

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



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