

OMNI-CHANNEL AS A HOSTED SERVICE “INFOSYS OMNI-ORDER MANAGEMENT PLATFORM” LAUNCHED

Prebuilt capabilities to help retailers with speed-to-market and best-in-class business transformation

Omni-channel is both an opportunity and threat

With declining growth in traditional brick and mortar stores, retailers have responded by adding multiple sales channels including eCommerce and customer care centers, leading to increased revenues. However, customers are increasingly disgruntled with the differentiated

experience they receive at each of these channels. In fact, a prominent survey shows that 55% of shoppers expect a unified experience irrespective of how they interact with the organization.

Omni-channel retailing provides retailers with opportunities to improve their relevancy with their shoppers but presents a real challenge if retailers don't get their

strategy right. Using Infosys Omni-Order Management Platform, retailers have the potential to not only achieve omni-channel retailing but also lower fulfillment costs, salvage potential losses in sales, as well as provide greater customer convenience at the same time.



Omni-channel is NOT capital intensive

Several clients see the cost to operate their omni-channel as prohibitive and difficult to fathom. However, Infosys Omni-Order Management Platform helps convert CAPEX investment required for omni-channel retailing into OPEX, with flexible periodic payment terms and limited or no upfront costs. Your benefits start

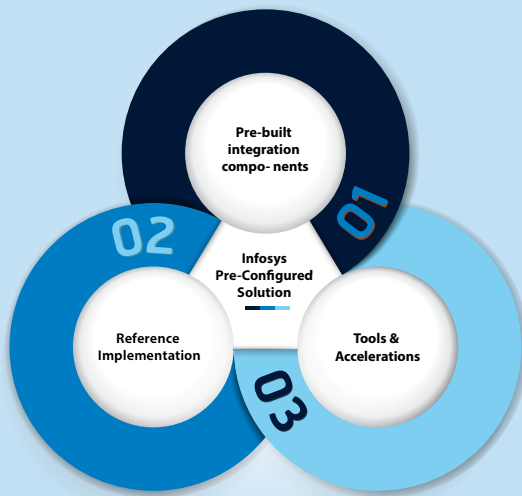
immediately with the implementation, giving you a better handle on your ROI and cost/benefits. Infosys Omni-Order Management Platform removes your risks and provides you with the important benefit of faster time-to-fulfill your shoppers omni-channel expectations.

Omni-channel projects assurances:

Infosys Omni-Order Management Platform comes with tools, accelerators and proven time-to-market advantages. You are assured:

- 70% faster requirements gathering
- 30% improvements in design and build phases
- 40% reduction in testing and
- 35% reduction in deployment efforts

Infosys Omni-Order Management Platform is built on industry-leading OMS platform (IBM Sterling Commerce) and includes Infosys pre-built functionalities, and integration components along with tools and accelerators



| | |
|--|---------------------------------------|
| | Unified view of demand and supply |
| | Buy Anywhere |
| | Fulfill from Anywhere |
| | Return Anywhere |
| | Reporting |
| | Enabling store fulfillment |
| | Call center application |
| | Mobile app for store order fulfilment |

Retailer's Business Transformation, Assured

Infosys Omni-Order Management Platform helps provide consistent brand and shopping experience to shoppers irrespective of where, how, or when they shop. In simple terms, it provides your organization the omni-channel technology

to sell products through your own, as well as 3rd party channels (web, mobile, store, call-centers, market place, micro sites, fresh off the runway, and social media).

On the fulfillment side, **Infosys Omni-Order Management Platform** allows you

to leverage inventory that resides anywhere in your supply chain (own Warehouse, Stores, Drop Ship, Suppliers, or with 3PL) while providing a single view of shoppers' order history to increase sales through targeted promotions, also avoiding stock-outs.

Retailer's Business Transformation, Assured

| Order Capture | Order Types | Order Fulfillment | Returns | Integrations | Rich Assortment |
|---|---|--------------------------------------|---------------------------------|--|-----------------|
| Integration with any online order capture Application | Sales Order, Pre-Orders, Work Orders, Custom Orders, Purchase Order | Shipment from any Fulfillment center | Online Returns, Return at Store | CyberSource, Metapack, Accertify, RED, Avalara, Hybris, WCS, SVS, Sabrix, Taxware, Vertex, QAS | Endless Aisle |

Infosys Cobalt is a set of services, solutions and platforms for enterprises to accelerate their cloud journey. It offers over 14,000 cloud assets, over 200 industry cloud solution blueprints and a thriving community of cloud business and technology practitioners to drive increased business value. With Infosys Cobalt, regulatory and security compliance, along with technical and financial governance comes baked into every solution delivered.

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