



Life Technologies improves e-commerce infrastructure with the help of Infosys

Life Technologies is a global biotechnology tools company that provides products and services to scientists engaged in biological research, drug discovery & development and the commercial production of bio-molecules. With a presence in more than 100 countries, Life Technologies was formed as the result of the merger between Invitrogen Corporation and Applied Biosystems Inc. The company enjoyed sales of US\$3 billion in 2008, currently employs around 9500 people and possesses a rapidly growing intellectual property estate of over 3600 patents and exclusive licences that help accelerate biotechnology research.

Life Technologies engaged Infosys to help implement a comprehensive e-commerce solution based on the Comergent (now Sterling Commerce Multi-Channel Selling Suite) platform to replace its legacy eCommerce infrastructure. The new e-commerce solution, implemented on best-of-breed practices, incorporates 'Voice of the Customer' process to enhance customer experience and satisfaction. This was achieved by improving the online buying process and making the merchandising channel more effective. The solution is also realising cost savings for Life Technologies by reducing call centre costs through the introduction of user-friendly online customer self-service features.

Agile, scalable and adaptable

Life Technologies realised that the key to driving growth was responding to the 'Voice of the Customer' for the development of an agile, scalable and adaptable system. The principal business objectives were:

Find

- To ensure online customers could find required products more easily.
- Offer a simpler way for customers to find the correct configuration for more complex Life Science products.

Decide

- To provide appropriate content for customers

to make instant purchasing decisions.

- Offer all relevant pricing information – including shipping and handling – upfront to help customers understand all costs and make purchasing decisions easier.

Buy

- To facilitate a simple, interactive buying process.
- Enable customers to view up-sell and cross-sell options.
- Better ensure on-time shipping of orders.
- Be able to convert phone, fax and email orders and provide a seamless buying experience across all communication channels.

The system was also required to provide customers with the means to look up transaction history and track order status, and also offer a channel where they could share their ordering experiences.

'4-D' implementation methodology

Life Technologies partnered with Infosys to implement such a feature-rich, end-to-end e-commerce solution. The programme encompassed a '4-D' implementation methodology process comprising:

Discover

Requirement analysis, fit gap analysis and business process re-engineering.

Design

Functional design, technical design.

Develop

Build, configuration and unit tests.

Deploy

System and integration testing, deployment, cut over and support.

Best-of-breed solution

Infosys collaborated with Life Sciences to implement the Sterling Multi-Channel Selling-based e-commerce solution to provide best-of-breed features to customers and the ability to scale quickly. Customer can now more easily access all the required information in order to make informed purchasing decisions. The system provides enhanced shopping

cart features and streamlined checkout; for example, a roll-down mini shipping cart. It segregates customer profiles and captures key gate-keeper information. The system also offers targeted pricing, messaging and controlled ordering based on customer segmentation. The best-of-breed features of the e-commerce solution also ensure Life Technologies can more easily add future enhancements to the e-commerce package as and when required.



Enhanced customer experience

The newly deployed e-commerce solution not only helps customers choose their required products quicker and more conveniently, it also helps them to customise their required products if required. Additionally, it offers real-time product availability information and allows accurate and effective tracking of orders. In addition, it maintains multiple sales channels: web, call centre and B2B procurement market places such as Ariba and SciQuest. And, for Life Technologies, the new e-commerce solution improves operational efficiency; such as lowering customer support costs due to the system's enhanced customer self-service features. It also allows Life Technologies to better track customer behavioural patterns through improved web analytics, provide a platform to build customer loyalty and sustain industry-recognised leadership. ●