

# Infosys Commerce B2B Platform

## Overview

Great customer experience, a necessity in B2B businesses, is driving market leaders to focus on achieving faster responses and smarter differentiation. That's where **Infosys Commerce B2B platform, powered by SAP Hybris B2B accelerator** comes into play by providing improved time-to-market and faster services.

A simple, ready-to-use platform, it provides powerful support to manage customers, products, pricing, search and navigation, content management, shopping cart, inventory visibility, personalization, payments, tracking, analytics, and a lot more with a unified order fulfillment experience for both customers and organizations.

Although the current version of the platform is **built to serve manufacturing, life science, and retail segments, Infosys can customize the platform for any B2B industry subsegment** through accelerators and expertise.

### Highlights of Infosys commerce B2B platform

- **Preconfigured platform** developed on **SAP Hybris B2B accelerator**
- **Canonical product catalog model** for any B2B segment
- Support **omnichannel experience and persistent cart**
- **Internationalization, personalization, and special prices for specific customer segments**
- **Accelerated implementation**



## Key features

 Merchant	 Shopping	 Technical	Adaptable to any B2B segment
<ul style="list-style-type: none"> <li>• Product and price listing</li> <li>• Catalog and e-shop content management</li> <li>• Keyword setup, search indexing, boosting, and burying</li> <li>• Cross-sell, upsell, product recommendation</li> <li>• Internationalization and multilanguage capability</li> <li>• Preview capability</li> <li>• Customer segmentation management, customer-specific pricing, and catalog</li> <li>• B2B customers' profile, organization, and user management</li> <li>• Order and user approval workflow</li> <li>• Google Analytics</li> <li>• Reports</li> <li>• Sales through representatives</li> <li>• Export data to PDF, XLS</li> </ul>	<ul style="list-style-type: none"> <li>• Personalization and ease-of-browsing</li> <li>• Special search: Predictive, facet, delimited, distributor product mapping</li> <li>• Product display, sorting, and inventory information</li> <li>• Basket, mini-basket</li> <li>• Intuitive and express checkout</li> <li>• Shipping, payment methods</li> <li>• Order summary and confirmation</li> <li>• Cross-sell and recently viewed</li> <li>• Re-order and order replenishment</li> <li>• Organization-specific promotions based on tier (gold / silver, etc.)</li> <li>• Recommendations</li> <li>• Fraud check and blacklist</li> <li>• Google Map integration for warehouse locator</li> </ul>	<ul style="list-style-type: none"> <li>• Multi-tenant</li> <li>• Assisted customer service module</li> <li>• Responsive design and device detection</li> <li>• Jirafe customer intelligence analytics reporting tool</li> <li>• Web content management</li> <li>• B2B restful APIs</li> <li>• Navigation menu customization, based on user segments</li> <li>• SSO implementation</li> <li>• Integrated chat service</li> </ul>	<p>Robust design</p> <p>Intuitive UI</p> <p>Scalable</p>



## Customizable capabilities

Contract-based catalog	SEO	User experience	Omni-channel support	Punch out	Real-time inventory	Shipping options	Self-help capabilities	Analytics reporting
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### Infosys experience in B2B space

#### For a leading bearing manufacturer hosted in Infosys Cloud

- **Client**  
A leading bearing manufacturer in Japan
- **Solution**  
Online business process integration for back-end integrations like stock check, pricing inquiry, and order placement, which ensures optimum utilization of inventory across various sales companies
- **Benefits**
  - Ensured better inventory visibility and utilization levels
  - Provided analytical capabilities to improve sales effectiveness and production planning
  - Improved distributor experience through competitive benchmarking during design
  - Provided consistent selling channel experience across all sales companies through incremental rollout of e-commerce system to various countries

#### Transform the e-commerce portal and help reduce operational costs

- **Client**  
A leading cutting tools manufacturing company
- **Solution**  
Implementation of core, B2B e-commerce functionalities. Internationalization and localization bring efficiencies in inventory and order processing through real-time integration with order management
- **Benefits**
  - Reduced operating costs by 40%
  - Delivered superior customer experience
  - Provided robust merchandizing support, multichannel, and multi-device engagement with customers
  - Provided better visibility and control over inventory and price

#### Global B2B implementation for a leading medical technology firm

- **Client**  
A leading global company which provides a wide range of support to researchers and clinicians, wanted to re-platform its e-commerce solution to ensure that its products and services are easily available to its customers
- **Solution**  
Hybris B2B capabilities of design, web methods, and search are delivered as a single solution platform with internationalization and localization capabilities
- **Benefits**
  - Increased number of B2B orders and revenues through better customer
  - Increased responsiveness and operational efficiency through online order management process
  - Reduced price variations and special prices for platinum customers
  - Better understanding of business data and faster decisions via analytics reports

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)



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