

**BEST  
STORIES  
FOR DIGITAL  
IN RETAIL &  
CPG**





## Primary Online Partner of Large American MNC Retailer

- 7 different brands / online stores onto a single scalable platform
- Faster time-to-market through an accelerated development model (24 releases / year)
- 30% online business growth



## Omni-channel Enablement Using Sterling OMS for Upscale North American Retailer

- 8-10% increase in same store sales, 12% increase in inventory turns, and 39% increase in online sales
- Single view of inventory across channels
- “Buy Anywhere, Pick up Anywhere, Return Anywhere” vision through omni-channel enablement



## Robust and Agile Middleware Platform for Leading Global Consumer Goods Giant

- 100% availability of the Central Technology Nervous Center (Middleware platform)
- Seven middleware partners consolidated to one
- Reduced spending on middleware by more than 40%, achieved by centralizing the services on global level



## Integration Governance Engagement for Consumer Goods MNC across core business functions such as Supply Chain, Procurement, and Master Data

- Orchestrated 18 million + messages per month
- Higher customer satisfaction and reduced time-to-market
- Lower TCO through manpower reduction enabled by higher efficiency



## Global Digital marketing Ecosystem Definition to engage with Third-Party and Creative Agencies for Cosmetics Retailer

- Infosys implemented client's flagship brand on the central digital marketing platform
- Provided client with three packaged options- gold, silver, and custom package to give additional flexibility
- Ecosystem definition to engage with third-party and creative agencies(refer the diagram)
- Product data migration, user profile migration, and asset migration to enterprise digital asset management



## Sales-Force Solution for a Leading Multinational Grocery and Merchandise Retailer

- Transformed to next-gen customer service
- Single customer portal solution
- Manages catalog, pricing, order generation and tracking, order splitting, and forecasting



## Warehouse Management System Implementation and Rollout for a Leading US Retailer

- Implemented Manhattan WMS and transformed 136 stores in the US into mini distribution centers
- Reduced shipping expenses for Standard and Express services
- Reduced “Out of Stock” scenarios and minimized markdown risks
- Reduced delivery transit time to 1-2 days (from 3-5 days)
- Enabled same-day shipping option in key markets (10 mile radius)



## Global Digital Marketing platform implementation and streamlined processes for Creative Agency interaction across Different Geographies for a British Multinational Alcoholic Beverages Company

- Over 85 digital agencies launching campaigns on platforms in North America, Latin America, Europe, APAC, and Africa
- Over 240 sites have consolidated onto the Infosys Digital Marketing Platform with over 400K consumers registered
- Increased asset reusability. Decreased time-to-market from 19 weeks to 9 weeks
- 100% asset legal compliant rate



## E-commerce Best Practice implementation for B2B Division of Leading Non-Food Retailer in the UK

- Reduced cost and time-to-market for changes and/or provisioning new client by implementing out-of-the-box commerce solution
- Improved user interface resulted in better online customer experience
- Decreased maintenance and administrative cost by consolidating two disjointed solutions
- Consolidated the disjointed solutions for “providing loyalty service ” and “providing procurement service ” into one



## Enriched Shopping Experience for a Large Office Stationery Retailer in the US

- Redesigned the browse path thus making it easier for the customers to find the products they are looking for
- Designed to create a seamless shopping experience for customers across all channels, whether it be in a client store, kiosk, or online via client.com
- Increased the revenue generated from the online store and made it easier to shop
- Positioned client.com as a “best of breed” e-commerce web site

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## About Infosys Digital

Infosys Digital helps enterprises redefine consumer experiences, renew and amplify their technology core, and ensure unified orchestration and management across the digital ecosystem.

To learn more please visit [www.infosys.com/digital](http://www.infosys.com/digital)

 #InfosysDigital

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