

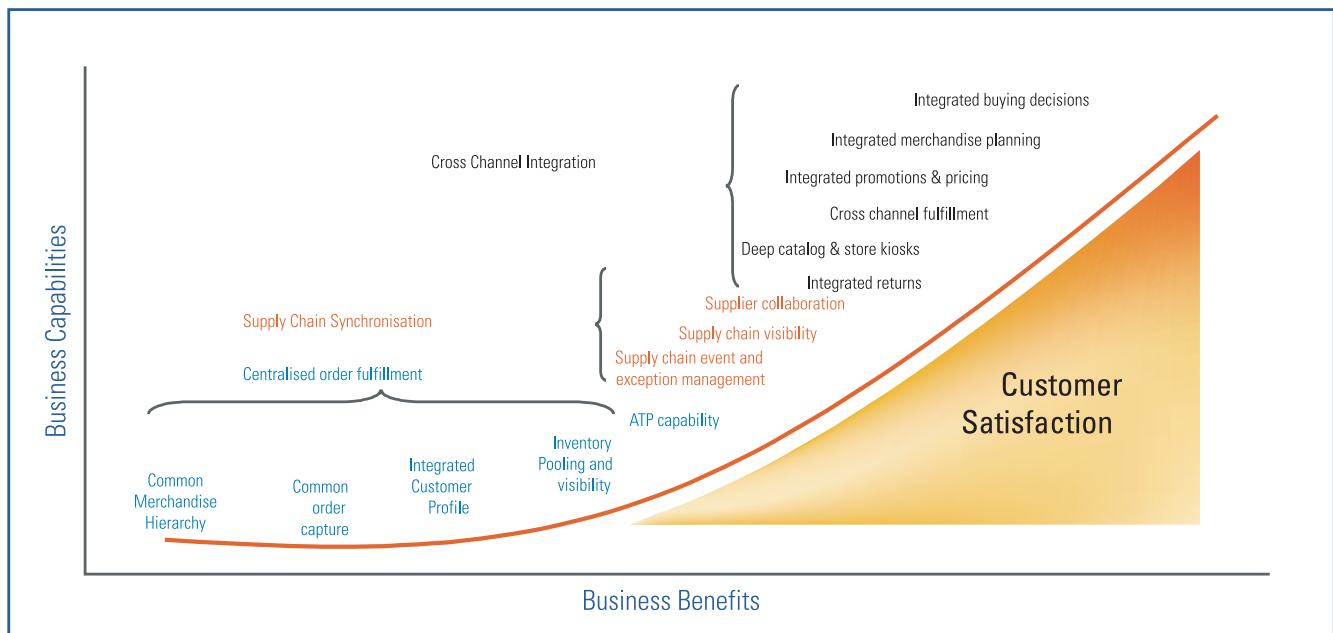
MCC - Multi-Channel Commerce

Retailers are increasingly leveraging their presence across channels (catalog, web, stores and kiosks) to increase their share of the customer's wallet and expand their reach across customer segments. Quite a few retail chains today generate a significant portion of their sales on the web. Although the web business was spun off by retailers in the mid 90's as a separate business entity, there is a growing trend towards bringing back the internet business under a single enterprise umbrella to leverage synergies of scale and branding consistency. Recent studies of consumer shopping behavior are proving the fact that multi channel shoppers represent a significantly higher value and frequency of purchase than uni / bi channel shoppers.

MCC Business Capability Roadmap

A seamlessly integrated enterprise lays the foundation for implementing cross-channel integration. This can be achieved through centralised order fulfillment via consolidation of business services and supply chain synchronisation across channels. Implementing multi-channel retailing requires a holistic approach - integrating infrastructure, process and people to provide tangible business benefits like

- Higher returns on merchandise, supply chain and technology investments
- Improved shopping experience (increased - conversion rates, basket size, store visits)
- Synchronised operations (intelligent fulfillment, improved order fill rates, stock out reductions)
- Optimised supply chain (single view of inventory, increased inventory turns, reduced shipping costs)

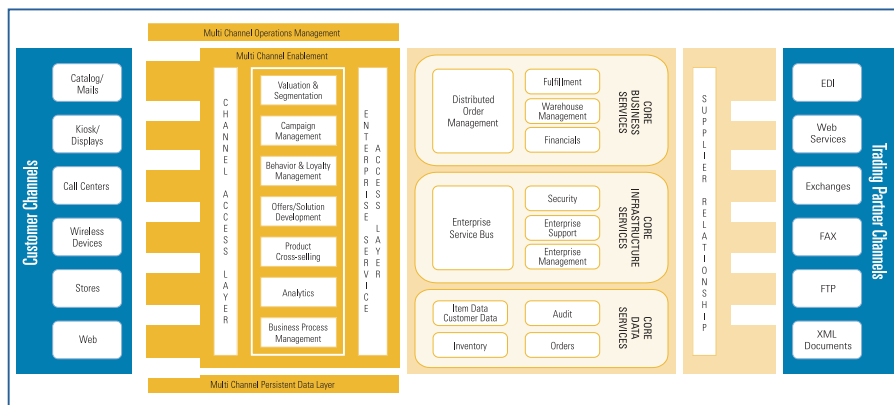


Infosys' MCC expertise in action

- For a leading premium apparel and specialty goods retailer, Infosys has implemented multi-channel retailing solution to leverage inventory across channels to fulfill customer orders seamlessly.
- Infosys has partnered with a large foodservice distributor to deploy a solution that enables deep procurement, customer order management, and scheduling and fulfillment capabilities with an end state objective of presenting a single face to the customer.

Solution Overview

The componentised solution helps retailers acquire effective multi channel retailing capabilities and gain the benefits of leveraging cross channel efficiencies one step at a time, realising ongoing benefits. Accelerators and frameworks complement a rapid implementation toolkit to drastically reduce the implementation time at a lower cost.



Infosys' SCM Practice

Supply Chain Management practice provides supply chain execution solutions to the industry's leading firms enabling them to become more competitive. We provide services that include business process conceptualization, process engineering, package selection and implementation. These services are enabled with robust project management tools and world class methodologies while maintaining consistent and superior quality. This is augmented via our 600+ Supply Chain Management Practitioners (SCMP) who rally for supply chain initiatives helping you realize cost savings and generating greater value across execution side.

When combined with our MCC offering, the following services can help your enterprise realise greater competitive benefits.

Business Consulting

Provides you with strategic differentiation and operational superiority, assessments, proprietary industry analyses & projects structured around beating the competition.

Business Process Outsourcing

We offer business process outsourcing solutions to our global clients by leveraging process, domain and people management expertise. At Progeon, we have built our organisation around managing risk for our clients through a scalable, cost-effective and predictable delivery platform.

Technology Consulting

We work with you to architect, develop and implement solutions that help you leverage technology to enable business strategy. Our solutions help you make your IT more effective and better aligned to your business.

Enterprise Solutions

Our Enterprise Solutions help you automate your value chain using off-the-shelf packages. Our solutions span ERP, CRM, SCM and EAI. They help you to mitigate your risks, achieve faster returns and lower TCO.

Infosys® | Building **Tomorrow's** Enterprise

About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit www.infosys.com.

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