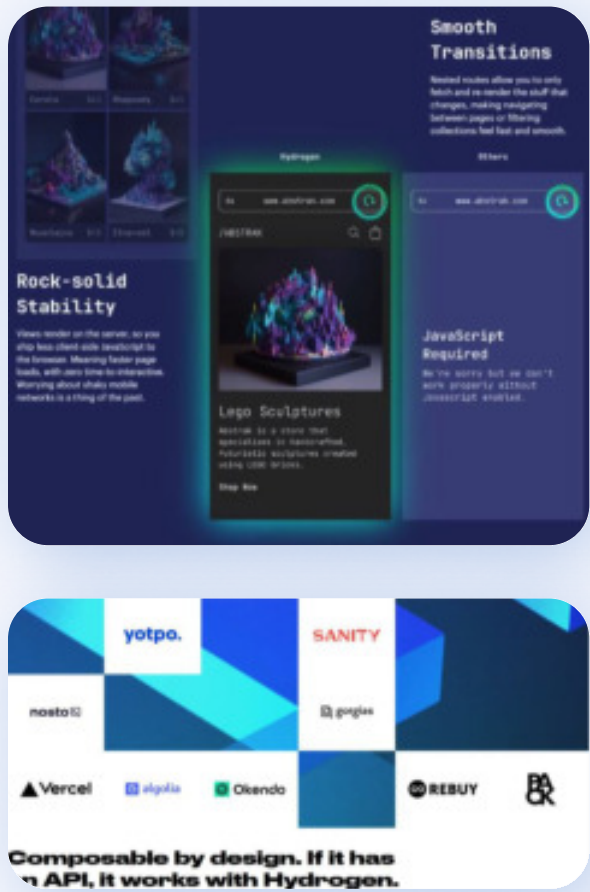
- API integration apps for external systems
- Shopify Admin extensions and dedicated back-office apps



※ Use of Node.js, NestJS, Next.js, Remix, etc.

Headless Implementation

- Headless commerce architecture with Shopify as the backend
- React-based front end on Hydrogen + Oxygen



※ Storefront API, Hydrogen Framework

Security & Quality Certification

- International certifications: ISO 27001, SOC 2 Type 2, PCI DSS (GDPR compliant)
- Global customer data protection and data integrity management

International Certifications



Shopify for B2C

Shopify deploys quickly and easily for both B2C and B2B.

1 Best-Converting Checkout

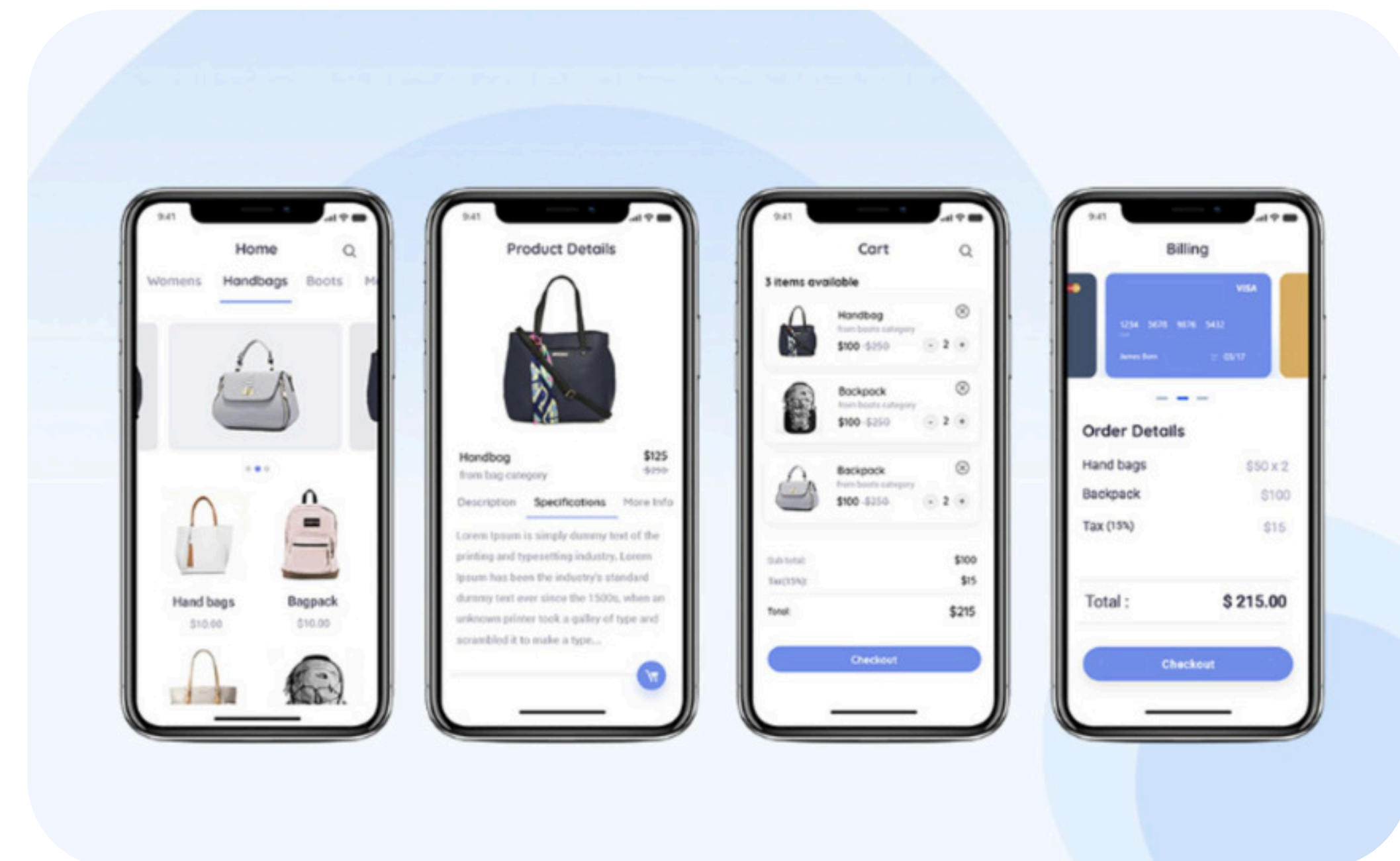
Shop Pay lifts conversion by up to 50% vs. guest checkout
One-click checkout that reduces cart abandonment.

2 Online Store 2.0

Flexible section editing via drag-and-drop
Build advanced UIs that reflect your brand identity.

3 Global Market Expansion

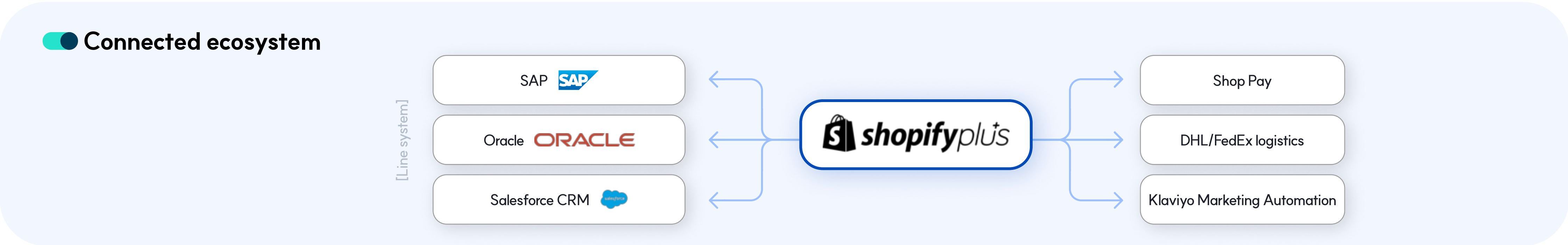
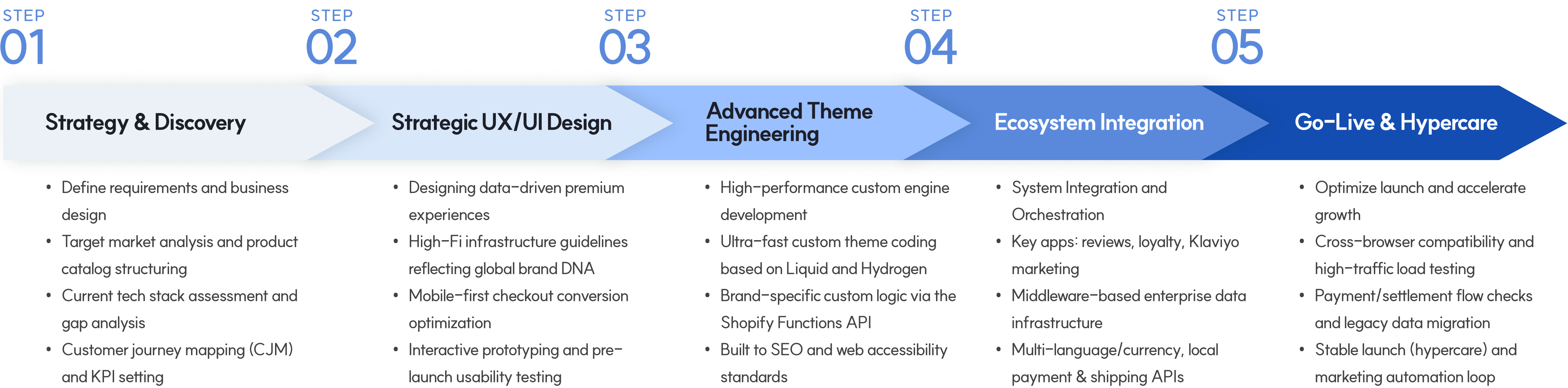
Shopify Markets localizes language and currency by market
and automatically handles duties and local payment methods.



“Shopify solutions are optimized for building brand loyalty through marketing automation and data-driven personalization.”

B2C Digital Implementation Roadmap

From data-driven requirements analysis to global payment and logistics orchestration, our five-step build process maximizes brand value.



Shopify for B2B

Run B2B and D2C on a single Shopify platform.

Companies

1 Manage all B2B customers, from local retailers to global chains.

Catalogs

2 Unlimited catalogs with custom pricing per customer, in any currency.

Custom storefronts

3 Personalize content per market and adapt quickly to feedback.

Checkout

4 Streamlined checkout with custom shipping, payment, and discounts.

Users and Permissions

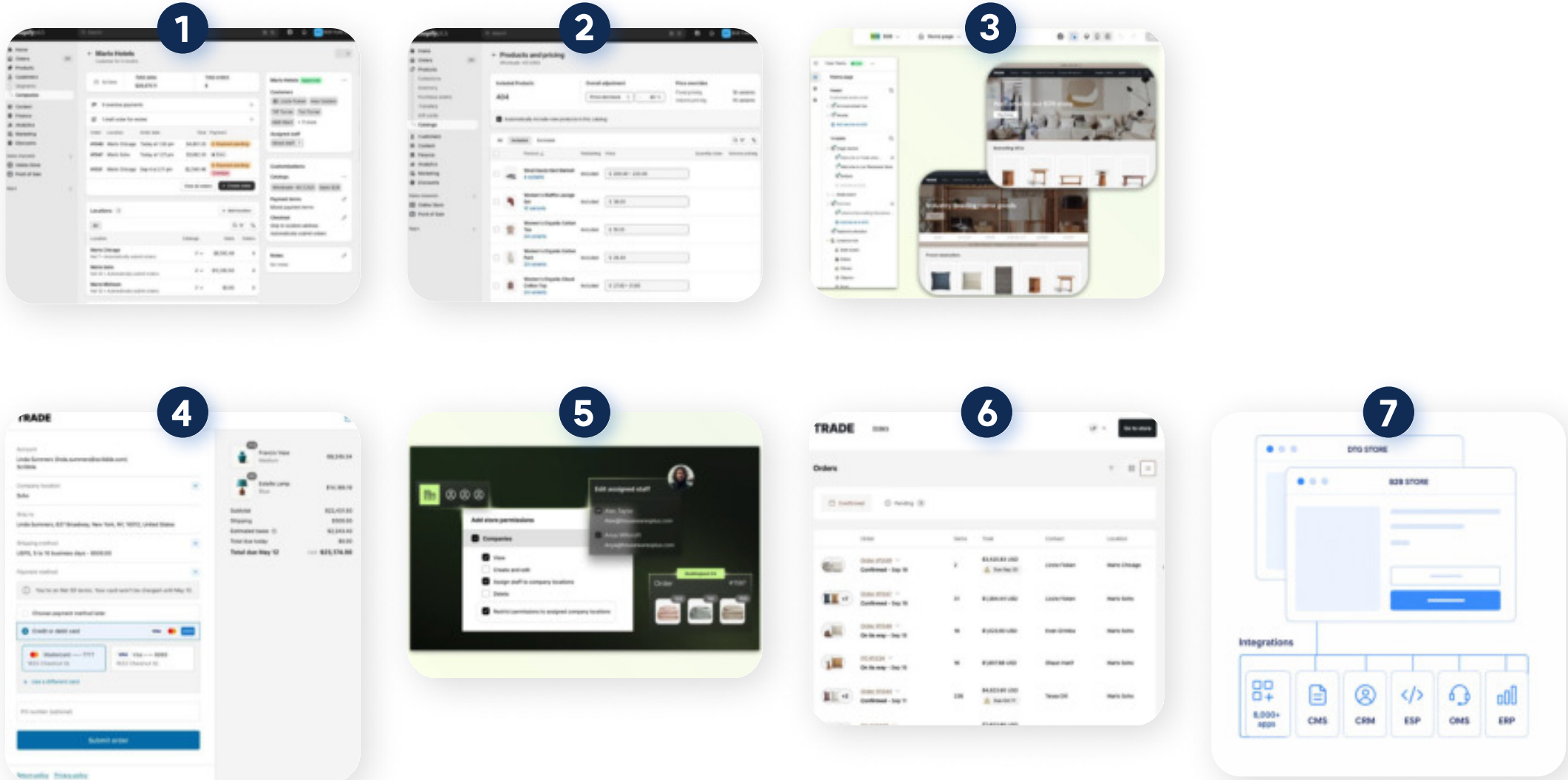
5 Onboard any business buyer and control access with permissions.

Customer accounts

6 Self-serve portal for buyers to manage orders and accounts.

Powerful integrations & APIs

7 Connect ERP, CRM, and PIM via APIs and pre-built integrations.

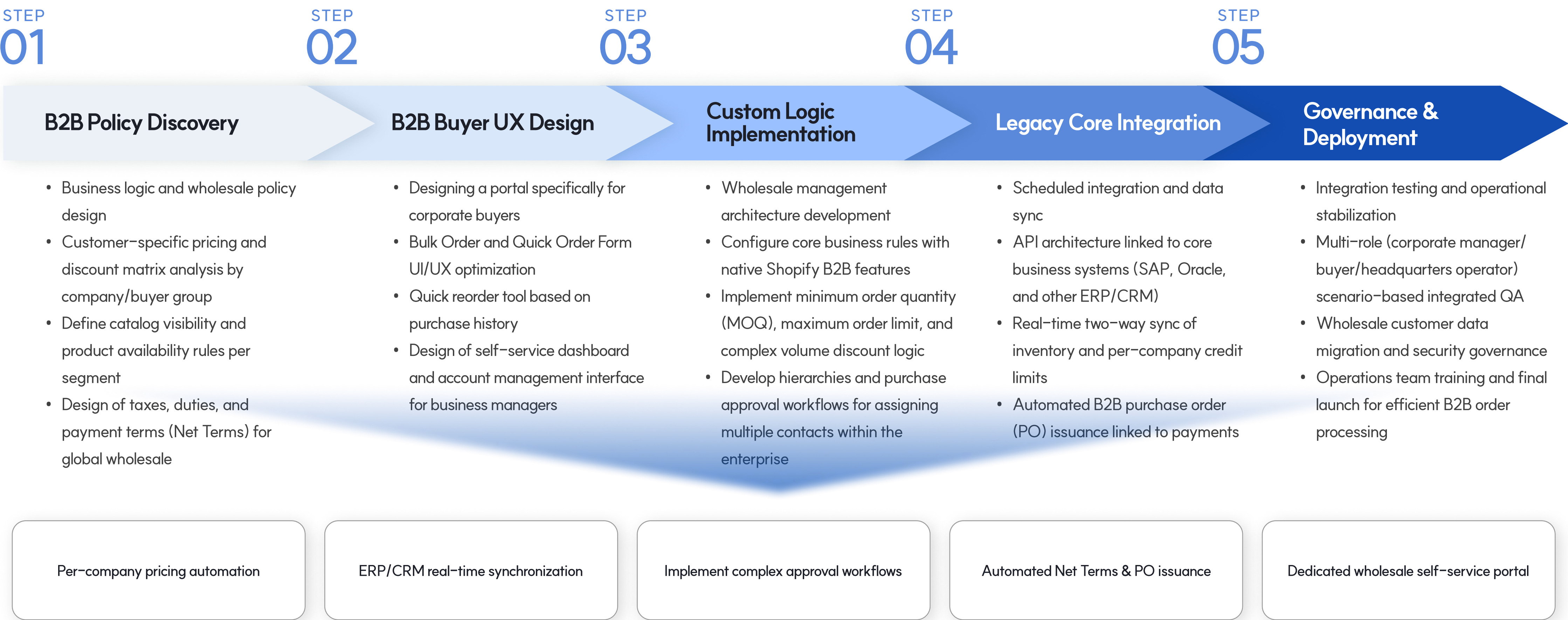


✧ Global brands using Shopify B2B



B2B Wholesale Transformation

Our five-step B2B build automates complex wholesale policies and keeps data in real-time sync with core systems.

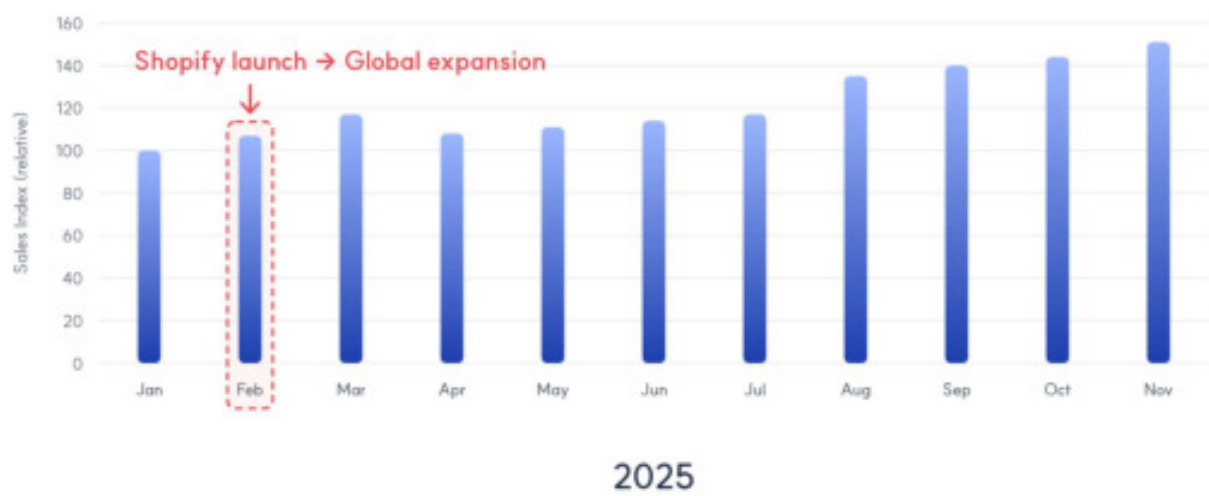


Boosting Success with Our Shopify Team

Concentrix delivers results beyond the build, through integrated online/offline operations and data-driven marketing.

Case 01

Brand A: 8x Sales Growth YoY



Improved online conversion and checkout speed for beauty brand A

- Replatformed from a legacy CMS to Shopify
- Reduced costs and improved performance
- Applied a user-friendly UX/UI

Case 02

Omnichannel Ops with Shopify POS

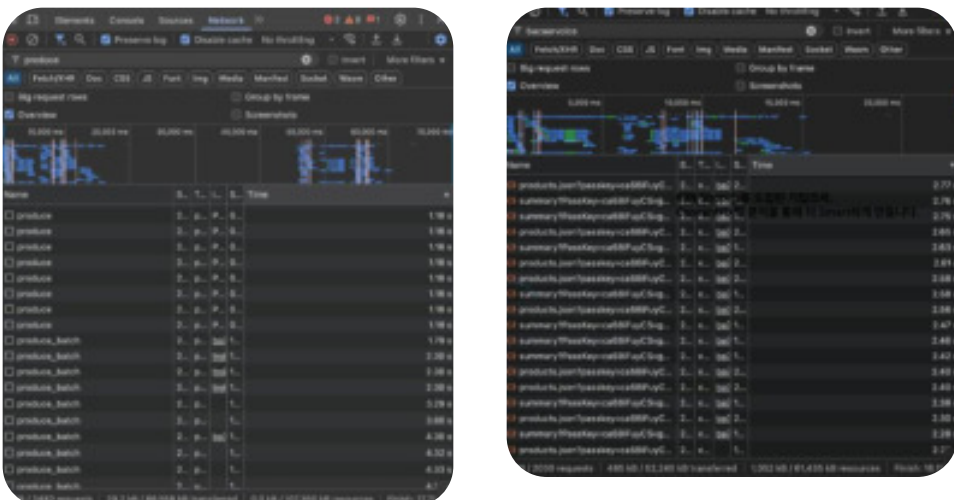


Korean company N launches in North America with payment and logistics integration

- Global D2C launch with POS and store ops
- POS for stores in major North American cities

Case 03

Omnichannel Ops with Shopify POS



Korean company N launches in North America with payment and logistics integration

- Global D2C launch with POS and store ops
- POS for stores in major North American cities

The Concentrix Edge for Shopify

Our experts cover every area of B2B2C, combining top talent with AI-driven digital transformation.



Full Service: Strategy to Operations

From Strategy & Discovery to Go-Live & Hypercare, one partner covers it all.



High-Performance Theme Engineering

Ultra-fast themes on Liquid & Hydrogen, with brand-specific logic via the Shopify Functions API.



SAP/Oracle/Salesforce Integration

We have enterprise-level middleware integration capabilities that connect ERP/CRM and Shopify Plus via APIs.



Proven Global Multi-Market Builds

We deploy Shopify Markets based on real global cases, with multi-language, multi-currency, and local payment/shipping optimization.



B2B Wholesale Policy Automation

Implement complex company-specific pricing policies, MOQ/discount logic, and purchase approval workflows natively in Shopify B2B.



Post-Launch Growth with Hypercare

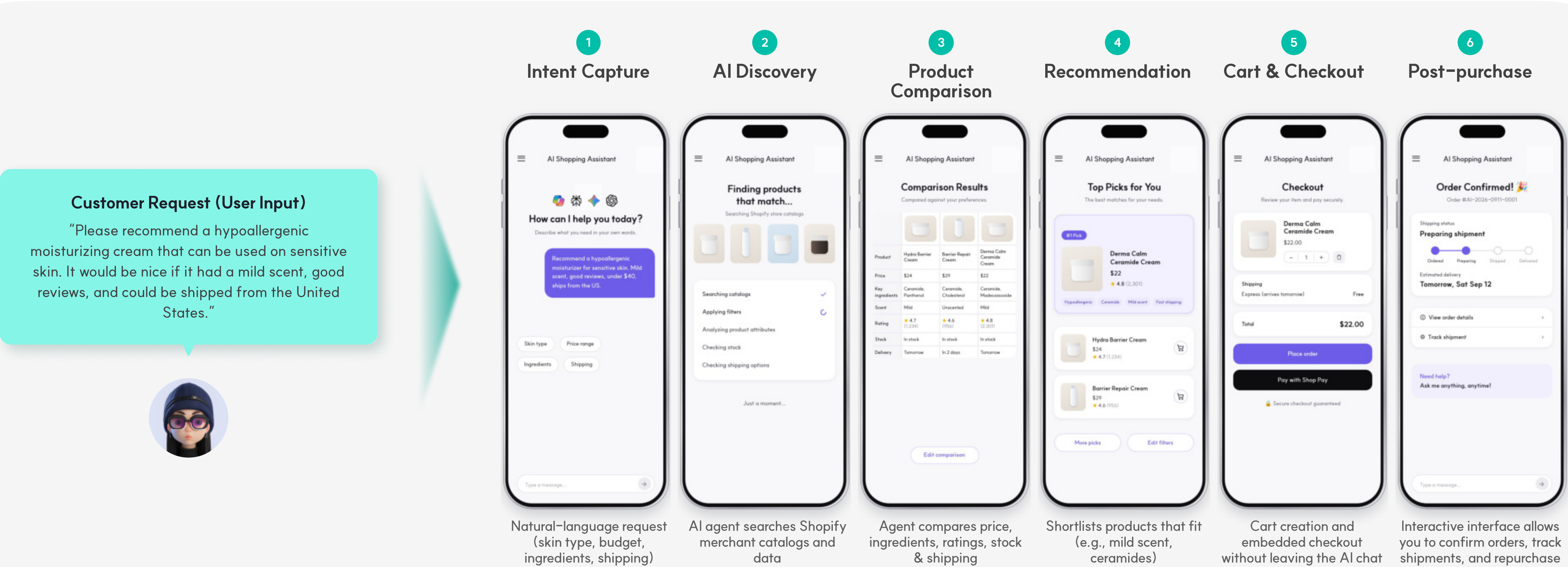
After launching, we support continued growth as a partner by establishing a marketing automation loop and optimizing data-driven CRO.

“Grow your business with the Concentrix Shopify Team.”

From Search to Agentic Purchase

GEO-Based Purchase Flow

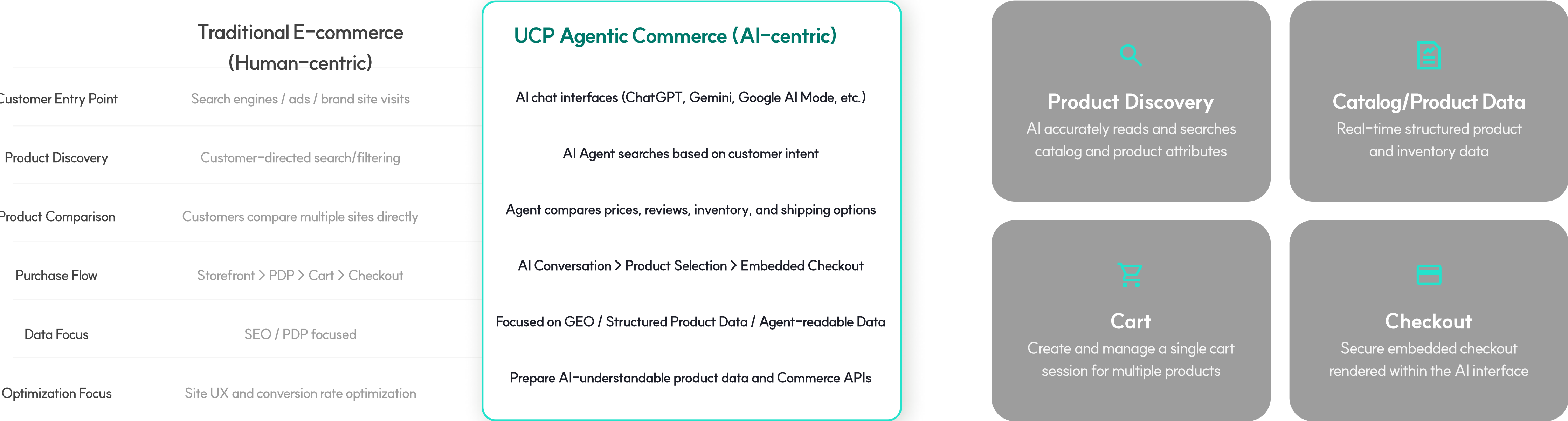
Customers may no longer start at your brand’s site. AI now discovers and compares products, then guides the purchase.



New Commerce Protocol in the AI Agent Era

Shopify is expanding beyond an online store builder into commerce infrastructure that AI can understand and transact with.

"The Universal Commerce Protocol (UCP) is an open standard that gives merchants and AI agents a common language to discover and compare products, add them to carts, pay, and track orders."

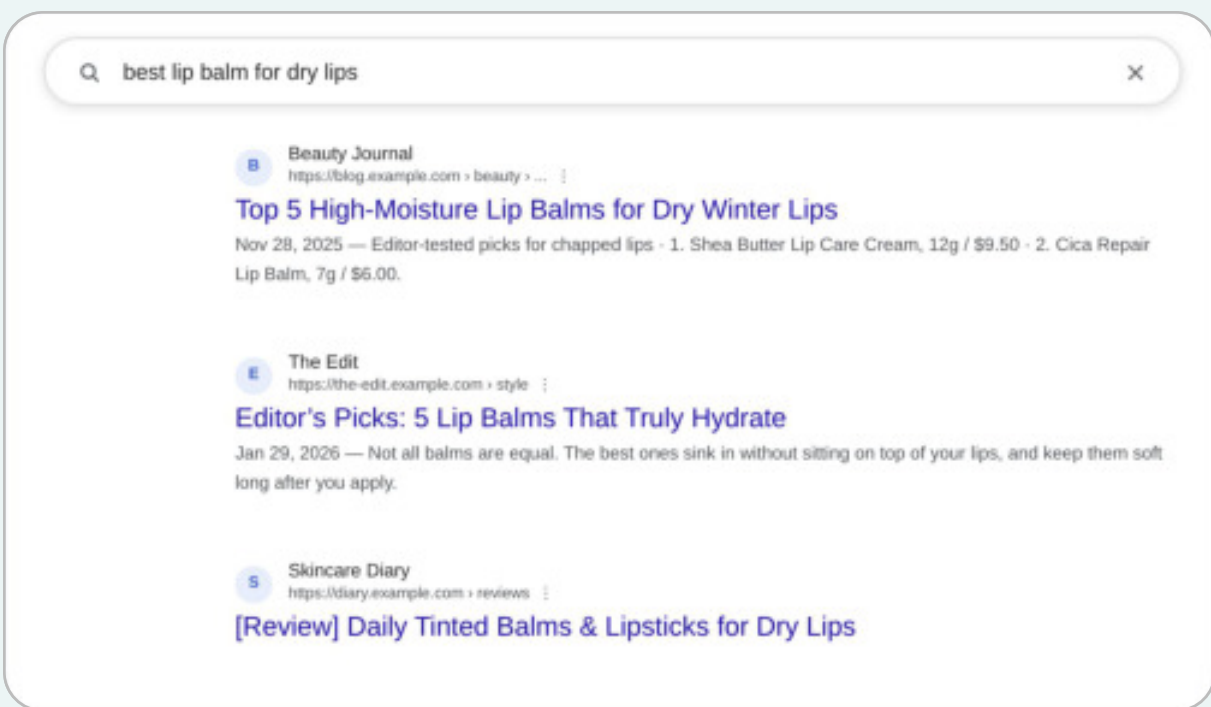


💡 Future commerce competitiveness will shift from 'how good the site looks' to 'how accurately AI can understand and recommend it.'

What Is GEO? (SEO > AEO > GEO)

As search evolves, so does what we optimize content for.

SEO (Search Engine Optimization)



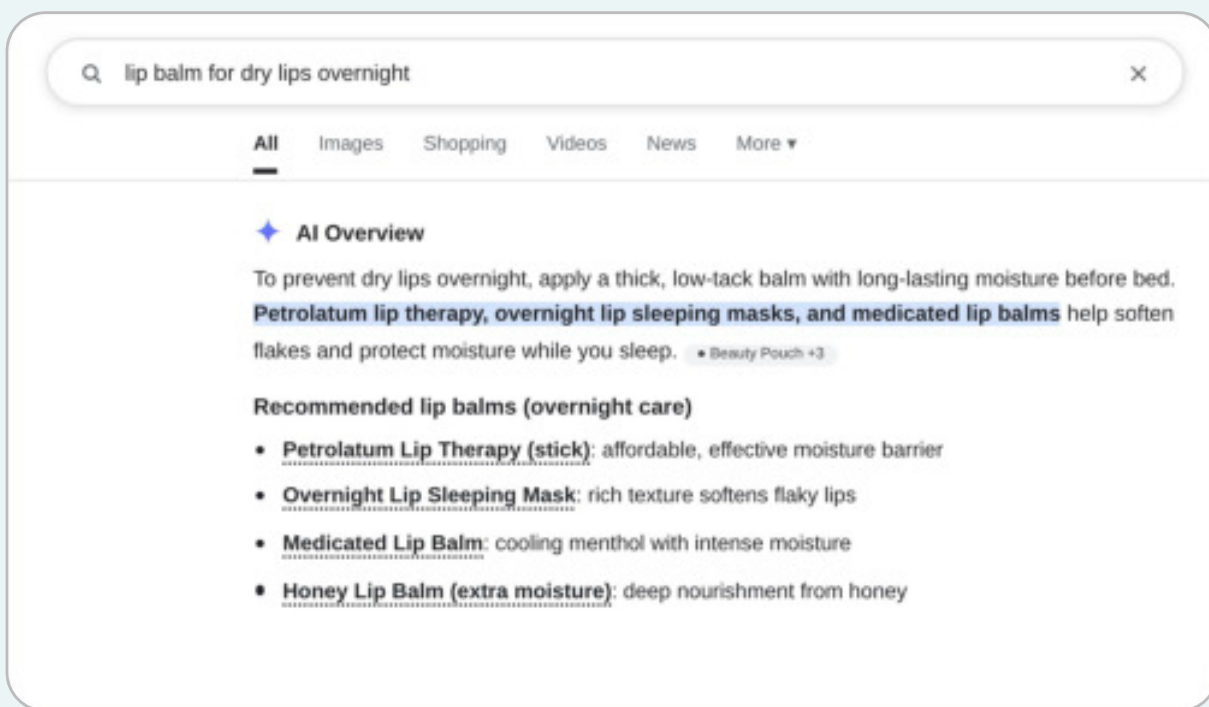
1. Search engine results

Build a stable visibility foundation through structure, metadata, and performance.

2. Core focus

Structure, meta, performance

AEO (Answer Engine Optimization)



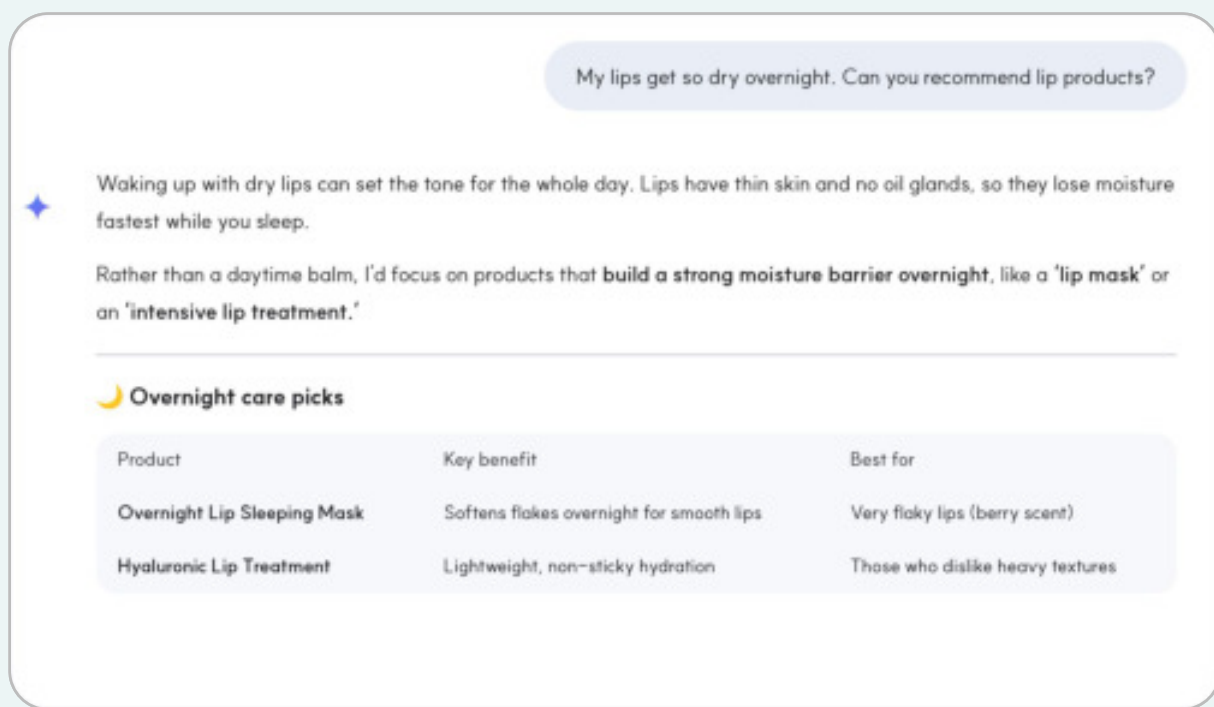
1. Answer engine results

Structure content as Q&A so it answers questions directly.

2. Core focus

Clarity and Q&A structure

GEO (Generative Engine Optimization)



1. Generative search response

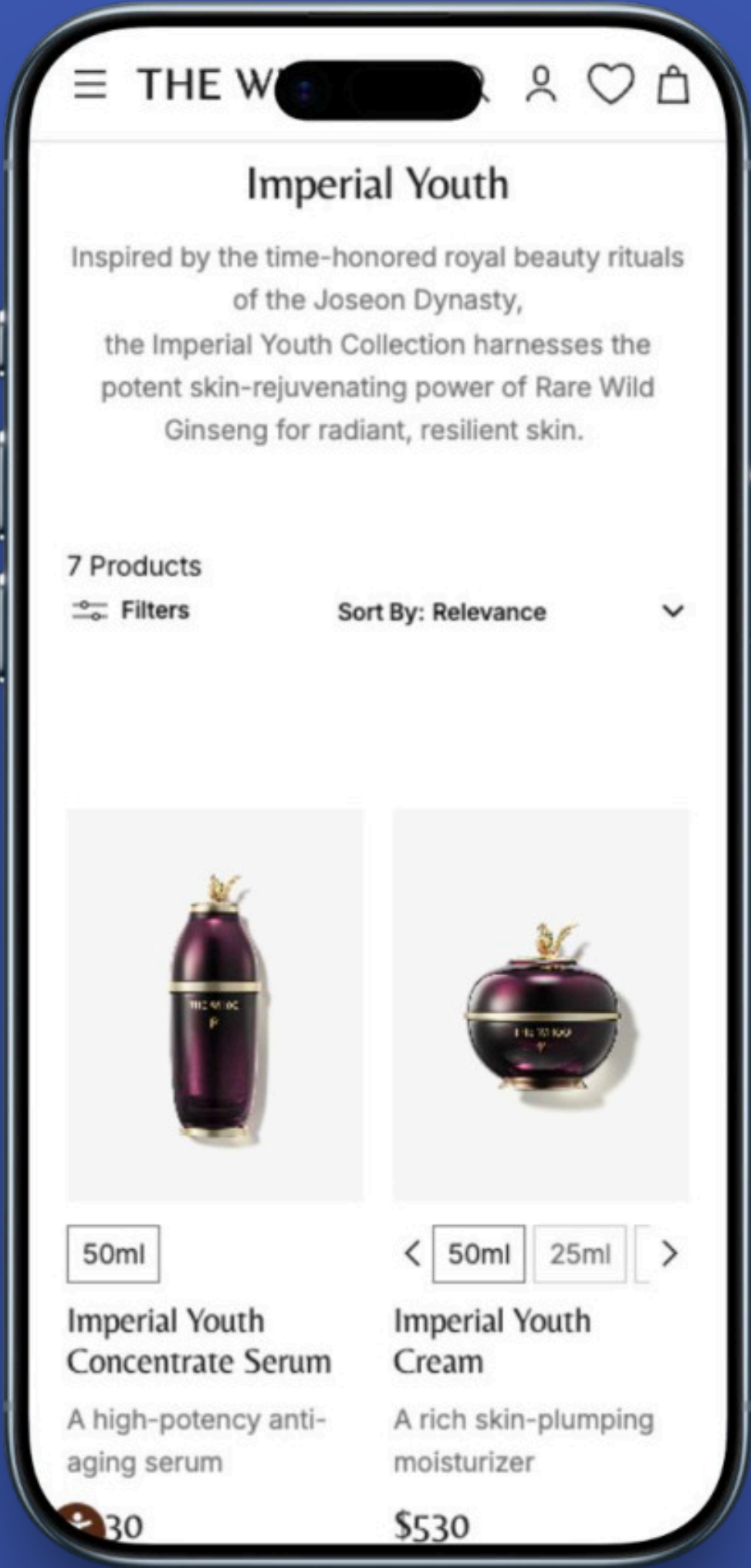
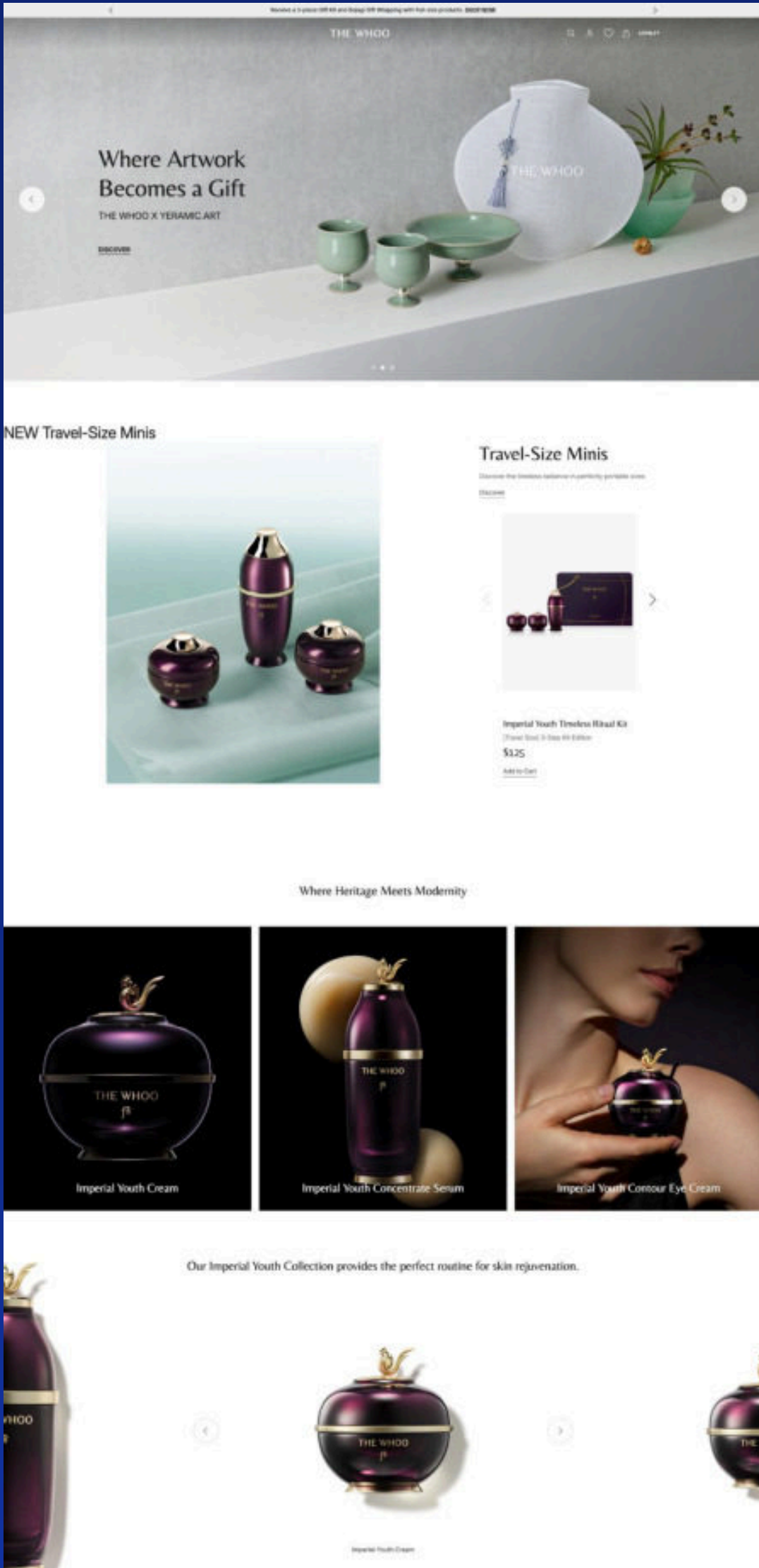
Enrich your content with easy-to-cite sentences, FAQs, and summary blocks that AI can quote.

2. Core focus

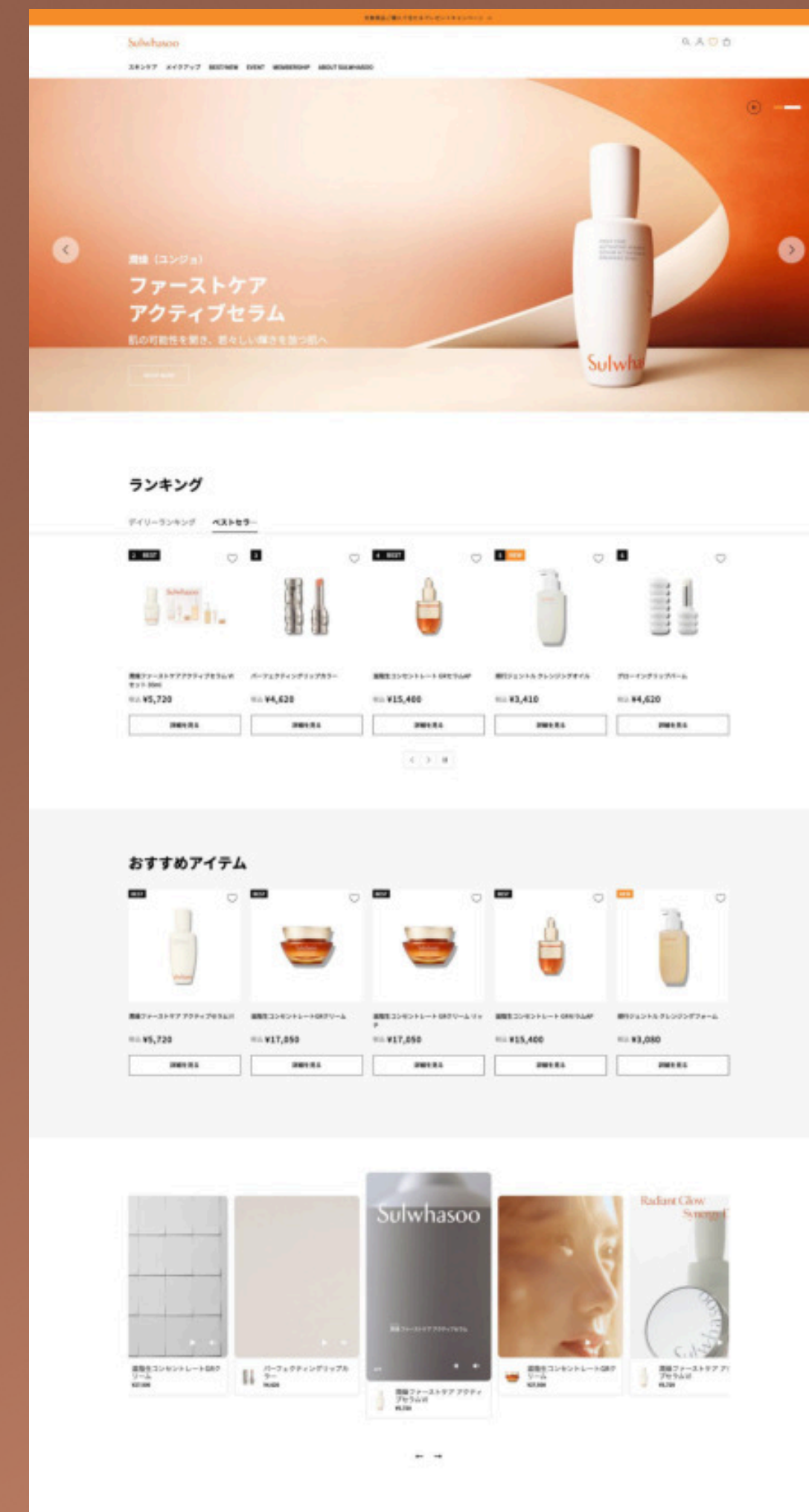
Blocks that can be extracted, summarized, and cited

Key Takeaway PDP Generator 2.0 supports quickly creating Text · FAQ · Summary and inserting it into components. Check the flow for each function step by step in the following slides.

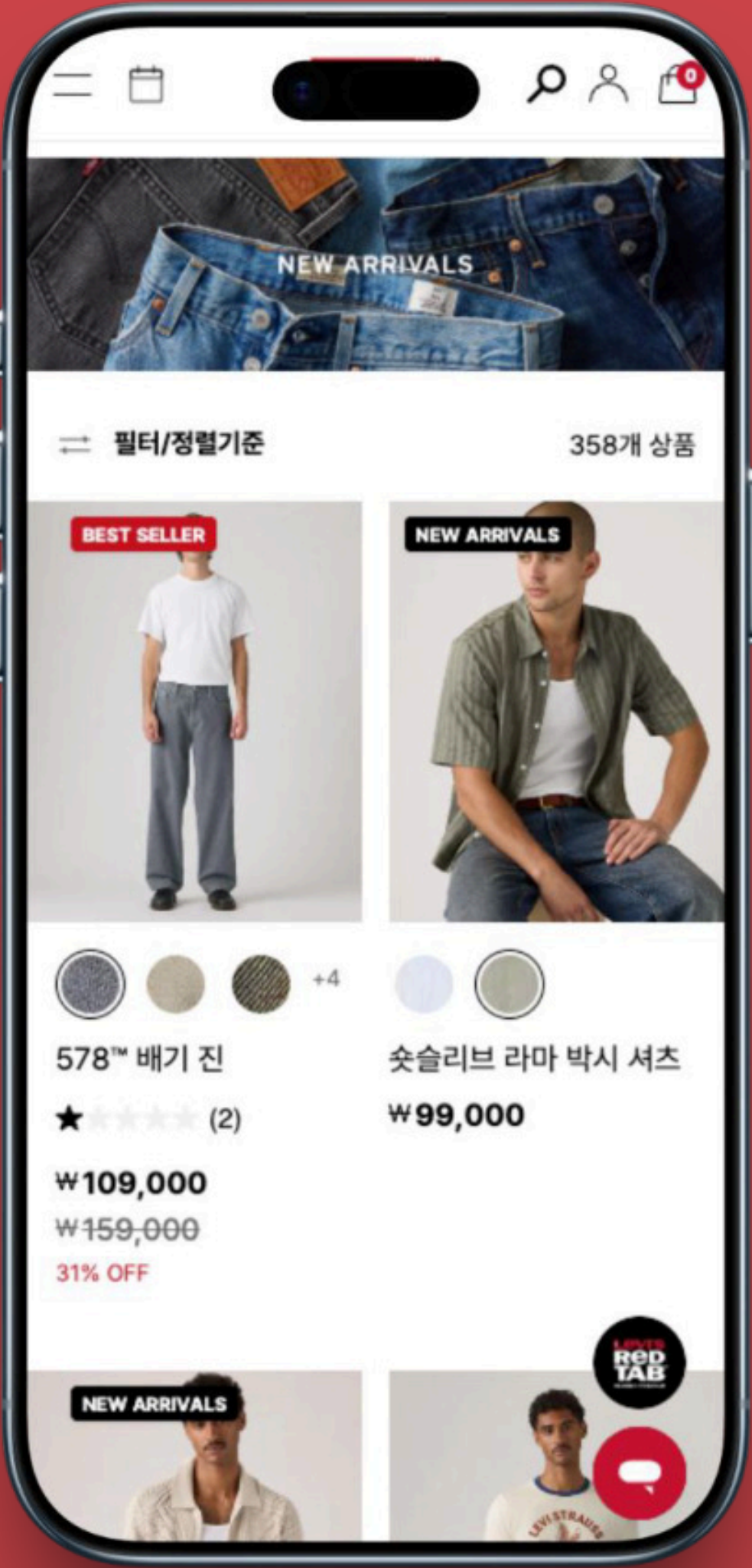
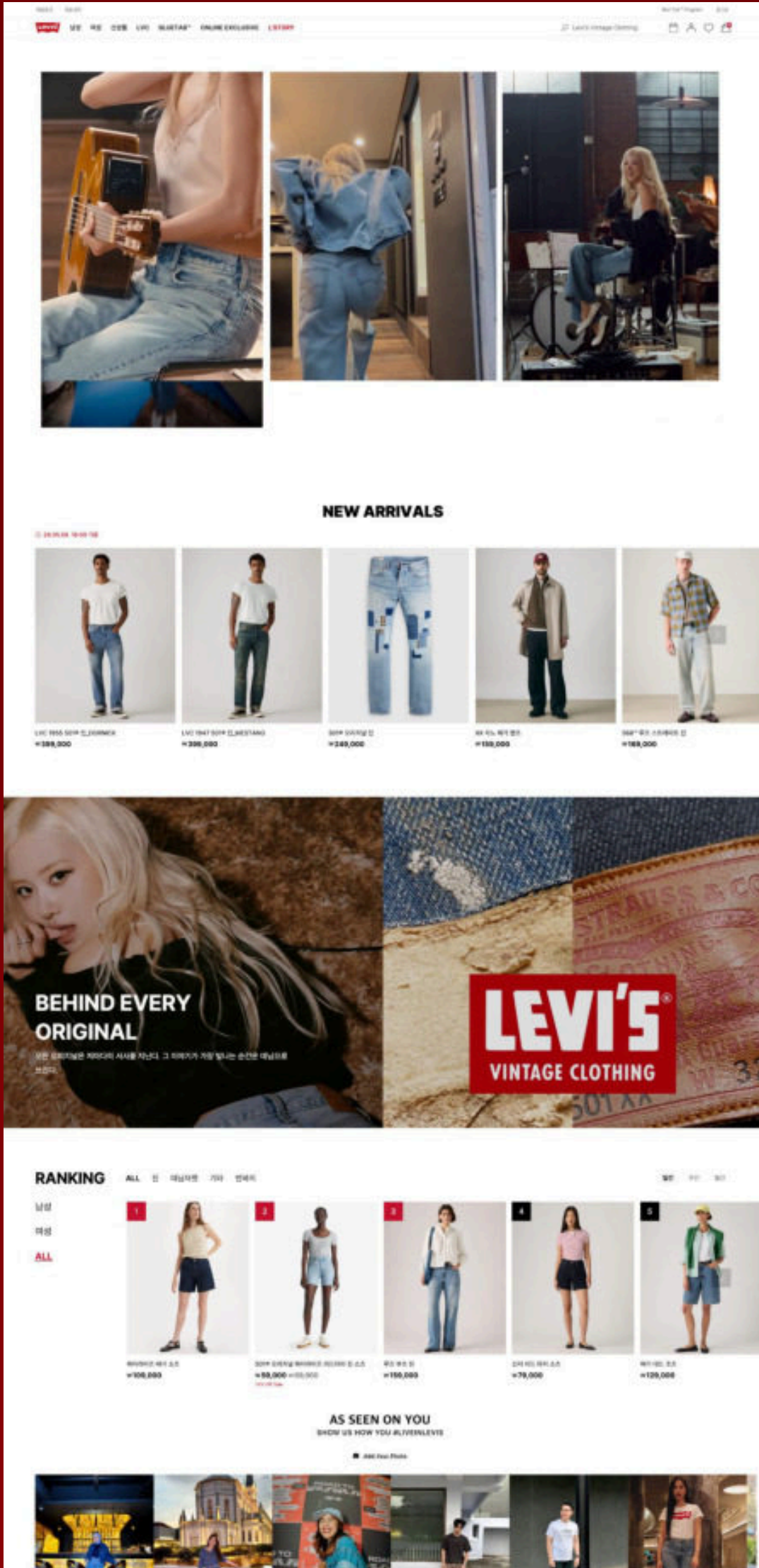
LG H&H | THE WHOO (USA)



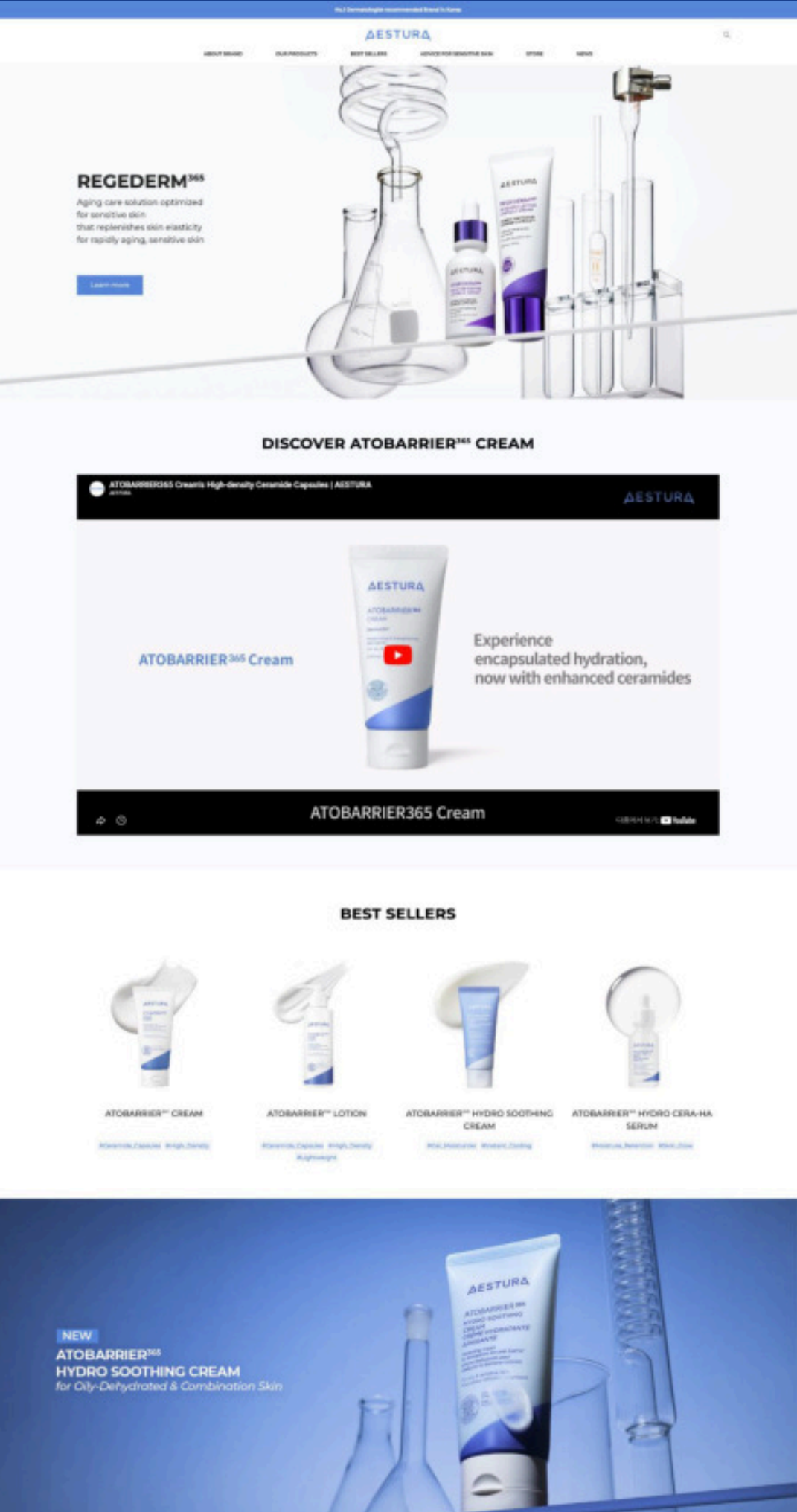
AMOREPACIFIC | SULWHASOO (JP)



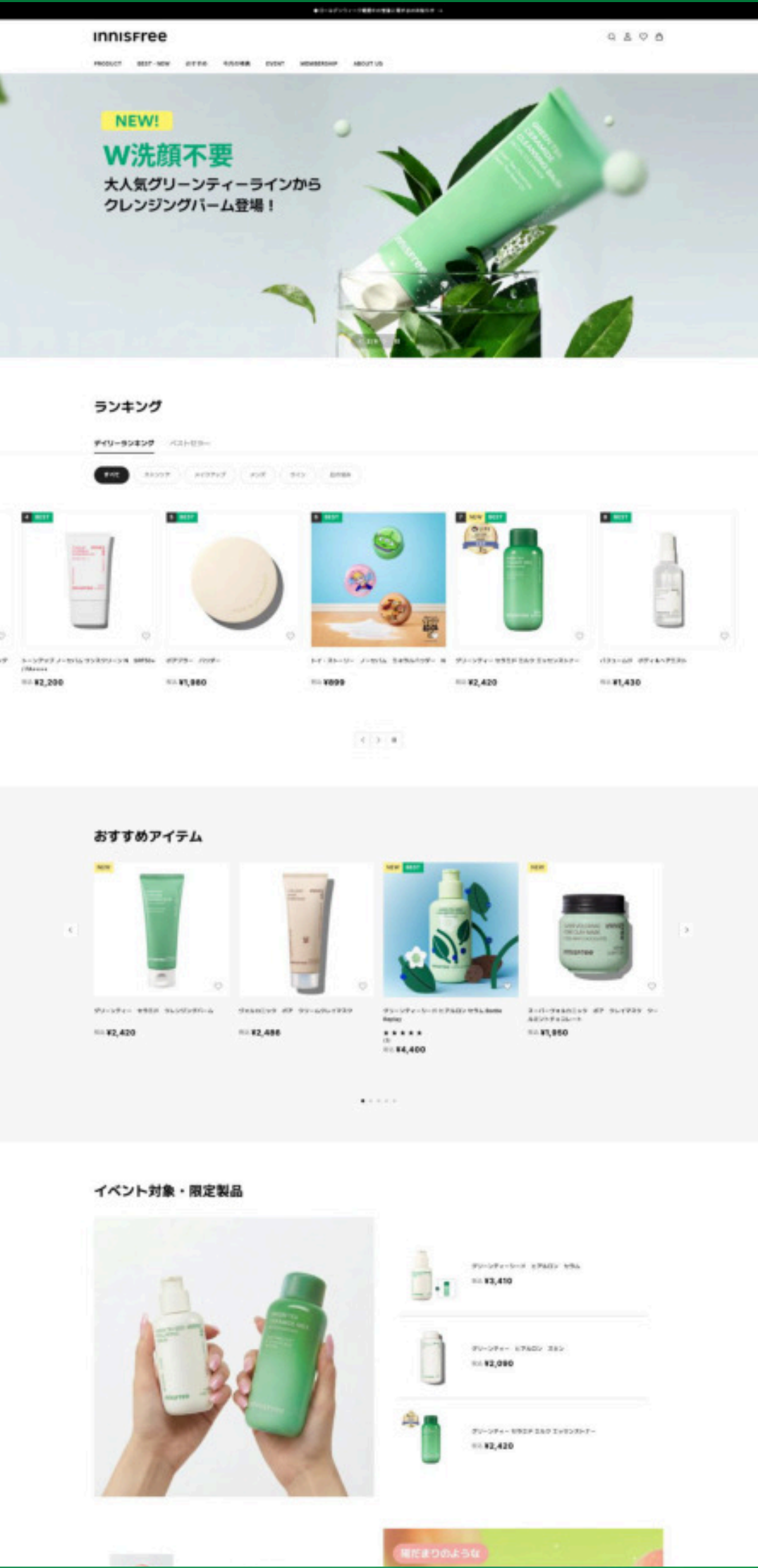
LEVI'S | KOREA



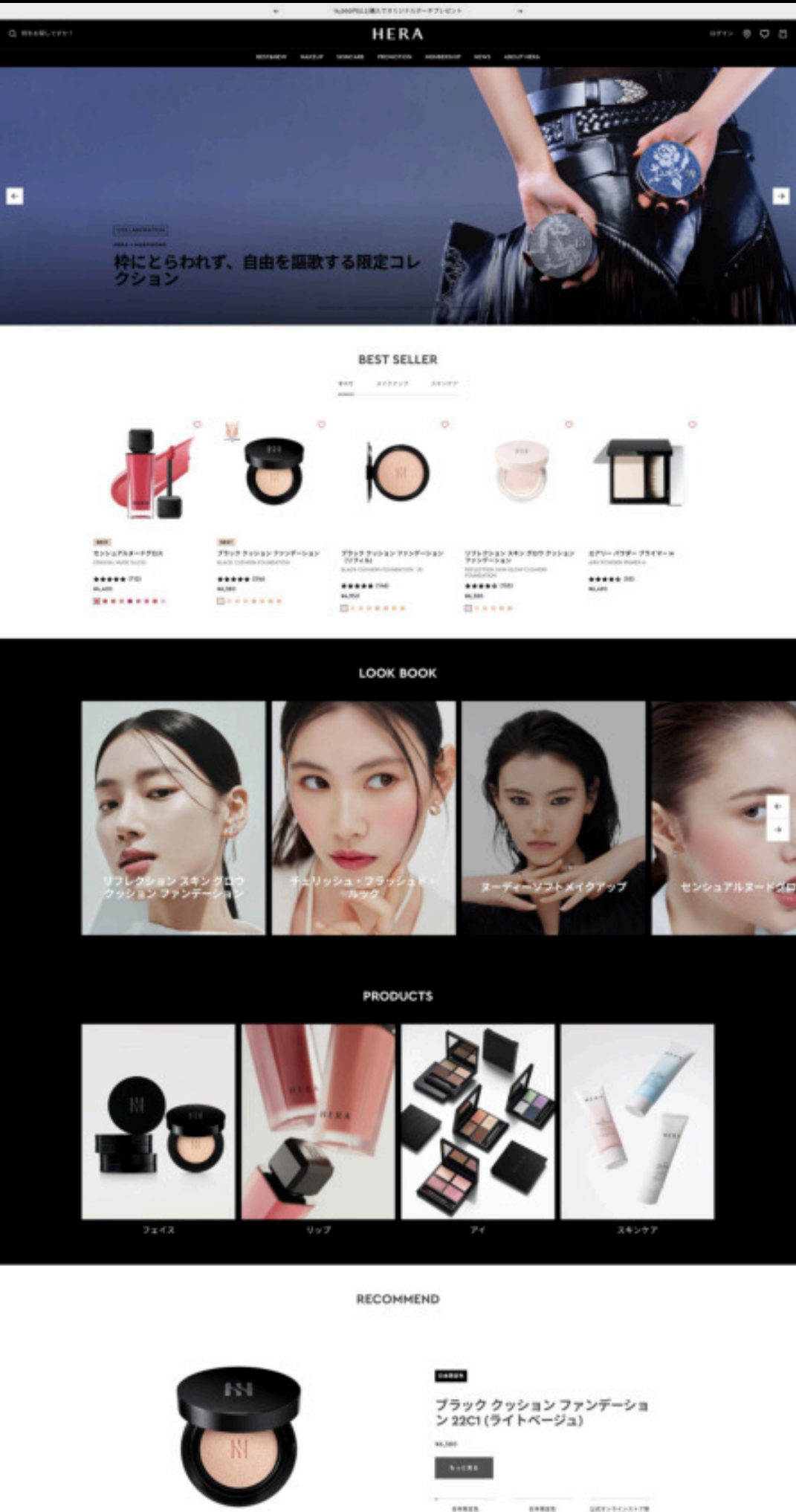
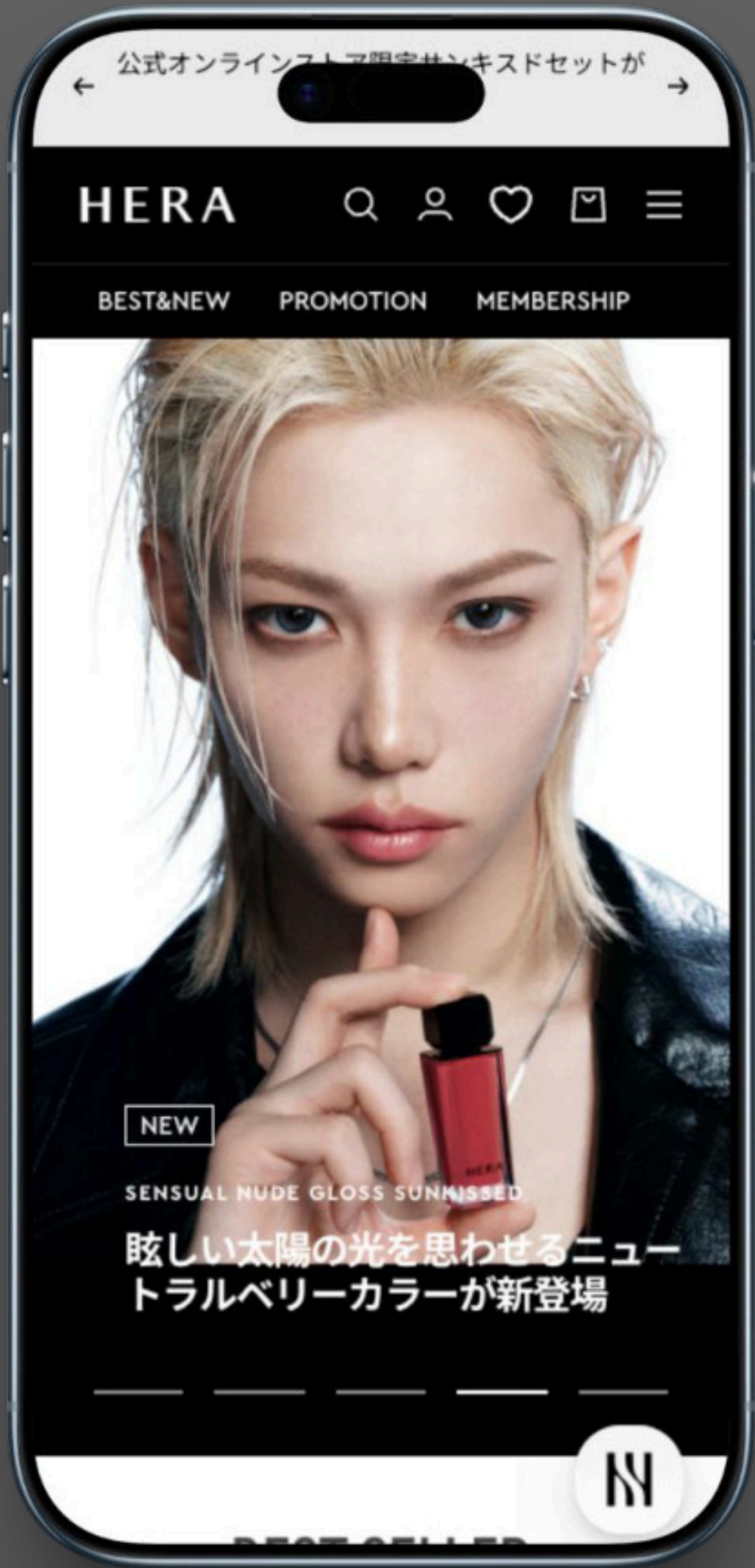
AMOREPACIFIC | AESTURA



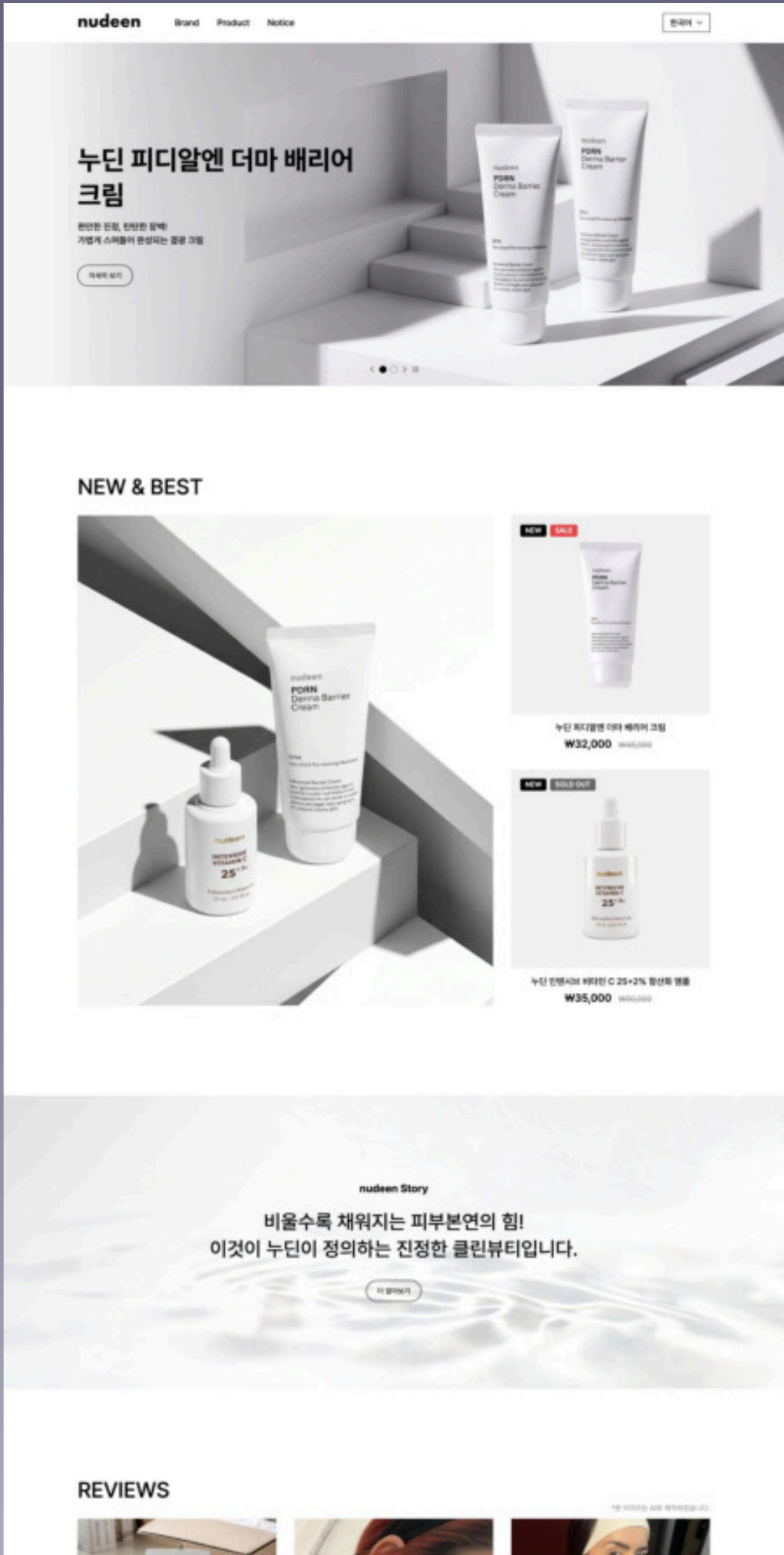
AMOREPACIFIC | INNISFREE (JP)



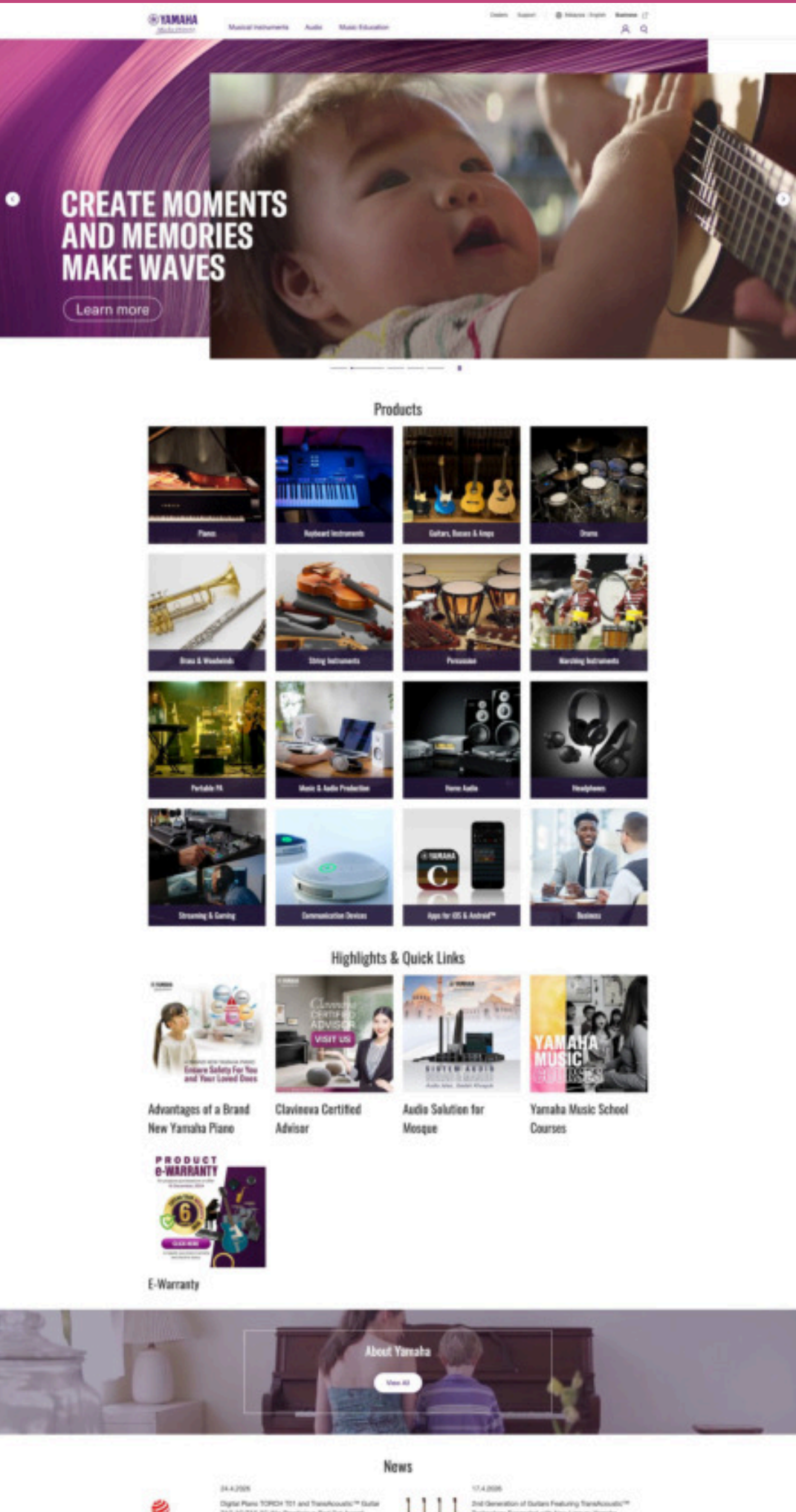
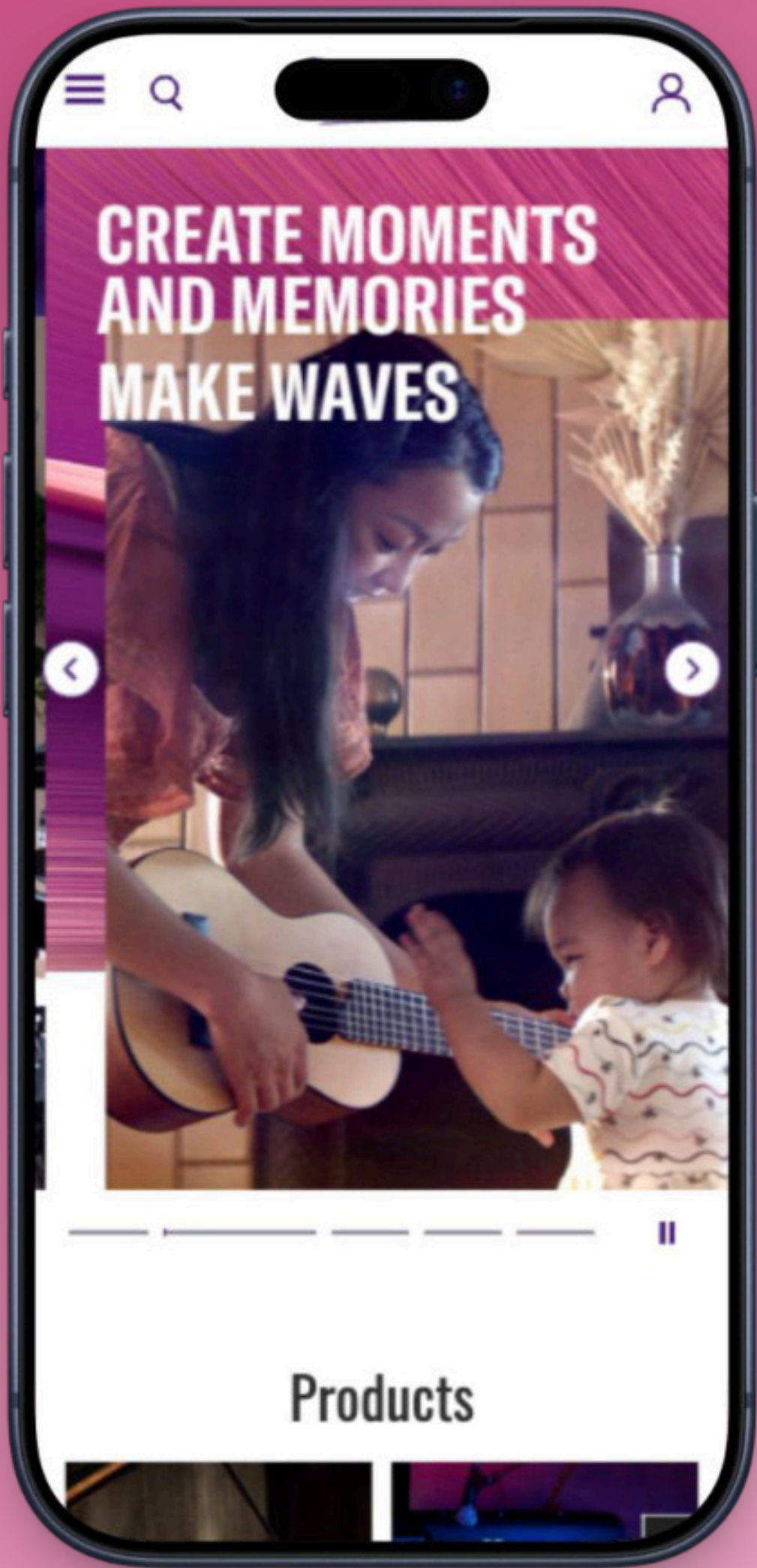
AMOREPACIFIC | HERA (JP)



nudeen | KOREA



YAMAHA | YAMAHA (AU/CA/JP/MY)



Portfolio | Full List

PROJECT	CLIENT	TARGET WEBSITE	SCOPE
The Whoo Website Renewal	LG H&H	D2C	Development
Levi’s Online Store Renewal	Levi’s	D2C	Development
NCAT USA B2B2C Development	NCAT	D2C	Development
Hanyul Website Renewal (International)	AMOREPACIFIC	Brand Site	Development
Aestura Global Brand Website Renewal (International/ Japan/France/Mexico)	AMOREPACIFIC	Brand Site	Development
Sulwhasoo Website Renewal (International/Indonesia)	AMOREPACIFIC	Brand Site	Development
HERA Website Renewal (International)	AMOREPACIFIC	Brand Site	Development
AMOREPACIFIC Beauty (International)	AMOREPACIFIC	Brand Site	Development
Mamonde Website Renewal (International)	AMOREPACIFIC	Brand Site	Development
Mise en Scène Website Renewal (Hong Kong/Taiwan)	AMOREPACIFIC	Brand Site	Development
Ryo Website Renewal (Hong Kong/Taiwan)	AMOREPACIFIC	Brand Site	Development
Laneige Website Renewal (International/Indonesia/ Japan)	AMOREPACIFIC	Brand Site	Development
IOPE Website Renewal (International)	AMOREPACIFIC	Brand Site	Development
Hanyul Website Maintenance (International)	AMOREPACIFIC	Brand Site	Maintenance

Portfolio

|

Full List

PROJECT	CLIENT	TARGET WEBSITE	SCOPE
Innisfree Website Renewal (Japan/Vietnam/Taiwan/Malaysia)	INNISFREE	D2C	Development
Yamaha Online Store Development (Australia/Canada/Japan/Malaysia)	Yamaha	D2C	Development
LG B2B IT Showroom	LG Electronics	Brand Site	Development
The Whoo Website Maintenance	LG H&H	D2C	Development
Sulwhasoo Website Maintenance (International/Indonesia/Singapore/Malaysia/Vietnam/Thailand/Japan)	AMOREPACIFIC	D2C/Brand Site	Maintenance
Laneige Website Maintenance (International/Indonesia/Japan)	AMOREPACIFIC	D2C/Brand Site	Maintenance
HERA Website Maintenance (International/Japan/Thailand)	AMOREPACIFIC	D2C/Brand Site	Maintenance
Aestura Global Brand Website Maintenance (International/Japan/France/Mexico)	AMOREPACIFIC	Brand Site	Maintenance
AMOREPACIFIC Beauty Maintenance (International)	AMOREPACIFIC	Brand Site	Maintenance
Mamonde Website Maintenance (International)	AMOREPACIFIC	Brand Site	Maintenance
Mise en Scène Website Maintenance (Hong Kong/Taiwan)	AMOREPACIFIC	Brand Site	Maintenance
Ryo Website Maintenance (Hong Kong/Taiwan)	AMOREPACIFIC	Brand Site	Maintenance
IOPE Website Maintenance (International)	AMOREPACIFIC	Brand Site	Maintenance
NUDEEN Shopify Brand Website Development	LYP International Co., Ltd.	Brand Site	Development

WE'RE HERE TO HELP

Questions about e-commerce, branding, marketing, or content? We'd love to hear from you.

