



**THE THREE S's - STABILITY, SPEED
AND SECURITY TO INCREASE YOUR
ONLINE SALES**



The three Primary focus areas of any Retailer for their Ecommerce Website are 3 S's – Stability, Speed and Security. Lack of these would provide a clunky browsing experience to the Customer and thereby reduce visits to the website.

A deep-dive into these attributes would reveal they are closely dependent on the Retailer's Systems and platforms.



Stability

Target Demographics of the Retailer's website are the teens and tweens who shop for trendy and low cost items. In this case, visitor retention is of paramount importance. Lack of a robust and scalable technology Platform, Poor Inventory Visibility, Payment, Shipping and Fulfillment issues result in visitor drop outs. Users expect a stable site which can handle high traffic, and which is easily scalable with no (or little) downtime.



Speed

Users expect a fast performing, responsive website that can seamlessly render across all kinds of devices. In this case, Time to Interactive (TTI) - the point at which a user can interact with page and the user perception's is that the page is "Ready to use" - is a key metric. Additionally, users were known to maintain a "heavy cart" which could have adverse performance implications on the site. A fast performing website will ensure that users who browse the site, convert their visits into actual orders and increase their engagement on the website.



Security

From a retailer's point of view, the ecommerce website should be secure and PCI compliant. The website should be safe from any form of intrusive attacks that may compromise user data.

To provide a great experience for their users, with focus on the above parameters, and to leverage their Online presence to drive more traffic to their offline channels, a retailer approached Infosys to transform their Ecommerce journey.

Solving the Problem

Design and Build a state-of-the art, mobile first, highly scalable Ecommerce platform, with high degree of usability, and provision for dynamic and rich content, targeting their intended demographics. The outcomes were as follows:

- Completely achieving the laid out goals- 3 S's – Stability, Speed and Security
- A solution that empowered business to make real time Content Updates with no disruption to the User experience
- Develop Custom Inventory Solutions that provide Real Time Inventory updates and better predictability
- Custom Solution for Faster Product Uploads
- Laying the foundation for faster releases to Market adopting Agile



With tangible results



Average Increase in
Order Volume by

20%



Average Increase in
Order Value by

29%



Average Reduction in
Abandoned Carts

33%



Average Browser Rendering
Time Improvement YoY

20%

For more information, contact askus@infosys.com

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Navigate your next

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