THE INFOSYS COMMERCE B2C HYBRIS PLATFORM

Overview

Today's connected consumers create a challenge for B2C brands demanding consistent, contextualized experience that follows them at every point of their journey, be it web, mobile, call center, in-store, tablet, social, and so on. To remain competitive in today's consumer-driven business, organizations must adapt to changing customer behaviors, and deliver an agile, personalized experience across all channels and emerging touchpoints. Market leaders in the B2C segment need to respond faster and differentiate themselves continuously and should provide a seamless shopping experience. Infosys commerce B2C Hybris platform is developed to cater to these rising expectations of the connected consumer for improved time-to-market and faster services.

Infosys commerce B2C Hybris platform provides a simple and ready-to-use platform for any B2C industry segment with powerful support to manage customers, products, pricing, search and navigation, content management, shopping cart, inventory visibility, personalization, payments, promotions, vouchers, gift wrap, shipping, product comparison, product installation date option, customer service, and a lot more with the unified order fulfillment experience for both customer and organization.

Infosys commerce B2C Hybris platform is currently built to serve manufacturing, telecom, and retail segments and is adaptable to any B2C industry subsegment in a faster way with our expertise.

Highlights of the Infosys Commerce B2C Hybris platform

- Preconfigured platform developed on top of latest Hybris B2C accelerator (5.7 & 6.0)
- Canonical Product Catalog model for any B2C segment, hierarchical product categories with product variant approach.
- Capability to support omnichannel experience, responsive storefront, and persistent cart
- Supports internationalization, personalization, and target marketing
- Accelerated implementation

Key capabilities

Merchant features	Shopping features	Technical features	Adaptable to any B2C segment
• Product and price listing • Catalog and e-shop content management • Keyword setup, search indexing, boosting and burying, autocomplete, redirects, hero products, facet visibility • Cross-sell, upsell, product promotions • Internationalization, multilanguage and multi-currency capability • Preview capability • Customer segmentation management and target marketing • Customers' profile and account management • Order Approval Workflow • Store credit integration • Report generation and analysis	• Personalization and ease of browsing • Predictive search, facet search, keyword search • Product display, sorting and stock information, variants • Product reviews and ratings • Cart, mini-cart, cart merge • Promotions and vouchers • Guest and registered user checkout • Shipping, payment methods • Order summary and confirmation • Cross-sell & recently viewed • Gift wrap • Product installation date option • Pincode delivery check • COD option • Product comparison • YouTube product views • Store locator • Capsules and ensembles	• Multi-tenant • Assited customer service module • Responsive design and device detection • Jirafe customer intelligence analytics reporting tool • Hosted payment – integrated with cybersource as a hosted payment provider • Web content management • B2C restful APIs • Navigation menu customization-based on user segments • Live edit for changing content `on the fly' • SEO • Fraud engine • Shipping carrier integration • Cockpit customization • Data integration	Robust design Responsive storefront Scalable

Customizable capabilities

Digital marketing	SEO	WCMS components	User experience	Omni-channel support	Cockpits	Payment options	Shipping options	Promotions

Case studies that reinforce our capabilities in the B2C space

Online partner of a specialty coffee and coffee maker

- Client

  Specialty coffee and coffee maker in US and Canada

- Solution

  To provide application support services for the B2C sites

  Benefits

- Helped the client achieve 100% availability, zero outage during Thanksgiving and Christmas season, 6.9% increase in revenue (realized) for the customer support module, and reduced the number of backlog tickets from 150 to 0

Transforming the e-commerce platform

- Client

  A leading retailer in the UK and Ireland

- Solution

  To provide website and software development services together with associated information technology services for multichannel e-commerce implementation

- Benefits

  Reduce operating costs by 40%
  Deliver superior customer experience
  Provide robust merchandizing support
  Multichannel and multi-device engagement with customers

Development partner for e-commerce platforms in retail and digital

- Client

  A leading Indian conglomerate with presence in retail and telecom

- Solution

  Involved in planning, solutioning, implementation, and infrastructure activities for setting up greenfield application platforms for fashion and telecom stores Product integration with Sterling, Tibco, OpenText, payment gateway and SAP. Hybris platform 5.5.1 with B2C and Telco accelerator. B2C e-commerce core functionalities implementation for fashion and telecom store respectively.

- Benefits

  Scalable solution to support growth, best-in-class B2C commerce practices, multichannel shopping experience, customizable and easy-to-maintain solution

Strategic cross-channel commerce program for a leading telco

- Client

  A leading telecom company in the Singapore region

- Solution

  To plan and solutionize Hybris Telco accelerator 4.8, CQ5 as front end, integration with the devices, plans, and third-party systems via SDP layer, Hybris Order Management System, and third-party reporting tool

- Benefits

  Increase client's market share by driving online sales through efficient order fulfillment, better user experience, and superior customer service. The analytics reports to understand business data and faster decision for business

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