

Unlock Transformation. Prove ROI. Scale With Confidence

OneView's Free Trial program, combined with our platform's test-and-learn infrastructure, empowers retail leaders to approach digital transformation with measurable impact, reduced risk, and executive sponsorship. Gone are the days of requiring large-scale investments without clear outcomes upfront. OneView delivers a proof-of-value journey, equipping leaders to align stakeholder goals, secure executive alignment and accelerate innovation.

OneView's Free Trial:

- Demonstrates ROI early by testing solutions in real environments, giving executives confidence in outcomes.
- Generates actionable insights and performance metrics that validate the transformation roadmap.
- Engages stakeholders across IT, operations, finance, and store leadership through shared trial results and outcomes.
- Minimizes financial and operational risk by enabling incremental rollout rather than a significant upfront investment on waterfall delivery.
- Equips project sponsors with real-world success stories to advocate for broader transformation initiatives.

Executive support is essential to the success of any digital transformation project, serving as the catalyst that drives alignment, prioritization and sustained momentum across the organization. When senior leaders actively sponsor the initiative, it signals strategic importance, ensures access to necessary resources and fosters cross-functional collaboration. Their involvement helps break down silos, overcome resistance to change and maintain focus on business outcomes rather than just technology implementation. Ultimately, executive backing not only accelerates decision-making and removes roadblocks but also reinforces the organization's commitment to innovation and long-term growth.

Understanding the Value of Executive Team Alignment

The Chief Executive Officer (CEO) plays a critical role in incorporating the free trial into the company's broader strategic goals. By championing change and innovation, the CEO ensures the trial is positioned as a meaningful initiative rather than a siloed experiment. Their involvement helps align the trial's objectives with the long-term business vision, while also providing the visibility and cross-functional support needed to drive momentum and adoption across departments.

CEO: Strategic Clarity with Minimal Risk

- Enables transformation aligned with long-term vision, without committing massive resources upfront.
- Delivers real-world proof points, helping the CEO advocate for change with internal and external stakeholders
- Reduces risk by validating concepts in real environments before full investment

The Chief Information Officer (CIO) ensures that selected technologies integrate seamlessly with existing systems while supporting the organization's need for agility and innovation. By setting realistic architectural expectations, the CIO helps avoid costly missteps and aligns the project with the long-term IT strategy. They also play a key role in unlocking the right IT resources to support trial success and maintaining a strong focus on security and scalability from the outset. In return, the CIO gains a hands-on view of how well the new technology fits within the broader tech stack and gains meaningful input into the build-versus-buy decision—both of which are essential for shaping a scalable and future-ready IT roadmap.

CIO: Technical Feasibility With a Controlled Rollout

- · Allows IT teams to assess platform integration, scalability, and security in a live environment.
- Reduces the risk of large-scale disruptions by proving technical fit incrementally.
- Provides CIOs a framework for building a long-term digital architecture roadmap through validated and measurable phases.



The Chief Financial Offer (CFO) ensures that financial and operational ROI are clearly defined and measurable. They bring value by aligning key metrics to business outcomes, framing cost savings or revenue opportunities and evaluating trial KPIs such as speed to value. Their involvement ensures the project stays grounded in financial discipline and strategic relevance. In return, the CFO gains access to concrete data for ROI analysis and confidence that the initiative aligns with budgetary expectations—enabling smarter investment decisions and long-term fiscal accountability.

CFO: Immediate ROI Visibility and Cost Control

- · CFOs gain granular visibility into performance metrics and ROI from day one.
- · Incremental investment model preserves capital while unlocking phased budget approvals.
- Supports financial forecasting and justification of further transformation investment backed by concrete data.



The Chief Operating Officer oversees operational readiness and execution. Their focus is on how the solution will impact daily operations, streamline processes, and scale across the organization. By aligning trial outcomes with real-world workflows, identifying process changes, and addressing operational dependencies early, the COO helps ensure a smooth rollout and adoption of the new system. In return, they gain clear visibility into potential efficiencies and develop confidence in the solution's scalability and fit within the broader operational strategy.

COO: Operational Validation Without Full Disruption

- Allows for operational tests that prove efficiency gains, reduced complexity, or new capabilities.
- · Improves adoption from store and fulfillment teams by demonstrating benefits firsthand.
- Ability to align transformation goals with ground-level execution realities.



5

The Chief Technology Officer (CTO) closely evaluates the technical viability, flexibility, and long-term fit of the solution within the organization's technology ecosystem. Their expertise helps assess the platform's architecture, API readiness, performance, and user experience, ensuring it meets both current and future technical requirements. The CTO also provides critical insights into the development effort required for integration and scalability. In return, they gain firsthand experience with the technology, allowing them to validate its sustainability and determine how well it aligns with the company's engineering standards and innovation roadmap.

CTO: Gaining Financial Clarity and Confidence in Strategic Direction

- Early insight into cost drivers and potential savings allowing for more accurate forecasting and investment planning.
- Real-world data that supports evidence-based decisions on scaling or further investment.
- Alignment of financial goals with operational impact, ensuring the solution delivers measurable value across the organization.

Executive support is the cornerstone of a successful digital transformation—especially when anchored by a structured, low-risk free trial approach. When leaders across the C-suite actively sponsor and engage with the program, it elevates the initiative from an isolated test to a strategic priority. Their involvement ensures cross-functional alignment, accelerates decision-making and validates outcomes with real-world data. Executive champions build the momentum and credibility needed to scale innovation across the organization. With the backing of informed, committed leadership, your transformation journey becomes not just possible—but positioned for lasting success.