

Infosys CommerceEdge – eCommerce Platform

Digital consumers not only demand a seamless and personalized shopping experience across channels, but they also want a dialog with the company that makes the products they buy. Clearly, traditional eCommerce systems cannot meet the requirements of a multi-channel marketplace where user-generated content, user personalization, and targeted promotions drive purchase decisions.

eCommerce today plays a pivotal place in actioning and delivering corporate strategy. To be effective, it needs to be up-to-date, robust and capable of integrating with various systems – order fulfillment, product catalog, pricing, and ERP – irrespective of whether they are disparate or legacy. Integration is critical to ensuring customer delight by providing a unified view and uniform experience to the consumer.

Infosys' CommerceEdge eCommerce platform enables a superior customer experience across channels while lowering customer engagement costs. The platform is built on Oracle ATG Web Commerce software and is available in the enterprise SaaS model. It delivers on its promise through industry-specific applications that allow enterprises to:

- Drive multi-channel and cross-channel sales
- Offer superior, relevant and personalized customer experience across channels
- Provide robust merchandizing support
- Deliver a comprehensive digital consumer experience by integrating with social media marketing and customer care platforms

Infosys CommerceEdge and TIBCO

Infosys CommerceEdge leverages the TIBCO suite of products that not only integrates with the enterprise in-house legacy applications for order fulfillment and product catalogs but also with third-party services.



Business Benefits

Maximize revenues



With Infosys eCommerce platform, enterprises can attract a greater number of buyers through social media marketing and search engine optimization. They can also leverage the platform to:

- Increase conversion rates through personalization, content targeting and search merchandizing
- Enhance the average order size through presentation of targeted, timely and personally relevant cross-sell offers

Lower costs



CommerceEdge's subscription-based pricing model includes all ongoing operational, support and maintenance services, eliminating the need for budget-draining capital expenditure on hardware, software and infrastructure.

Derive significant cost benefits through:

- Minimizing engagement of technical assistance for changes by business users
- Obviating the need for capital investments by leveraging the SaaS model
- Leveraging a single architecture to manage multiple-country catalogs
- Capitalizing on customer self-service and peer-customer support

Build superior customer loyalty



Enterprises can utilize Infosys CommerceEdge to manage and integrate disparate channels and customer touch points, enabling them to enhance the purchase experience and satisfy customers. They can also improve customer engagement and stickiness by leveraging robust customer analytics to create:

- Personalized shopping experiences
- Segmentation-based targeted content and offers

CommerceEdge eCommerce Platform Success Story

Client

Leading UK-based electronics retailer offering mobiles phones, computer devices and accessories

Solution Provided

A global eCommerce solution based on Infosys CommerceEdge enabling seamless integration with various external systems and using the TIBCO suite for order fulfillment and product upload

Benefits

- Business users can effectively administer eCommerce assets and configure promotions based on sales and customer demographics to improve business
- Unified consumer experience across all channels and countries

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