Innovative Pop-Up Shop Raises Money for Cyclone Idai Relief

At the SAP Customer Experience LIVE event, attendees gained insights from some of the business world's leading minds and interacted with a range of pioneering technologies.

One pop-up shop added a new twist to the event—showcasing a powerful, new commerce platform, while also raising money for Cyclone Idai relief.

CyberSource merchant, Maui Jim, hosted the pop-up shop, which featured a collection of their signature sunglasses. For each pair sold, CyberSource donated $50, raising $4,100 in total.

The funds will go toward much needed recovery efforts in wake of the Cyclone Idai. In March 2019, the storm caused catastrophic damage in many countries in the Southern Africa region, resulting in hundreds of casualties and many more displaced from their homes.

In addition to getting great shades and supporting a good cause, attendees also got a firsthand look at Upscale Commerce, a new SaaS-based unified commerce platform offered by SAP.
SAP Upscale Commerce is perfect for pop-up shops because it can be deployed in 7-14 days. The product helps smaller divisions of large enterprise companies (including SAP Commerce Cloud customers) looking for a speedy deployment for a new brand, promotional ‘pop-up’ store or smaller market. CyberSource is Upscale’s preferred payment platform.