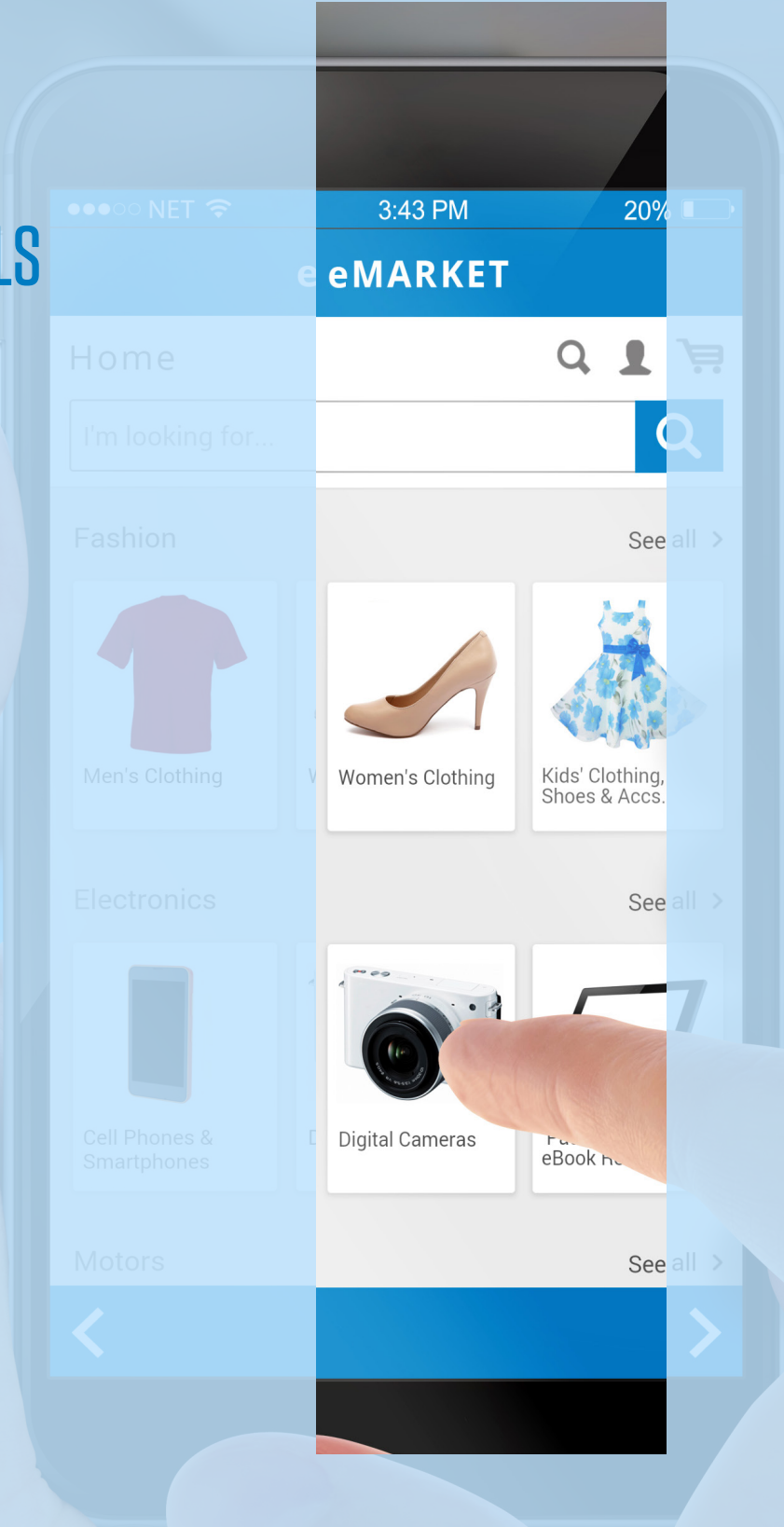


INFOSYS FAST
COMMERCE
SOLUTION
POWERED BY
COMMERCE TOOLS

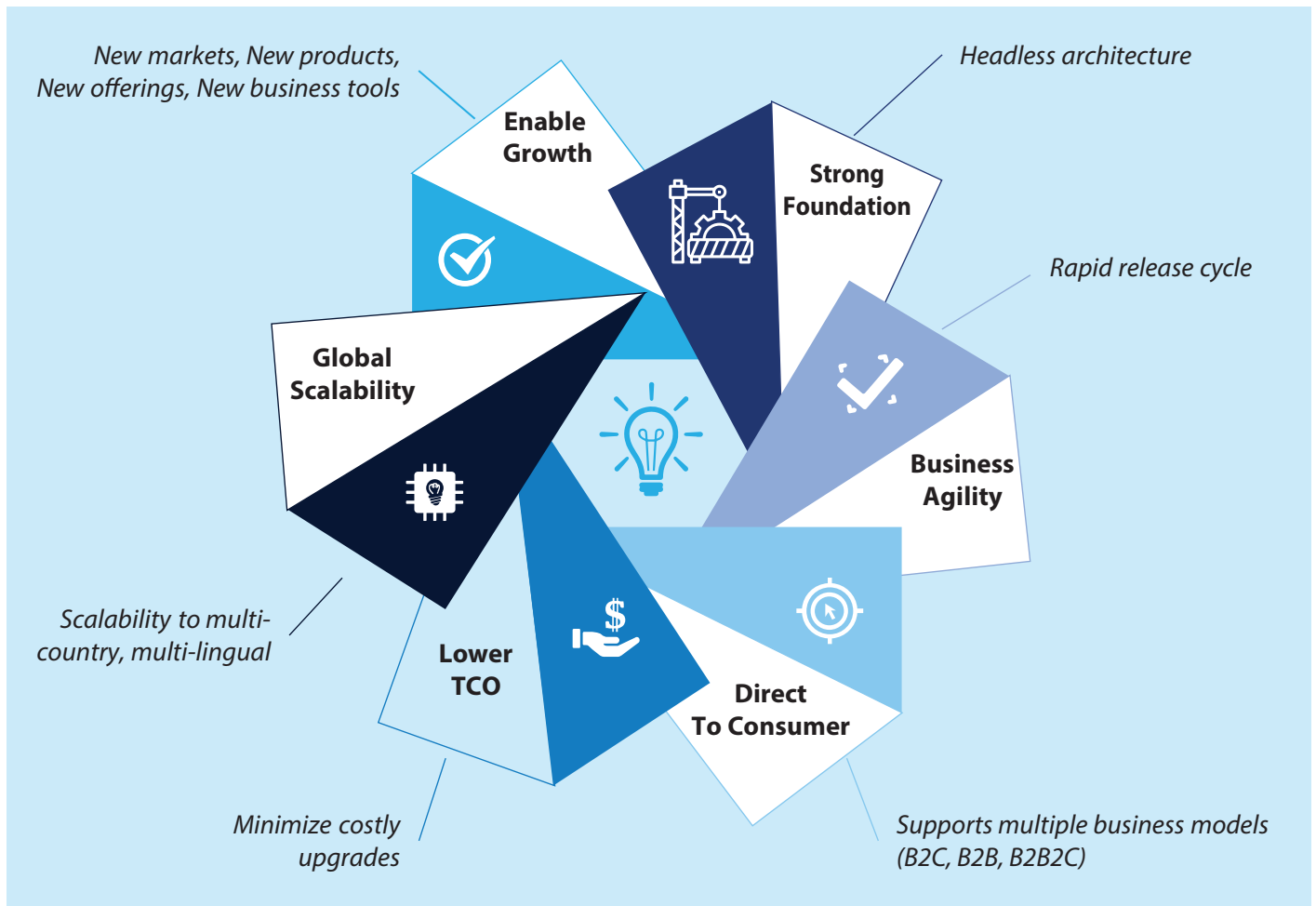


Brands and Retailers need to be able to grow their digital business at a time when customer journeys are increasingly fragmented with the proliferation of new digital touchpoints for customers and businesses alike. Rapidly evolving customer demands need platforms which enable rapid prototyping, and iterative cycles of creation of innovative services and features. Architectural decisions and technology choice of e-commerce platforms are thereby, driven by the ability

to deliver consistent customer experience, analyze data and derive actionable insights to businesses, and achieve faster time to market.




Today's businesses mandate commerce anywhere (seamless across all digital touchpoints), high scalability and faster time to market. Commerce solutions tailored for business models (B2C or B2B) can be accelerated for quick launches within weeks, not months, along with

greater flexibility and extensibility to significantly further the feature roadmap after the Minimum Viable Product (MVP) launch. The innovative and cloud native commercetools platform is a market leader in this space. Handshaking with commercetools cloud-based API solution, provides any futuristic commerce platform with modern microservice based architecture that can integrate seamlessly with a wide range of systems.










Infosys Fast Commerce Solution is a next-gen solution for B2C & B2B commerce business models powered by the innovative and cloud native commercetools. The solution enables our customers to provide hyper personalized experiences that are simple and intuitive to the end-users. Infosys Fast Commerce Solution assists our customers launch their online commerce channel(s) in 6 to 8 weeks' time with their brand embedded.

Fast commerce in action

Category	Sub-Category	Features	B2C	B2B
Customer Experience				
Decoupled Front-end 	Configurable experience	<ul style="list-style-type: none"> Decoupled front end based on React framework Rich library of templates and widgets Responsive and Accessibility compliant 	✓	✓
	Navigation	<ul style="list-style-type: none"> Flexible and complete shopping experience - Home page, category listing, product details, cart, checkout, and order capture 	✓	✓
Account Management				
Company 	Hierarchy Management	<ul style="list-style-type: none"> Hierarchical organization structure Setup contracts, addresses with options of auto-inheritance of data and processes by subsidiary organizations 		✓
	Customer Management	<ul style="list-style-type: none"> Manage customer information: signups, orders, customer groups Customer address book management Review order history 	✓	✓
Merchandising				
Product Information Management (PIM) 	Product Import	<ul style="list-style-type: none"> Import product catalog from an external data source Facilitates easy integration with disparate data sources Product enrichment capabilities 	✓	✓
	Products, product types and attributes	<ul style="list-style-type: none"> Customizable product types and attributes Flexible data types: localizable text information, lists, predefined dropdowns, numbers, dates, time, money in any currency and more Multiple languages / locales Scalable to millions of products and large number of attributes 	✓	✓
	Product variants and options	<ul style="list-style-type: none"> Basic variations from sizes and colors to complex configurations across many attributes and dependencies Unrestricted list of data types 	✓	✓
	Categories	<ul style="list-style-type: none"> Any number of categories, category levels and product-to-category relations Search and filter categories 	✓	✓
	Catalog	<ul style="list-style-type: none"> Setup customer-based catalog that can be inherited and overridden for individual customer needs 		✓
	Digital Assets	<ul style="list-style-type: none"> Maintain high-resolution images and views of products Image management for product variants 	✓	✓
	Inventory Management	<ul style="list-style-type: none"> Multiple inventories, e.g. multiple warehouses, local or backorder channels Price and inventory information for all retail channels Ability to integrate 3rd party ERP systems 	✓	✓
	Pricing	<ul style="list-style-type: none"> Product variant prices per currency, country, distribution channel, customer group, or time frame Tiered pricing Unlimited currencies and country-specific pricing 	✓	✓
	Pricelist	<ul style="list-style-type: none"> Setup customer-based pricelists that can be inherited and overridden for individual customer needs 		✓

Checkout Journeys

Quote, Carts and Orders 	Quote Approval Workflow	<ul style="list-style-type: none"> Quote requisition by customer Quotation and approval processes for sellers quote to order conversion by customer 		✓
	Carts	<ul style="list-style-type: none"> Calculate price based either on address, tax settings, discount rules, shipping costs, user groups in real-time Multiple carts per customer 	✓	✓
	Orders	<ul style="list-style-type: none"> Synchronize all orders with multiple backend systems Line item level delivery and inventory channel routing Returns management Guest purchases 	✓	✓
	Order Approvals	<ul style="list-style-type: none"> Ability to set budgets for buyer in customer organization Auto trigger order approval for orders that are beyond buyer budget 		✓
	Taxes	<ul style="list-style-type: none"> Support for all international tax requirements Tax settings based on the product, location and customer Connections to external tax calculation services Item-based taxation 	✓	✓
	Shipping 	Shipping	<ul style="list-style-type: none"> Multiple shipping rules and integrations Fixed pricing and automatic shipping cost calculation Tracking codes 	✓
Integrations				
Promotions 	Promotions	<ul style="list-style-type: none"> Facilitates easy integration with any external promotion engine Ready-made adaptor for Qixol available as an accelerator 	✓	✓
Payments 	Payments	<ul style="list-style-type: none"> Credit cards, debit cards, direct payments, offline payments Connect to 3rd party payment gateways and services Refund payments, document chargebacks and cancellations Perform split payment between the payment methods in the order based on business rules 	✓	✓

Admin Console and Dashboards				
Merchant Center 	Sales Dashboard	<ul style="list-style-type: none"> • Overview of all sales made during the past day, week and month • Average order value for your store • View top 5 products that bring in the most revenue • See how many new customers and carts are created 	✓	✓
	Order Admin Console	<ul style="list-style-type: none"> • Detailed overview of the order total, taxes, and discounts applied • Customer service interface: create carts and orders in the backend • Enhance order history service to consider order modifications, returns and cancellations 	✓	✓
	Merchandising Admin Console	<ul style="list-style-type: none"> • Overview of all product discounts that are active in your stores • Create targeted discounts for specific products, channels, countries, and customer groups • Discount codes: free shipping, customer-specific, rule-based promotions • Image management for product variants 	✓	✓
	Store and Channel Management	<ul style="list-style-type: none"> • Create new channels (e.g. stores) on-the-fly • Maintain different locales, currencies and tax settings to support cross-border business • Define complex shipping logic 	✓	✓
Operationalize and Hosting				
Chatbot 	Auto assistance	<ul style="list-style-type: none"> • Quick assistance on queries and services 	✓	✓
Cloud-Hosting 	Cloud-native platform deployment and high availability	<ul style="list-style-type: none"> • Multi-tenant platform • Continuous delivery and fast response times (<100ms average) • High-available cloud infrastructure • 24x7x365 monitoring with public status page 	✓	✓



Set your commerce apart

Solution Benefits

- B2C and B2B Commerce
- Faster TTM
- Internalization and Localization
- Enhanced User experience and loyalty
- Headless Architecture

Industries

- Communication
- Media
- Entertainment
- Retail
- CPG
- Manufacturing
- Chemicals
- Life-Sciences & Health Care



For more information, contact askus@infosys.com



© 2021 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.