CASE STUDY

DIGITAL EXPERIENCE

Large Agri Business Group & Infosys:
Setting up a True Digital Platform for Future

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Problem Statement:

Client is one of the leading food and agri-business companies in the world.

Client was looking for a B2B eCommerce solution to address below requirements from their supply chain (an earlier attempt by another IT partner had failed):

- Small-to-medium sized customers had the requirement for a system to place on-demand orders
- Large customers who placed orders via contracts, required a system to view order status and credit limit
- Real-time visibility of order status, shipment status and available Inventory levels for customers
- Reduce Customer Service effort and costs who were burdened with customer calls to provide order status updates

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Solution Highlights:

1. Infosys started the engagement with a three-week Digital Strategy workshop to prioritize and plan the B2B eCommerce solution roadmap across client's business divisions. Platform selection was also carried out
2. Infosys began implementation with an MVP stand-alone Magento site hosted on client's Azure Cloud for a set of pilot customers. This was implemented in a mere two months
3. Post addressing initial feedback, Infosys moved on to implement a full-fledged eCommerce solution for one Business Division over the next six months. This included real-time integration with backend SAP ERP system via LogicApps middleware
4. Infosys was the owner for end-to-end implementation including User Experience, Magento eCommerce, Azure Cloud hosting, LogicApps integration, SAP ERP, testing and implementation
5. Infosys then moved full-steam to expand this solution across client's other business divisions in multiple geographies via multi-site architecture (common eCommerce business logic with separate online stores by business division) over the next 10 months
6. This architecture ensured easy maintainability of solution and standardization of business processes. It also ensured that the brand-specific user experience related themes were retained.
7. Backend integration with respective ERP systems by business-division and relevant third-party integrations was also completed within this timeframe
8. The overall program was thus completed and implemented for three business divisions across three continents in a span of 18 months

Solution Highlights:

Our Digital eCommerce solution was designed to build a unified end-to-end eCommerce platform while delivering enhanced customer engagement based on real-time data.

Business results:

- 18% YOY increase in sales of agri-business among small-and-medium customers
- 30% reduction in customer service costs
- Adoption among customers from 15+ marketplaces in US region alone
- Improved customer satisfaction by addressing needs for online order-placement channel and real-time visibility of order status, credit limit and inventory levels

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Unique aspects of this collaboration:

- Provided a scalable eCommerce platform that can extend multiple stores across business divisions and leverage the online order placement business model
- Continuous integration and deployment achieved through DevOps automation of build and deployment process for catering multi-partner scenario
- Standardized the implementation of digital platform, including creation and leveraging of reusable components, resulting in reduced cost and increased speed of delivery
- Quick turnaround in the ecommerce site Roadmap, MVP, design and development
- Digital capabilities like personalization, analytics made easy through extension of digital components across the all the sites

For more information, contact askus@infosys.com

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