

SERVING THE MILITARY COMMUNITY

Building a Mobile Commerce Experience That Delivers

The Army & Air Force Exchange Service (the Exchange) provides authorized military shoppers with access to tax-free shopping and exclusive benefits through ShopMyExchange. As customer expectations increasingly shifted toward mobile, the Exchange needed to extend that experience beyond the traditional website—without creating a disconnected commerce channel.



THE PROBLEM

Bring the Exchange experience to mobile—without compromising the experience.

For the Exchange, launching a mobile app meant more than simply putting an existing website on a smaller screen.

The mobile experience needed to connect seamlessly with the Exchange's existing commercetools commerce platform and enterprise systems while supporting the capabilities customers expected: intuitive shopping, marketplace access, personalization and secure authentication.

The challenge was to create a scalable mobile commerce channel that felt like an integrated part of the Exchange ecosystem—not a standalone application.



THE LOGIXAL SOLUTION

One connected mobile experience, built around the customer.

Logixal developed the Mobile Exchange App (MEA) using a Flutter-based model and integrated it directly with the Exchange's commercetools platform and supporting enterprise systems.

Working across the commerce ecosystem, Logixal enabled:

- ✓ **A connected omnichannel experience** across mobile and the broader Exchange digital ecosystem
- ✓ **Marketplace integration** that expanded the shopping experience available through the app
- ✓ **Personalized experiences** designed to make interactions more relevant to individual shoppers
- ✓ **Secure authentication** to support the requirements of the Exchange customer community
- ✓ **Google Analytics 4 and analytics integration** to give the Exchange actionable insight into user behavior and application performance

The result was a modern mobile channel built on the Exchange's broader commerce foundation rather than another disconnected customer touchpoint.



THE RESULT

From mobile capability to measurable commerce.

The Mobile Exchange App quickly became more than an engagement tool. Within 6 months, it became a meaningful commerce channel for the Exchange.



100K+
APP DOWNLOADS



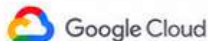
81K+
MOBILE ORDERS



\$39M+
REVENUE FROM
MOBILE TRANSACTIONS

By connecting mobile commerce directly to its broader digital ecosystem, the Exchange expanded how it serves its military community while creating a scalable foundation for continued digital growth.

TECHNOLOGY FOUNDATION



ABOUT LOGIXAL

Turning complex commerce challenges into connected customer experiences.
Partners in Excellence.