

INFOSYS ADVANCED PRODUCT CATALOG

Customers and internal employees of an enterprise often face challenges in searching and finding information on products and offerings. Enterprises with a comprehensive suite of product offerings may very often come across key questions like:

- How often do you get feedback from your customers related to their frustrating experience on searching for the right product information?
- Do you think it takes a lot of time, effort and cost to maintain the product listing updated on the website or on the front end applications used by internal users?
- Are your sales and service staff looking for a tool that can make their access to product information quick, easy and seamless while creating an opportunity or a sales order or a service agreement?



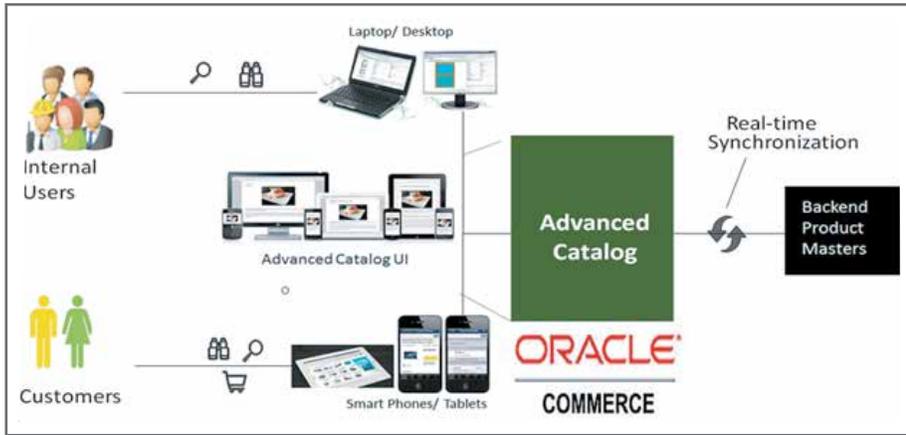
Product catalogue management is all about having structured and consistent product information accessible to the users in the form of electronic catalogs. A comprehensive catalog is essential for sales teams, channel partners and customers to enable access to product/service offerings, compare products, view product details etc. With internet becoming ubiquitous, customers prefer doing online product research before making their purchase decisions. Hence, a seamless way to find the required product and related information is very critical to any purchase process.

Enterprises typically operate with multiple business units, each with a large portfolio of products often maintained across multiple product masters. Some of the products can be complex and have multiple variants and options. A positive experience of easy product information access can go a long way for brand/enterprise. In view of this, there is an increasing need for enterprises to have comprehensive product catalog, which can provide single view of products across portfolios, catering to all consumers of product information. Infosys has arrived at a solution for product catalog to bridge this need gap.

Solution Offerings

Infosys' Advanced Product Catalog solution is simple, intuitive and scalable. The catalog allows guided navigation based on interactive filtering of product attributes and provides search tools required by users for a seamless search experience. The product catalog has the most recent updates available, by virtue of real time synchronization with the backend product masters and provides a single view of products across product portfolios.

This solution enables enterprises to provide product information access to the users, via internet. The solution also provides the ability to identify products from the catalog through internet search engines, increasing products views, thus generating more opportunities. The same solution deployed can also be leveraged upon by the internal functions/users: sales, service and channel partners. This will make teams more effective in all aspects touching product information. The solution is based on the industry leading product, Oracle Commerce, and uses batch integration with the backend application. The UI can be easily integrated with the corporate web site and the enterprise applications along with the intranet.



Solution Advantages

Solution

- Scalable solution built on Oracle Commerce' Catalog Management
- Enterprises can leverage this out of box offering which helps in a faster deployment with minimum efforts and lead time
- Real time synchronization with backend product master/s systems

Accessibility across channels

- Accessible through web or mobile interface, offering seamless and rich user experience

Guided navigation

- Simple and intuitive UI displaying product information in unified format across devices
- Contextual information presentation based on search and navigation actions of the users

Advanced search capabilities

- Search query auto correction, takes care of misspelt words and thereby helps in narrowing down relevant results
- Search Engine Optimization (SEO) for prioritizing listing, based on keywords

Key Features

- This solution offers enterprises one common view of the product catalog, providing access to the product by narrowing down the search results, making use of appropriate modular filter criteria
- Ability to present contextually relevant information to users, thereby assisting them to find out recommended deals or related products for products matching with their search criteria
- The option of search query autocorrect rectifies queries with misspelt words and returns relevant results
- Search engine optimization (SEO) allows your enterprise site to be ranked higher than competitors in response to a search query entered in search engines like Google, Yahoo or Bing. This further helps generate more clicks and hence provides better visibility to your product catalogues
- It offers a seamless access and rich user experience across devices, enabling business-on-the-go for web and mobile users

Why Infosys

- Strong domain knowledge in CX with specific vertical focus
- Comprehensive product knowledge for complete spectrum of CX products
- Go to market and solution co-development partnership with Oracle within the manufacturing vertical
- End to end service offerings from business consulting to system integration services and BPO services
- Implementation accelerators, a comprehensive library of pre-built use cases covering CX business processes
- Innovative solutions built on Oracle CX technology stack while leveraging Infosys IP components

For more information, contact askus@infosys.com

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