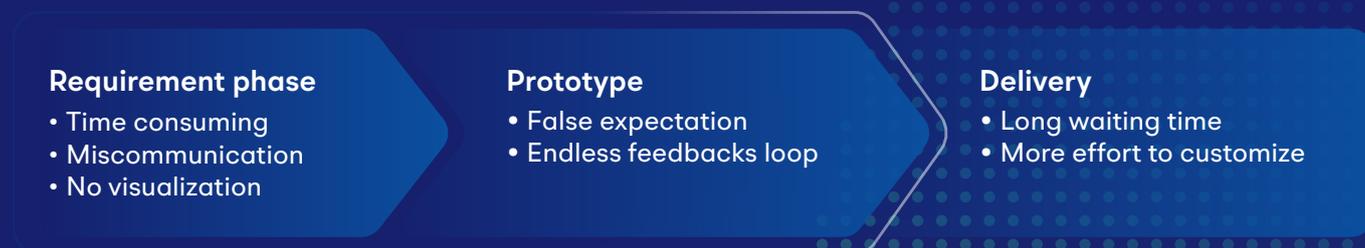![FPT logo]

ON.E

Our New Commerce Experience:
Designed by AI, Composed by You

Building an e-commerce website now as easy as shopping:
click-pick-try.

On.E enables you to visualize your business concept within a few straightforward steps. By integrating AI-driven recommendations and expert insights, it accelerates the development cycle and ensures the creation of an e-commerce store precisely aligned with your objectives. No surprises, no wasted resources—just a seamless and efficient launch.

Traditional Approach

Requirement phase
- Time consuming
- Miscommunication
- No visualization

Prototype
- False expectation
- Endless feedbacks loop

Delivery
- Long waiting time
- More effort to customize

With ON.E

Instant Prototype with interactive building
- Library of features to pick/drag/drop
- Instant visualization of website
- Live demo of prototype
- AI recommendation

Delivery
- Pre-built packages
- Plug & play
- Accelerated APIs

With FPT, we can help you:

01. **Launch High-quality websites**
E-commerce sites are backed by industry's best practices

02. **Make Smarter Investment**
with minimized time & expense

03. **Save Effort**
with AI-led communication & pre-built templates

04. **Cutting edge AI-powered solutions**
Automate Insights, Reduce Spend.

Journey

1. Idea Exploration
Capture business requirements accurately and effortlessly

2. Expert Guide
Enrich idea with templates & recommendations developed by industry experts

3. Interactive Building
Click-drag-drop from a curated list of features to customize and visualize your e-commerce store

4. Simulated Experience
Immerse in your hand-on protype to feel your customer's experience, ensuring features-vision alignment

5. Timeline & Budget
Generate timeline and instant quotation, eliminating concerns about hidden charges or unexpected budget increases

AI-Powered Guidance for Every Step

CX-Ray
Expose friction. Enhance experience.

- Autonomously assesses your application from the customer's perspective to uncover friction points, delays, and drop-offs.

- Pinpoints where value is lost and benchmarks performance against industry leaders to guide impactful improvements.

- Enables ongoing, measurable enhancement of user experience—driving higher engagement, satisfaction, and retention.

NLWeb
Build Your Store with Just a Few Words

- Lets users interact with your app using natural language, eliminating clicks and menu-hunting.

- Understands user intent to guide them directly to key features or value, boosting satisfaction and efficiency.

- Pre-built templates enable quick, personalized store experiences without the need for searching or setup complexity.

StyleMaestro
Your AI Stylist

- Creates trend-savvy, personalized outfits by learning from fashion sources and real-time social media trends.

- Shoppers can mix and match items and instantly preview looks on real models or avatars for a fun, immersive experience.

- Delivers styling that's current, personal, and effortless—keeping every wardrobe one step ahead.

What We Offer

Experts' Guidance
Powered by advanced AI technologies and industry knowledge, our solutions adapt to diverse business needs for smarter, more efficient outcomes.

Minimal Efforts
Pre-configured prototypes and conversational interfaces that simplify requirements gathering and reduce back-and-forth communication.

Accelerated Delivery
Ready-to-use code packages and APIs that accelerate development, delivering reliable and scalable solutions quickly.

Robust & High-quality Codes
All components on On.E were developed and tested beforehand to ensure optimal code qulaity and reliability.

Highlights

Reduced Development Expense
Up to 55%

Shorten Time to Market
Up to 40%

Reduced Assessment Overhead
99+%

Tailored Solution to
10+ *E-commerce Business Models*

FPT Software Company Limited

⌂ FPT Tower, No. 10 Pham Van Bach Street, Cau Giay Ward, Hanoi, Vietnam
☏ +84 (24) 3 768 9048
✉ info.one@fpt.com