

## Omni-channel as a hosted service “Infosys Collaborative Commerce 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 Collaborative Commerce 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 Collaborative Commerce Platform** helps convert CAPEX investment required for omni-channel retailing into OPEX, with flexible periodic payment terms and limited or no upfront

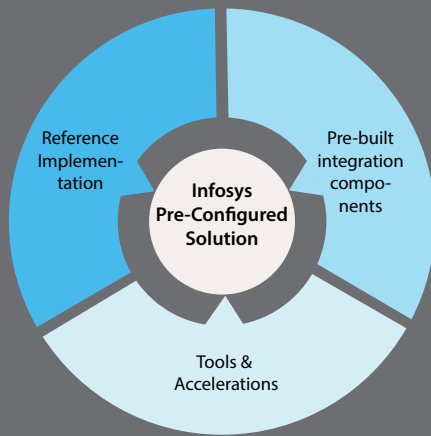
costs. Your benefits start immediately with the implementation, giving you a better handle on your ROI and cost/benefits. **Infosys Collaborative Commerce Platform** removes your risks and provides you with the important benefit of faster time-to-fulfill your shoppers omni-channel expectations.

### Omni-channel projects assurances:

**Infosys Collaborative Commerce 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 Collaborative Commerce 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



### OMS in a box

	Unified view of demand and supply
	Buy Anywhere
	Fulfill from Anywhere
	Return Anywhere
	Reporting
	Enabling store fulfillment
	Call center application

## Retailer's Business Transformation, Assured

**Infosys Collaborative Commerce 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 Collaborative Commerce 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.

## Infosys Collaborative Commerce Platform Omni-channel Features

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	Endless Aisle

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