SERVICE BROCHURE · TECHNOLOGY & CYBER

Dawgen Digital Commerce

# From Shelf to Screen

*Online stores, trade portals and booking platforms connected to your stock, accounts and customers.*



Dawgen Global illustration

THE BUSINESS ISSUE

# Most retailers have an online store. Far fewer have an online business.

Caribbean shoppers research on their phones before they buy, visitors book before they land, and trade customers expect to reorder without phoning a sales representative. Yet many online stores show stock that is not on the shelf, send orders by email to be keyed again, lose buyers at checkout, or run on a platform the business has outgrown.

## WHY NOW

### The sale starts on a screen

Customers compare products and prices online before they visit or call.

### Overseas competition

Shoppers can buy from international stores with a few taps.

### Trade buyers want self-service

Resellers and dealers expect to order and check accounts online.

## THE COST OF STANDING STILL

1. Stock shown wrongly online
2. Orders keyed twice
3. Buyers abandoning checkout
4. No view of what actually sells

> *A store connected to your stock and accounts turns online browsing into orders without adding staff.*

THE SOLUTION

# How Dawgen Digital Commerce works

Dawgen Digital Commerce builds, rebuilds and migrates online stores, trade portals and booking platforms, and connects them to your stock, accounts and customer records. Because Dawgen Global is also an accounting and advisory firm, the numbers your online channel produces reconcile to the numbers in your books.

## SOLUTION AT A GLANCE




## WHAT MAKES IT DIFFERENT

### Connected end to end

Stock, orders, customers and payments flow between the store and your back office.

### Migration without loss

Products, customers, orders and history move with you and are verified after cut-over.

### Numbers that reconcile

Online sales reconcile to your books, so finance trusts the channel.

## THE DIFFERENCE IT MAKES

| TODAY | WITH DAWGEN DIGITAL COMMERCE |
|---|---|
| Stock shown wrongly online | Stock shown accurately online |
| Orders keyed twice | Orders flowing straight into accounts |
| Buyers abandoning checkout | A simpler checkout that converts |
| No view of what actually sells | Clear reporting on what sells |

WHAT WE DELIVER

# Six capabilities, one accountable team

Each Dawgen Digital Commerce engagement draws on the capabilities below, selected and sized to your needs. Dawgen Global leads every engagement and is accountable for the result.

### Store build or rebuild

A storefront that sells.

- Platform selection
- Design and catalogue
- Payments and delivery set-up

### Platform migration

Move without losing history.

- Products and customers
- Orders and history
- Verification after cut-over

### Back-office integration

No more re-keying orders.

- Stock and prices from your ERP
- Orders into accounting
- Customers into your CRM

### Trade and dealer portals

Self-service for resellers.

- Trade pricing and ordering
- Account statements
- Warranty registration and claims

### Booking platforms

Real-time availability and payment.

- Tours, tables and services
- Automated confirmations
- Web and mobile

### Measurement

Know what sells and why.

- Analytics and tracking
- Conversion reporting
- 30-day performance review

Delivered by Dawgen Global's Technology & Cyber team and its associate consultants, under the firm's quality and supervision framework.

HOW WE DELIVER

# A proven path from first workshop to live service

**1 Commerce Health Check** — 2 weeks

**2 Design** — 2–3 weeks

**3 Build or migrate** — 4–10 weeks

**4 Launch and optimise** — 30 days

### 1 Commerce Health Check

**ACTIVITIES**

- Store and platform review
- Integration review
- Checkout journey analysis

**DELIVERABLES**

- **Prioritised improvement plan**
- **Fixed-fee quote**

### 2 Design

**ACTIVITIES**

- Storefront design
- Checkout journeys
- Catalogue structure

**DELIVERABLES**

- **Approved designs**

### 3 Build or migrate

**ACTIVITIES**

- Configuration and integrations
- Data migration
- End-to-end testing

**DELIVERABLES**

- **Tested store or portal**
- **Migration verification**

### 4 Launch and optimise

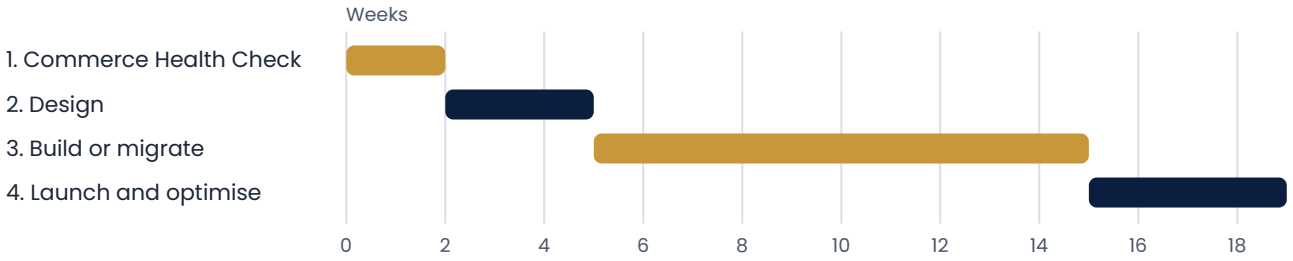
**ACTIVITIES**

- Go-live
- Performance review
- Team training

**DELIVERABLES**

- **Live channel**
- **30-day review report**

## INDICATIVE TIMELINE




Timelines are indicative and depend on scope. Because we size the team to your deadline, they can be shortened where earlier delivery is needed.

## WHO DOES WHAT

### DAWGEN GLOBAL

- Leads and manages the project
- Tests independently before go-live
- Designs, builds and integrates
- Trains your team after completion

### YOUR TEAM

- Names a sponsor and decision-maker
- Takes part in acceptance testing
- Gives access to people, data and systems
- Signs off each phase

WHERE IT CREATES VALUE

# Built for Caribbean sectors

### Retailers
Online stores connected to stock, with click-and-collect.

### Distributors
Trade portals for resellers with account pricing.

### Manufacturers
Direct-to-consumer stores and dealer warranty portals.

### Tourism operators
Tour and activity booking with online payment.

### Service businesses
Appointments and service bookings online.

### Specialty brands
Product configurators and premium storefronts.

IN PRACTICE

## Retail store migrations

**THE CHALLENGE**

Retailers had outgrown their e-commerce platforms but feared losing orders, customer accounts and history.

**WHAT WE DID**

Complete store migrations between leading e-commerce platforms, with data transferred by script and orders and customer accounts verified after cut-over.

**THE OUTCOME**

Customers logged in to the new store and found their history waiting.

## Manufacturer warranty portal

**THE CHALLENGE**

Dealers and customers registered products and claims by phone and paper.

**WHAT WE DID**

A multi-tier portal with separate access for administrators, resellers, dealers and customers, and multi-step registration and claim forms.

**THE OUTCOME**

A single, traceable record of every product and claim.

Engagement examples are anonymised to protect client confidentiality.

OUTCOMES AND GOVERNANCE

# Value you can measure, controls you can rely on

## OUTCOMES WE TRACK WITH YOU

- **Online share of revenue**
- **Conversion rate**
- **Order processing time**
- **Manual order entry removed**

## BUILT-IN CONTROLS



1. Payment integration tested end to end
2. Customer data protected under the Data Protection Act
3. Role-based access for trade users
4. Orders reconciled to accounting
5. Migration verified before go-live

## WHY DAWGEN GLOBAL

**Big firm capabilities, Caribbean understanding**
More than 24 years serving Caribbean business, across 35 territories, managed centrally from Dawgen Towers, Kingston.

**Controls an auditor would expect**
Every solution is designed with access, audit-trail and data-protection controls from the first day, not added after a review.

**We own delivery**
Dawgen Global owns the project through to completion, then trains your team so the solution is yours.

**Scope before fee**
We are process-driven: we agree the scope first, then fix the fee, and size the team to meet your deadline.

**One firm, many disciplines**
Tax, accounting, risk, legal and HR colleagues are on hand when a technology decision touches their field.

## QUESTIONS CLIENTS ASK

**Which platform should we use?**

It depends on your catalogue, trade pricing needs, payment options and in-house skills. The Health Check recommends the right fit.

**Can you move our store without losing data?**

Yes. Products, customers, orders and history are migrated and verified after cut-over.

**Can the store connect to our accounting system?**

Yes. Orders, payments and customers can flow automatically into your accounting and stock systems.

**Who sets up the payment gateway?**

Merchant account approval sits with you and your bank; we configure and test the integration.

START HERE

**2 weeks**

# Commerce Health Check

### WHAT IT COVERS

- Review of store, platform and integrations
- Checkout and conversion analysis
- Catalogue and content review
- Competitor comparison

### WHAT YOU RECEIVE

- A prioritised improvement plan
- The expected effect of each change
- A platform recommendation
- A fixed-fee quote

1 Contact us at info@dawgen.global

2 Book your Commerce Health Check

3 Receive a fixed-scope plan and quote

EMAIL info@dawgen.global WEB dawgen.global US 855-354-2447

Every engagement is scoped and priced through its engagement letter. Engagement examples are anonymised. Every territory has its own desk: write to territory@dawgen.com, or info@dawgen.global for Jamaica. Dawgen Global serves 35 territories across the Caribbean and the Americas from Dawgen Towers, 47-49 Trinidad Terrace, Kingston 5, Jamaica. Dawgen Global is an integrated multidisciplinary professional services firm and is not a member of any international network. As a multidisciplinary firm, Dawgen Global offers some regulated services; in each case the head of the regulated division holds the professional practice licence required in the relevant jurisdiction. Product and platform names, where used, belong to their owners. General information only, not professional advice. © 2026 Dawgen Global.