

# Cegid Connections

Retail. Set a new pace

Monaco, Monte-Carlo  
June 13 – 14, 2022



# Extensibility

To broaden the scope of IT systems  
in a new retail era

WS8



**Cegid**  
**Connections**



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Retail R&D Director  
**Cegid**



**Charles Baudelot**  
Head of retail & events exp.  
**Christian Dior Couture**



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Partnership Manager France  
**Adyen**



**Xavier Saint-Bonnet**  
Manager AMS & Factory  
**Viseo**



# Summary



**01** Y2 Extensibility toolbox

**02** Illustration of several use case by Viseo

**03** Illustration with PayByLink by Adyen

**04** Q & A




# The Y2 Extensibility Toolbox

*What still works with Live Store, and what is new*



# The extensibility needs



**POS access  
to new peripheral**

**Substitute Y2  
service with Third  
Party service**

**Connector to  
Third Party service**

**Integration with  
Information System**  
*on demand, « real time »,  
batch*

**Extend Y2  
data model**

**Minor Customization  
of application UX**

**Alien app**

...

# The extensibility toolbox

**CBS**

WS

EXT

BN

**CPOS**

CPOS

**Y2 Web  
Services portfolio**  
SOAP → REST/RESTFUL

WS

**Y2 Business  
Notifications**

BN

**App to App**

EXT

**App to Web app**

EXT

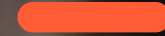
**Adaptive cards**

EXT

**Extension webapps**

EXT

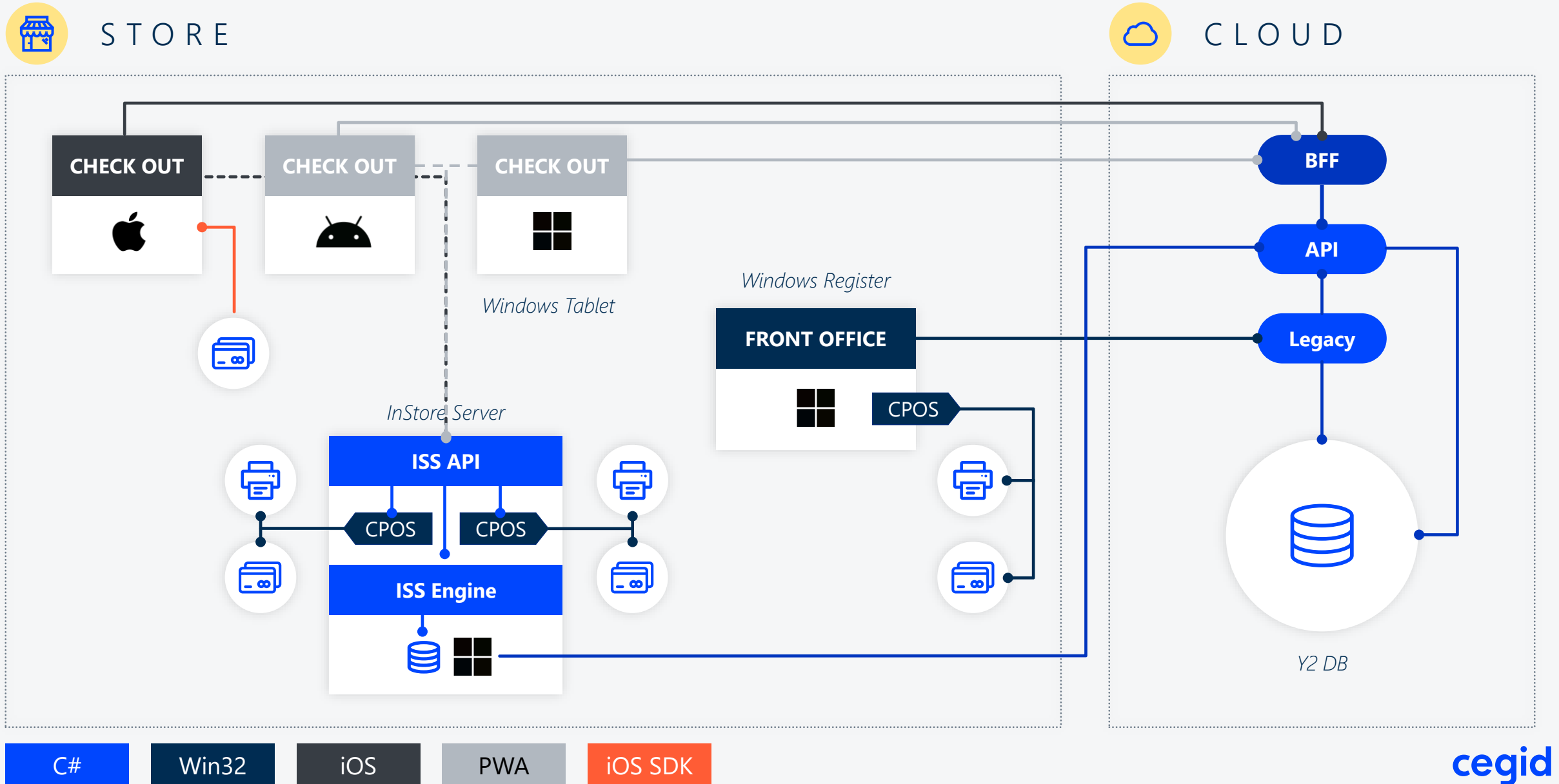
# Which tool is available in which Y2 app context



	FO/BO	mPOS	Live Store
Peripheral access	CPOS	CRES + CPOS	InStoreServer + CPOS
Business Notifications	CBS custom notifications	WS standard notifications	WS standard notification
Connectors to 3 <sup>rd</sup> party	CBS • CBS + WebApp	App to App • App to WebApp	WebApp to WebApp
UI extension	CBS		Adaptive Card

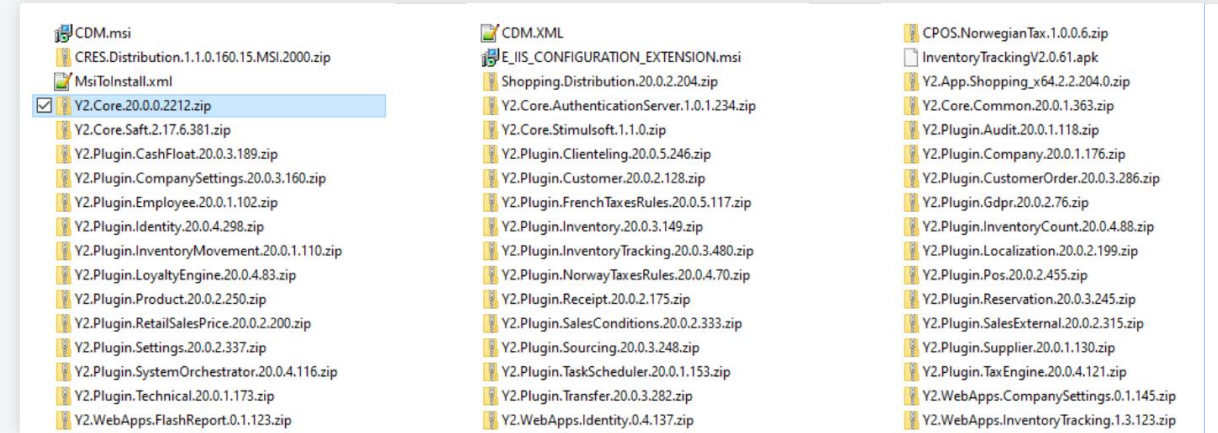


# Leverage CPOS assets in Live Store



# Web Services portfolio

- **Modular structure:** Plugin > Services > Operations
- **Y2 Package** = Y2 Core + coherent set of plugins
- Moving from **SOAP** to **REST(FUL)**
- Version and status



Status	Meaning
Alpha	Statement of intent Development not completed No compatibility guarantee
Beta	Development and tests completed Versionning started / compatibility guaranteed Use in pilot projects
Released	General release (validated by pilots) Breaking changes only with version increase
Obsolete	Not maintained Replacement is available (except if we no longer want to support the functionality)

# Web Services documentation

Contract

Documentation & change log

## SOAP

<https://xxx-retail-ondemand.cegid.cloud/Y2/Doc/WebService/>

<https://retail-docs.cegid.cloud/en/home>

## REST

<https://xxx-retail-ondemand.cegid.cloud/Y2/swagger/ui/index>

**cegid** Retail | Documentation | Products EN ▼


Home


▼ Retail Solutions

▼ CEGID Retail Y2

Common

## Common

 **Procedures**  
[List of Procedures](#)

 **Webservices - API**  
[Follow-up Notes](#)

# Web Services documentation

**Contract**

## SOAP

<https://xxx-retail-ondemand.cegid.cloud/Y2/Doc/WebService/>

## REST

<https://xxx-retail-ondemand.cegid.cloud/Y2/swagger/ui/index>

**Documentation & change log**

<https://retail-docs.cegid.cloud/en/home>

Registration date: March 16, 2022

## Follow-up Notes

**Sourcing Plugin V04**

**Cegid Retail Y2 – Version 2021**

**cegid**

**Make more  
possible**

# Web Services documentation

## 2. SOURCINGMANAGEMENT

### GetList

#### → Objectives

This service returns the list of supplier delivery notices that meet the contract criteria:

- List of stores in which to search delivery notices in compliance with the user restrictions specified in the contract.
- Document dates period.

The "Paging" property provides protection against timeouts due to bulky inventories. We recommend that it be used with a setting of a few hundred lines, supplemented by tests for dimensioning this value according to the communication line.

Please note: the speed of data loading varies according to the device and its location.

The Web Service caller should check that not all information is returned in the first page. It can then call the next page, until all headers are recovered.

The ExtractByOldest property decides on the order for document recovery:

- False: default value, recovering the documents starting with the most recent.
- True: recovery of documents starting with the oldest.

#### → Improvements

Optimizing the search for delivery notices.

The remaining quantities to deliver for customer orders and reservation requests are no longer calculated systematically, but only if the Y2 company setting "Calculation of customer expectations in GETs of transfer/delivery notices" in the "Commercial Management/Web Services" tab is checked.

Dev	Date	CEGID's Ref.	Pb Ref.	Pull request	Plugin Build no.	Quality Ctrl
HDA	3/2/2022	A2320		107261	21.0.4.68	

Added user fields in GetList operation.

Dev	Date	CEGID's Ref.	Pb Ref.	Pull request	Plugin Build no.	Quality Ctrl
JMO	3/10/2022	A2299		PR 108471	21.0.4.97	

# Business Notifications a.k.a Web Hooks

## What is a Business Notification?

Business Notifications (webhooks) allow you to send real-time data from one application (Cegid Retail Y2) to another whenever a given event occurs (customer creation, customer modification, sales receipt creation...)

**Business event = action on document or entity**

**Standard on WS or custom via CBS**

**1 subscriber endpoint:**

**MUST**

Acknowledge before processing

**MAY**

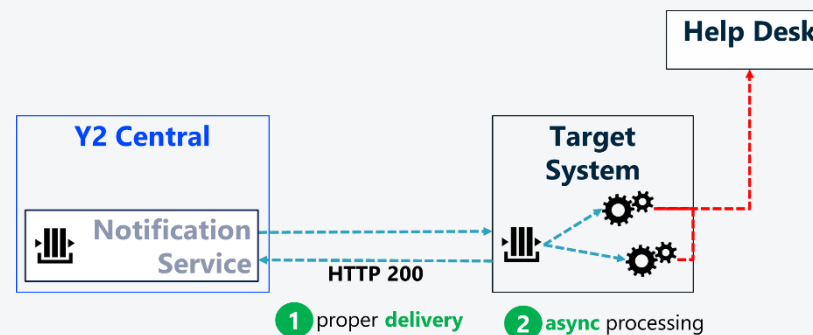
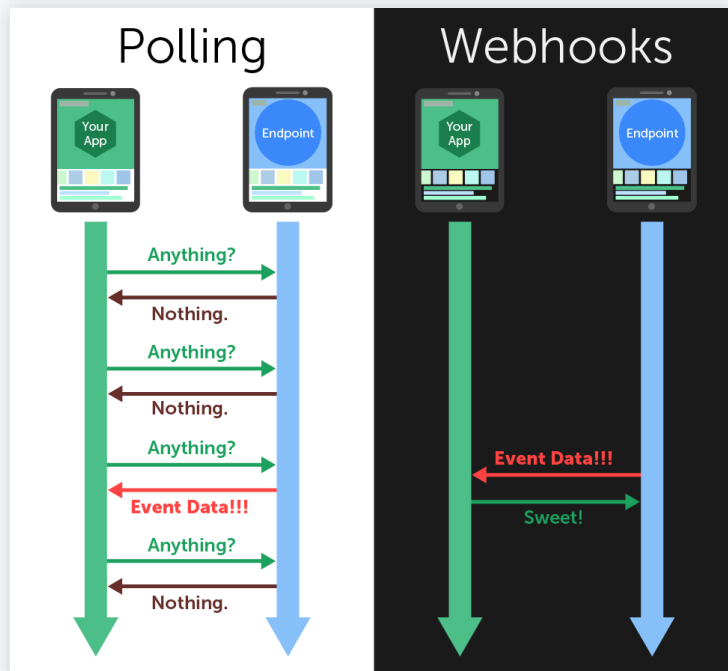
Redispatch if multiple processors needed

**3 tries then notification stored: subscriber will need to call BusinessNotificationLog**

**Only document/entity key is sent with notification**

for performance/security/privacy

**Subscriber will use Y2 WS to access all relevant information**



"Key " : {

```
"Number": 123,  
"Stump": "Y2123",  
"Type": "CustomerOrder"  
}
```

# Business Notifications a.k.a Web Hooks

Service	Document/entity	Y2 Version
SaleDocument	CDI/CC/FFO/FFA/ANR	V13
CustomerWcf	Customer	V13
Contact	Contact	V13
Address	Addresses	V13
SalesExternal.Engine	FFO	V18
CustomerOrder	CC/BLC/PRE	V20
	Update status	V21
Reservation	DDI/RDI	V20
Sourcing	ALF/BLF/BFA	V20
Transfer	DTR/TRV/TEM/TRE	V20
InventoryMovement	SEX/EEX	V20



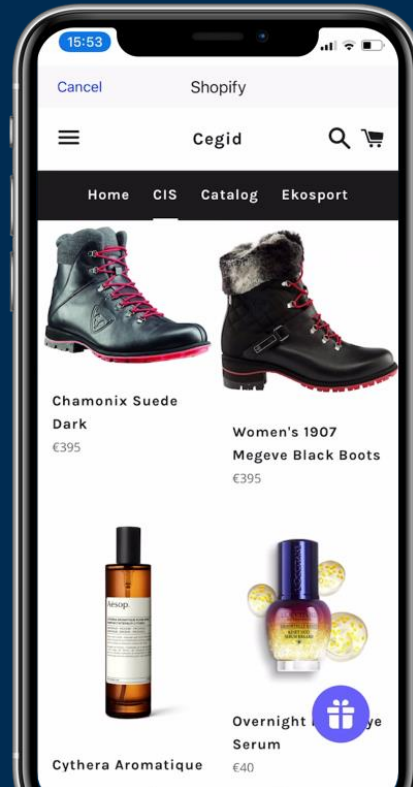
# mPOS Extensibility



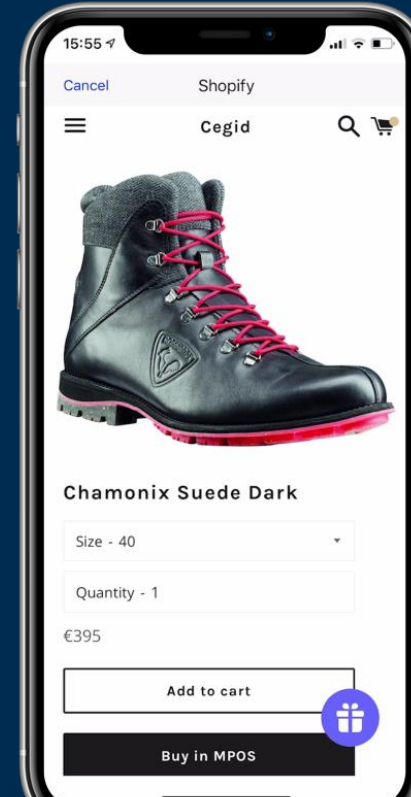
Hi, I'm Jessica from Quinoa Paris Champs-Élysées store. On our flagship, we meet a lot of people, mainly walk-in customers. Sometimes due to our surface area, we don't have physically an item instore.

Thanks to our mobile app, we can do a "product range expansion" through our digital catalog. We offer order instore process and choose with them the delivery address. With my mobile app, I capture all sales opportunities and improve client satisfaction.

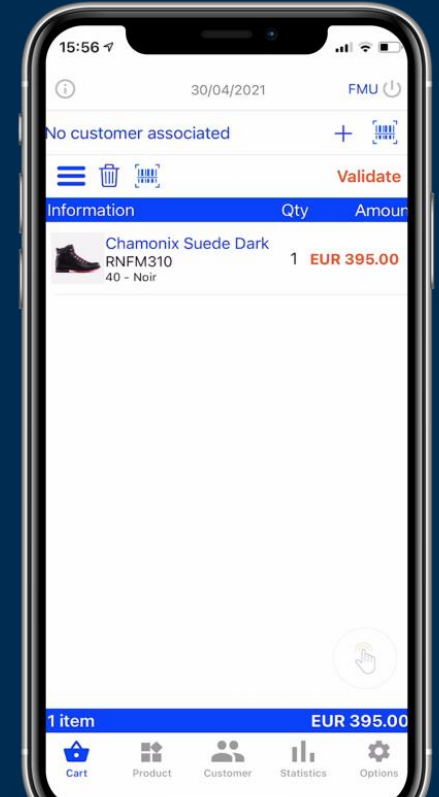
**LEVERAGE ON YOUR EXISTING DIGITAL CATALOG CAN EXPAND YOUR ENDLESS AISLE**



**EMBED YOUR CATALOG IN MPOS**



**USER EXIT: ADD ITEMS TO BASKET OR FULL CART TO BASKET**



**COMPLETE THE CHECKOUT IN MPOS**



# Adaptive cards

<https://adaptivecards.io>

**Adaptive Cards:** data.json + template.json

Live Store for each page predefines positions for adaptive cards to:

**Display additional information**

ex: LiveStore\_CardExtension\_CustomerAdditionalInfo.ProfileAdditionalMobile

**Substitute information**

ex: LiveStore\_CardExtension\_Product.DesktopGlobalProductDetail

Configuration in **NewPosSettings**

## DATA CAN BE

- Parameters existing in the Live Store page (ex: productBarcode)
- Results from API calls (defined by cardDataAccessPoint)

## Template

Use the Adaptive cards templating language

# Adaptive cards

<https://adaptivecards.io>

**Adaptive Cards:** data.json + template.json

Live Store for each page predefines positions for adaptive cards

**Display additional information**

ex: LiveStore\_CardExtension\_CustomerAd

**Substitute information**

ex: LiveStore\_CardExtension\_Product.D

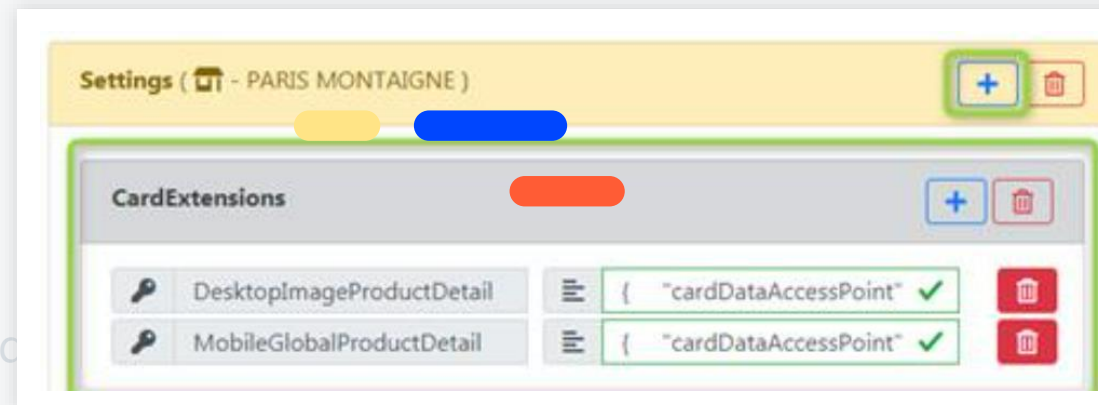
Configuration in **NewPosSettings**

## DATA CAN BE

- Parameters existing in the Live Store page (ex: productBarcode)
- Results from API calls (defined by cardDataAccessPoint)

## Template

Use the Adaptive cards templating language



```
"cardDataAccessPoint": [
  {
    "name": "image",
    "serverUrl": "https://cegid.myshopify.com/",
    "apiUrl": "admin/api/2021-01/products/#productBarcode/images.json",
    "user": "597ce688a17fa79c7a61099c7a93bd19",
    "pass": "c20c99f8b2e8604e64599aec07f04623"
  },
  {
    "name": "description",
    "serverUrl": "https://cegid.myshopify.com/",
    "apiUrl": "admin/api/2021-01/products/#productBarcode.json",
    "user": "597ce688a17fa79c7a61099c7a93bd19",
    "pass": "c20c99f8b2e8604e64599aec07f04623"
  }
],
```


```
{
  "type": "AdaptiveCard",
  "version": "1.0",
  "body": [
    {
      "type": "ColumnSet",
      "style": "accent",
      "bleed": true,
      "columns": [
        {
          "type": "Column",
          "width": "auto",
          "items": [
            {
              "type": "Image",
              "url": "${photo}",
              "altText": "Profile picture",
              "size": "Small",
              "style": "Person"
            }
          ]
        }
      ]
    }
  ]
}
```

# Adaptive cards

<https://adaptivecards.io>

← Tee-Shirt Col Rond  
MP0910 X

20,00 EUR



TAILLE

S M L XL

COULEUR

Blanc Gris Kaki Marine Noir

QUANTITÉ

− 1 +

i

Sélectionnez Taille, Couleur

AJOUTER

←

Tee-Shirt Col Rond  
MP0910 X



20,00 EUR

TAILLE

S M L XL

COULEUR

Blanc Gris Kaki Marine Noir

QUANTITÉ

− 1 +

i

Sélectionnez Taille, Couleur

AJOUTER



## Sophie FONFECK



Accueil



Informations



Historique



Collecte D'infos

### INFOS GÉNÉRALES

Sophie FONFECK



arf@az.arf

Autoriser l'utilisation : Non-renseigné



DOMICILE

+33 1 23 45 69 87

Autoriser l'utilisation : Non



69500, BRON

FRANCE

Autoriser l'utilisation : Non-renseigné

MOBILE

+33 6 98 76 54 32

Autoriser l'utilisation : Oui

### SUPPLÉMENTAIRES

Texte libre 1

azerty

Date libre 1

24/01/2022

Date libre 2

21/01/2022

ZoneTexte

aze

Liste1

A01

Champs Client NUM

-5

Liste2

B02



## Supplémentaires

### Tables libres

Texte libre 1

azerty

Univers

- ☒ CLASSIQUE  
☐ FASHION  
☐ Services  
☐ Négociants  
☐ Marchés Publics  
☐ Industriels  
☐ Grands Comptes  
☐ SPORTSWEAR  
☐ STREETWEAR

Texte libre 2

SQ

Texte libre 3

XCVBN?.

### Champs utilisateurs

ZoneTexte

aze

Liste1

- ☒ A01  
☐ A02

Champs Client NUM

-5

Liste2

- ☐ B01  
☒ B02

Date

jj / mm / aaaa

VALIDER

# Extension Web App

IaaS

PaaS

Standard

Extension

AZURE FRONT DOOR...

Extension Apps...



HTML UI  
Expose API + call API  
CustomData storage

Live Store apps

Authentication Server

IIS

IIS

IIS



SQL



SQL

cegid



# Illustrations from various Viseo projects

*Viseo at the heart of integration challenges*



# Viseo as digital makers

## An independent and solid company

€265 M

2021 REVENUE

2,500

HEADCOUNT 2021



## A global footprint



## Partnerships with leading vendors in the digital transformation of companies



## At the heart of digital strategies

### DIGITAL OPTIMIZATION

Make your business more resilient, more efficient and able to win digital competition

### DIGITAL TRANSFORMATION

Reinvent your customer experience, distribution, offer or business model to meet new customer expectations



## Global expertise on application services

### INTELLIGENT ERP & CORE PLATFORMS

Deploying next-gen ERPs and enterprise platforms

### DATA & ANALYTICS

Implement smart business and data-driven strategies

### BUSINESS APPLICATIONS

Accompanying the digitalization of your lines of business

### DESIGN & DEVELOPMENT

Initiating and scaling innovation through digital

## End to end support

### IMAGINE

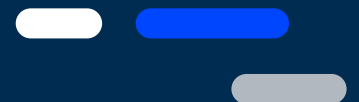
Advisory  
Ideation  
Architecture

### BUILD

Design  
Development  
Implementation  
Integration

### PERFORM

Deployment  
Change management  
Maintenance  
Monitoring



# Viseo practice as Cegid retail & fashion partner



## A STRATEGIC PARTNERSHIP

Partners since 2015

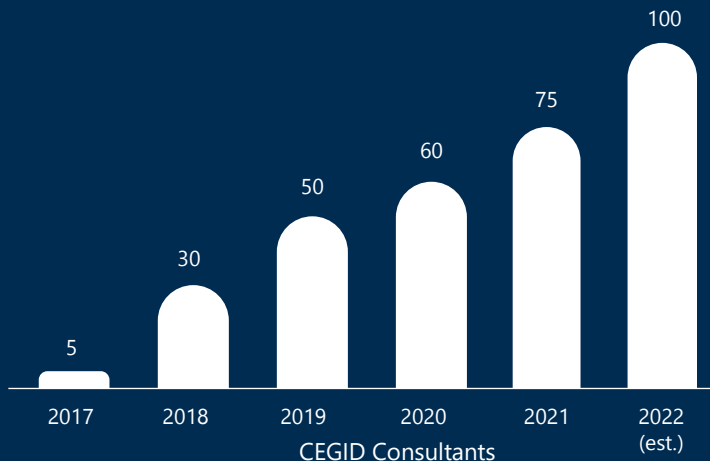
Common innovative delivery models  
(Academy, Expertise transfers)

Act as « One Team » to build & rollout projects

Significant successes in the worldwide roll out of the Y2 solution

**The only CEGID Gold Partner**

**92% resources certified**



## PROJECT & RUN SUPPORT



RETAIL ROADMAP  
ASSESSMENT

RETAIL ACADEMY  
BY VISEO



DESIGN & BUILD

CORE MODEL  
ROLL-OUT &  
GOVERNANCE

UPGRADES &  
CUSTOM  
DEVELOPMENTS



AMS & MANAGED  
SERVICES

EXPERTISE CENTER  
ACTIVATION

**80+ Projects managed  
for our Retail customers**

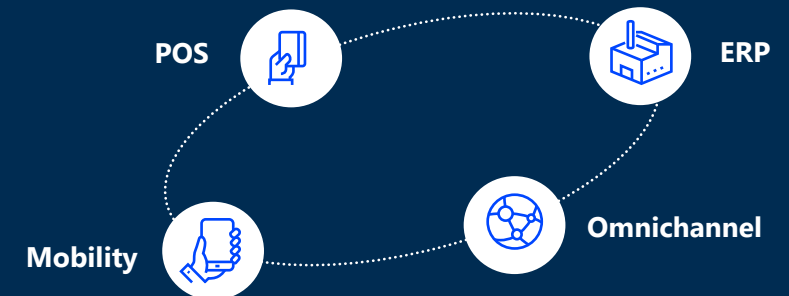


## GLOBAL EXPERTISE

A global footprint on retail



Capitalizing on our business understanding



**cegid**



# Viseo at the heart of integration challenges

Consideration of business needs, integration mode wishes, limitations & technical constraints to propose the best integration solutions  
We note a strong trend towards the implementation of real-time flows, and a decrease in the number and complexity of specific developments

**So Viseo aligned with Cegid's strategy !**



# Viseo · Frequent stakes & usage contexts



## MULTIPLE APPS PROCESSES

Clienteling

Cataloging

Servicing

...

WS

API calls

BN

Notifications

EXT

Notifications



## EXTERNAL APPS PROCESSES

In store sales

Web orders management

Stock Management (PDA)

...

WS

API calls

BN

Notifications



## OMNICHANNEL OPTIMISATION

e-reservation

Click & Collect

Pick up

Ship from store

...

WS

API calls

BN

Notifications



## PERFORMANCE & MIDDLEWARE

Sales process

Maintenance

Avoid specific developments

Real time

...

WS

API calls

BN

Notifications



## DATA UNIQUENESS

Loyalty

Sales conditions

Invoicing

...

WS

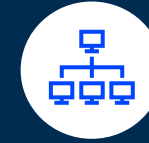
API calls

BN

Notifications

EXT

Notifications



## SEQUENCING LOGIC

Sales & after sales process (CRM, Loyalty...)

Web orders shipments & invoicing

...

WS

API calls

BN

Notifications



## SAAS CONSTRAINTS

User authentication & accounts







Scheduled tasks management

...

WS

API calls

# Viseo • Illustrations from various projects

	PROJECT	MULTIPLE APPS PROCESSES	EXTERNAL APPS PROCESSES	OMNICHANNEL OPTIMISATION	DATA UNIQUENESS	SEQUENCING LOGIC	PERFORMANCE & MIDDLEWARE	SAAS CONSTRAINTS
	<b>POS INTEGRATION</b> WS EXT BN	Clienteling				Settings Sales process	✓	Tasks management
 	<b>POS INTEGRATION</b> WS EXT BN		e-commerce orders Stock management (PDA)	Order in store Pick up orders	Client targeting Omnichannel loyalty Shipping fees	Sales & order processes	✓	
« CONFIDENTIAL »	<b>POS &amp; MPOS INTEGRATION</b> WS EXT BN	Cataloging Servicing		Orders & reservations		Sales & orders processes	✓	
	<b>POS INTEGRATION</b> WS EXT BN	Clienteling				Sales & orders processes	✓	
	<b>POS INTEGRATION</b> WS EXT BN	Clienteling Sales & after sales processes	e-commerce sales			China POD sync Customer merge	✓	
	<b>NEW E-COMMERCE PLATFORM</b> WS		e-commerce orders		Financial datas	e-commerce orders	✓	



# Customer Story

Christian Dior  
COUTURE



**Charles Baudelot**

Head of retail & events  
experience department

## New e-commerce platform project

### Project stakes

### Complex integration with OMS

- Multi-shipments / Longtail / Returns & Exchanges...
- Invoicing (PDF invoice)
- Triangular flows: transfers, supplier returns...

### 80% WebServices, No specific developments

### To review

- Flat file to WS: WS Create transfer
- Flows sequencing: WS Scheduled tasks

### Omnichannel use cases coming

- Pre Orders, e-reservations, C&C, ShipFromStore, StoreToWeb...
- Will require business notifications & extensibility (Dior mobility app) & WS

#### STRONG REQUIREMENTS : Webservices vs Flat Files

##### • Webservices

- Order creation, updating, cancellation, closing (*incomplete shipment*)
- Customer creation, search
- Delivery note creation (*at shipment to trigger invoicing*)
- Get Invoice number
- PDF Invoice creation
- LongTail Reservation (*using Order available CDI to stock reservation*)
- Deposit creation for preOrder
- eReservation Request & Validation
- Return Announce creation
- Exchange Order creation
- Cancel / Close Order (*partial shipment & shortage*)

Christian Dior  
COUTURE

##### • Flat Files

- LongTail Transfer (TEM->TRV)
- Return Receipt (BLR)
- Triangular flows:
  - Transfer request (DTR)
  - Supplier delivery announcement (ALF)
  - Supplier return (BFA)



26

## New e-commerce platform project

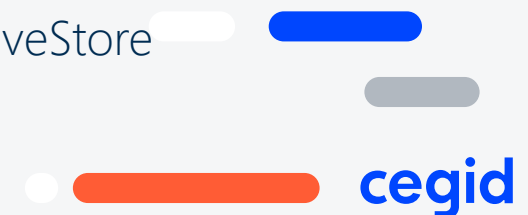
### Return on experience on implementation

- Error management on webservices was a real pain (500 errors)
- Issues on latency – performance (can be linked to our infrastructure, but still not clear)
- Logs not clear to help on trouble shooting
- Several webservices didn't exist in Rest / Restful and Soap had to be used (v18 of Cegid)

### What we expect to move forward

- Clean, clear documentation on APIs
- Boost on API layer
- Enhancement of the AlienApps, giving us the ability to build our frontends like MPOS or LiveStore
- More aggressive roadmap on country compliance and webservices functional coverage

Web services  
70%





## PayByLink use case

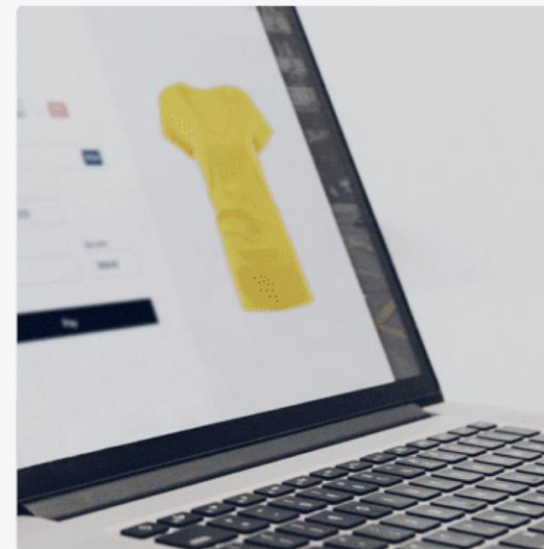
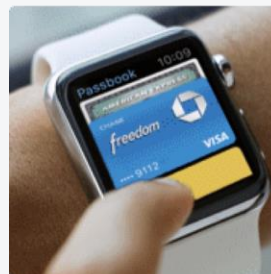
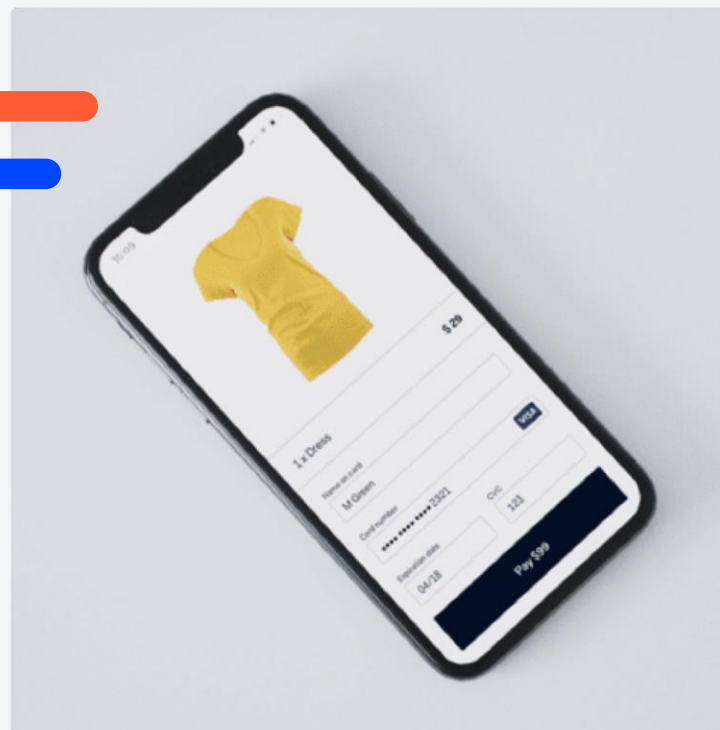
*Get rid of Payment Terminals in Store*





## About Adyen

Adyen enables companies to accept payments **globally** from their customers using **any payment method** over **any sales channel**





# This is Adyen

**All technology developed in-house**  
**One platform, all channels, future proof**

HQ Amsterdam / 23 offices WW

516€ billion processed in 2021

70% growth compared to 2020

2000+ people with over 70 nationalities

"Adyen" = start over again



# Two trends emerged these last years



## **Rise of Instore Mobility**

Make the Sale everywhere



## **Rise of Pay by Link**

Pay on your Smartphone

# Rise of InStore Mobility

**mPOS is a powerful addition in stores.**

mPOS make it possible to facilitate sales anywhere in the store. The obvious advantage is queue-busting.

But mobility tools allow brands to create new point-of-sale experiences by fostering better relationships between the salesperson and the customer.





# Rise of Pay by Link

Pay by Link is an eCommerce secure payment link that is hosted by Adyen and customized by you.

You send a link, your customer pays, and you get paid.

Pay by Link has been extremely successful during the Covid period and the usage remains post-covid.

ms. € 163.99

**MyStore**  
Amazing Black Sneakers.  
Ref. MS871704

HOW WOULD YOU LIKE TO PAY?

☒ **VISA** \*\*\*\* 3456

Expiry date: 12 / 22 ✓ CVC: 789 ✓

☐ iDEAL

☐ SEPA Direct Debit

MESSAGES now

**Your Bank**  
Your security code is 197601.

ms. € 163.99

**MyStore**  
Amazing Black Sneakers.  
Ref. MS871704

**Enter verification code**  
We just sent you an SMS with the verification code.

SMS code: 197601

# Painpoints with mobile payment Terminals

## PAIRING

Pairing of the tablet & the payment terminal

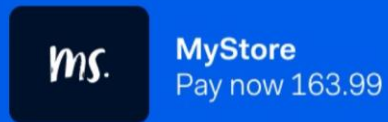
## BATTERY

Devices out of battery

## ADOPTION

Sales Associates adoption "It never works"

Here's your payment link:  
<https://checkoutshopper.adyen.com/YW1vdW50TWlu>



Thank you!



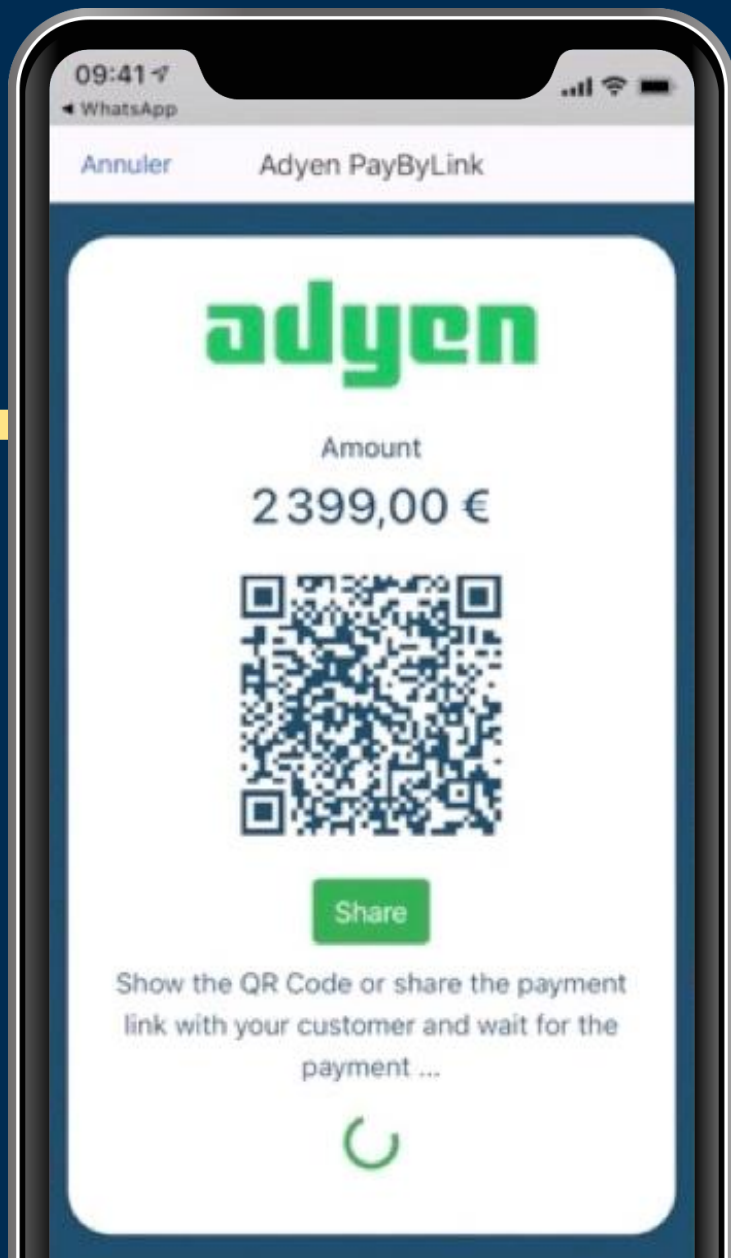
**Payment  
successful.**

## Pay by Link into mPOS

Availability expected for September 2022

A new payment option will be added to mPOS enabling sales associates to send a payment link to the shopper via SMS or email.

neospace

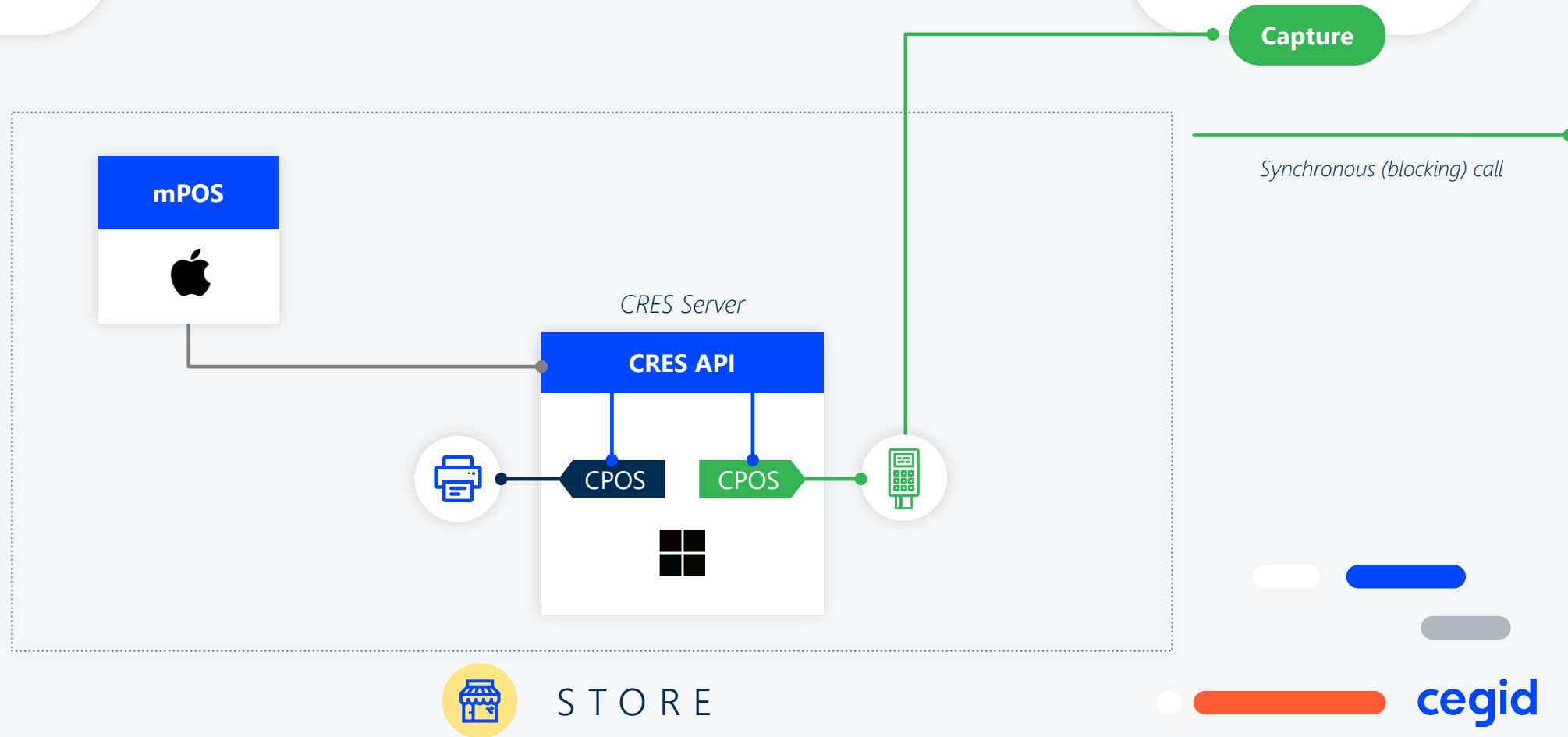
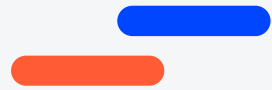


# How does it work?



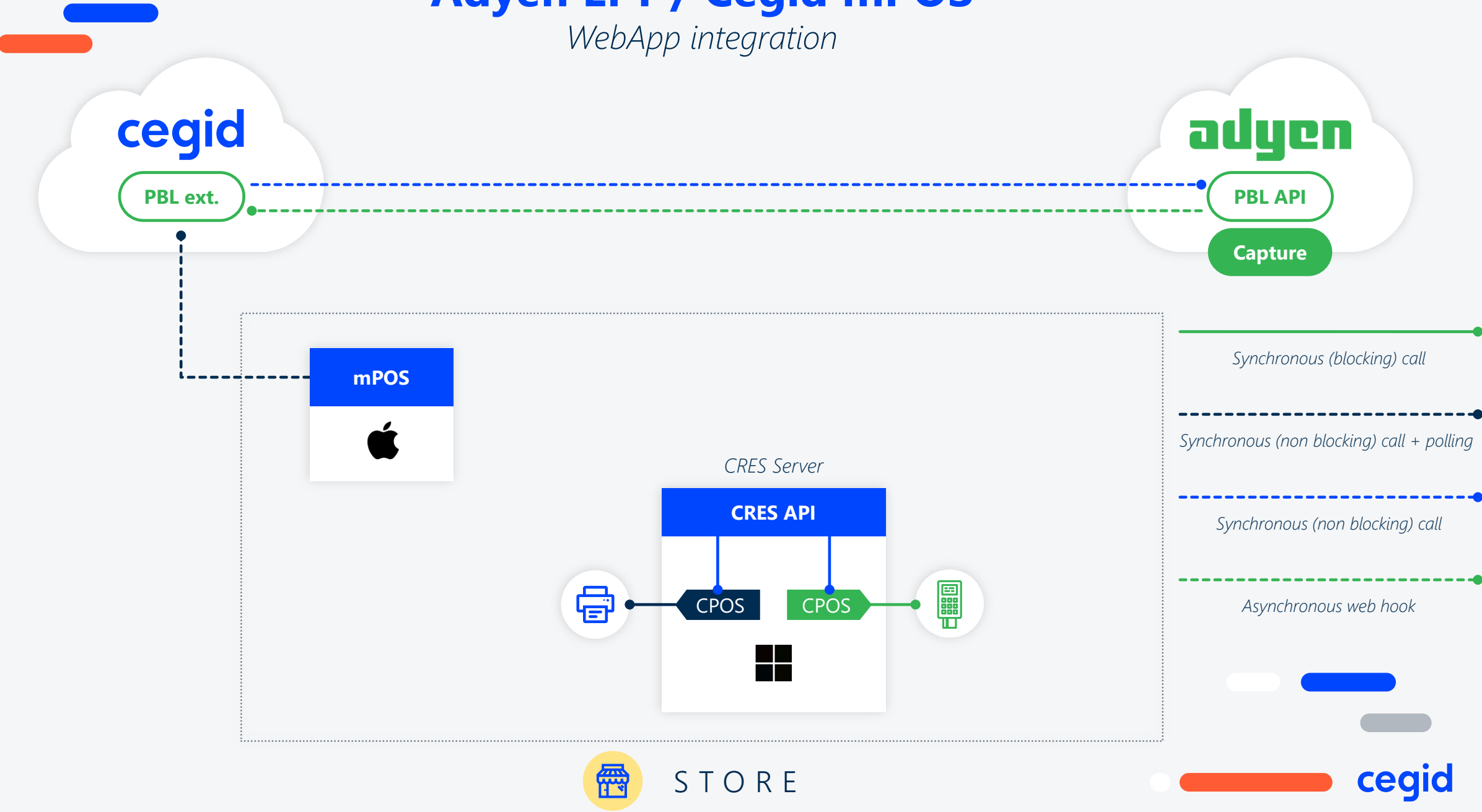
# Adyen EFT / Cegid mPOS

Standard integration



# Adyen EFT / Cegid mPOS

WebApp integration



# Via an API call

Create payment link automatically via an API call for larger projects

## Web service user

## Display name

## Brand logo

 Choose JPG or drop file here

## Customize your page

Easily create a branded hosted payment page by dragging & dropping your creative assets

## Create payment link

Run

```
{
  "reference": "YOUR_ORDER_NUMBER",
  "amount": {
    "value": 1250,
    "currency": "BRL"
  },
  "countryCode": "BR",
  "merchantAccount": "YOUR_MERCHANT_ACCOUNT",
```

## Send payment information

Your system will ping our checkout API with payment details such as country, currency, amount & expiration date of the link

## Response code: 200. Success.

```
{
  "amount": {
    "currency": "BRL",
    "value": 1250
  },
  "expiresAt": "2019-12-17T10:05:29Z",
  "reference": "YOUR_ORDER_NUMBER",
  "url": "https://checkoutshopper-test.adyen.com/checkoutshopper/payByLink.shtml?d=
```

## Retrieve payment link

Adyen's system will create a link based on the criteria above & you can automatically embed the link on preferred channels

## Merchant ref.

## Status

MS675489

Unpaid

MS675442

Paid

MS675478

Expired

MS675482

Paid

## Get notified

Automatically find out when your customer has paid & see all link information in the Adyen dashboard

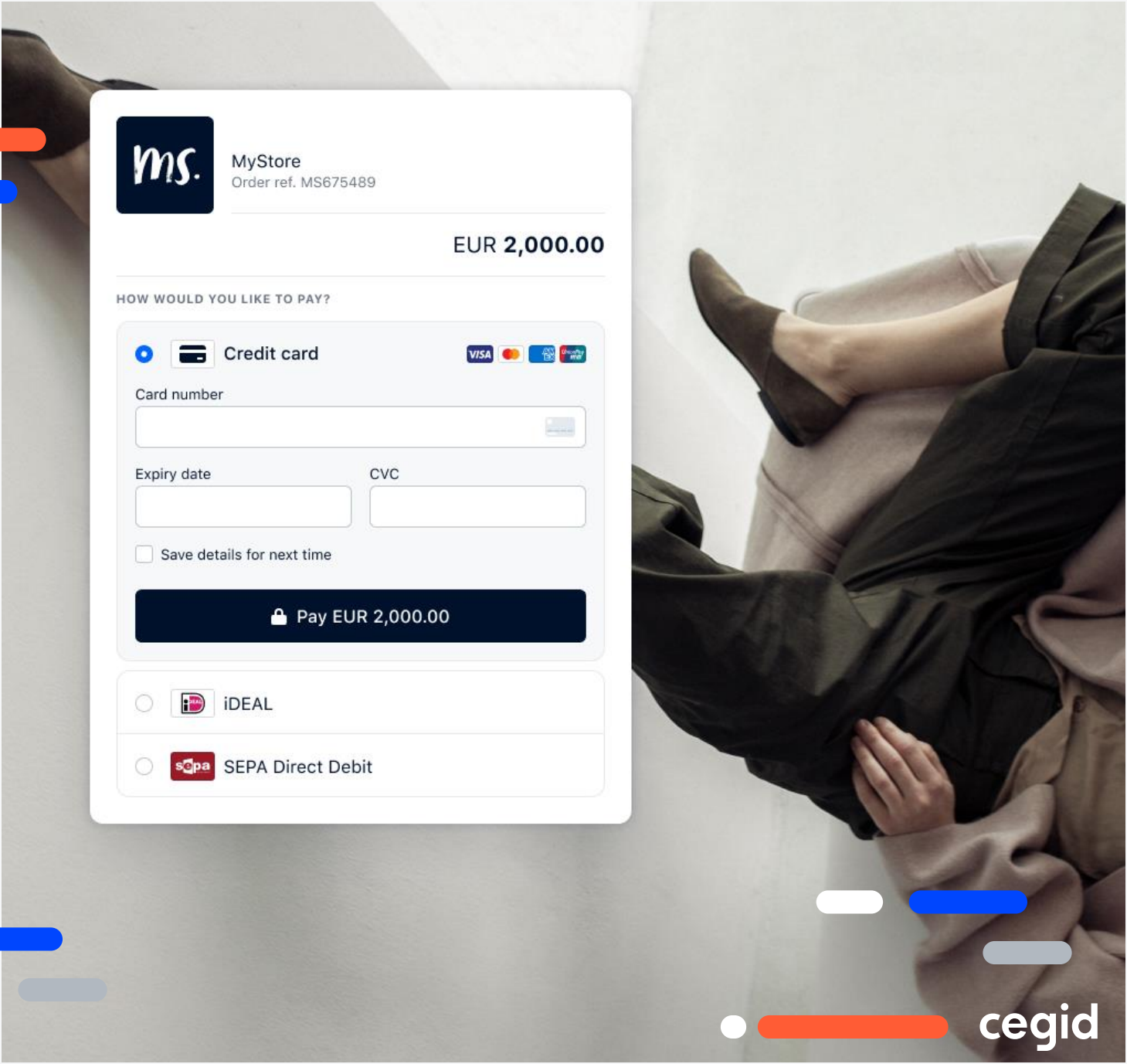
# Payment Methods Available

All cards Visa / Mastercard / AMEX ...

Apple Pay / Google Pay (1 click)

Alipay / WeChat



... and many more local payment methods



**ms.** MyStore  
Order ref. MS675489

EUR 2,000.00


HOW WOULD YOU LIKE TO PAY?


☒  Credit card 


Card number

Expiry date  CVC

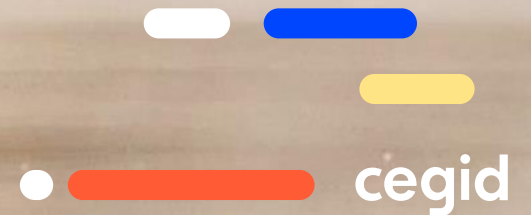
☐ Save details for next time

 Pay EUR 2,000.00

☐  iDEAL

☐  SEPA Direct Debit

# Want to be Pilot?





# Conclusions

*A new pace for extensibility*



# Conclusions

**CPOS, Web Services APIs and Business Notifications are here to stay**

**Rethink your extensions to better leverage them**

- Reduce the size of CBS development

**Set a new pace: Retail is moving fast but are you updating Y2 fast enough?**

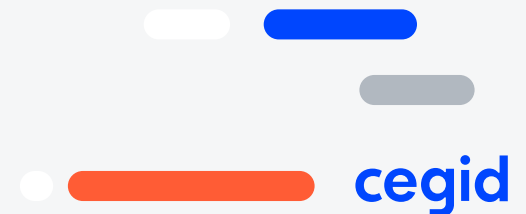
**Take advantage of the latest extension capabilities**

- Updated web services and notifications with each new release
- New Extension web apps for new use cases

**Experience matters**

**Y2 integrators and partners like Viseo and Adyen**

**Share with other Y2 users at the Cegid Retail Club**







# Questions / Answers





THANK  
YOU