Infosys®
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INFOSYS COMMERCE PRACTICE

Catering to varied industry-specific omni-channel commerce needs

Digital consumers are demanding MORE – more relevance, better customer experience, better seamless integration, and better leverage across channels. Market leaders across industry segments need to respond faster and differentiate themselves continuously.

Infosys Commerce practice brings in the best-in-class industry and domain experience across retail, manufacturing, hospitality, healthcare, telecom, and life sciences – leveraging rich experience of over 2,500 consultants delivering digital commerce programs across 100+ clients over the last ten years.

Infosys omni-channel commerce services

We have sub-segment focus on customers who are embarking on a transformational journey, i.e., greenfield implementation. Our 'onboard' service line aims to help enterprises to rapidly deploy best-in-class omni-channel commerce solutions through:

- Competitor benchmarking and strategic commerce roadmap definition

- Product evaluation and selection

- User-centric design and omni-channel experience with mobile-first approach

- Rapid implementation using pre-built accelerators through prescriptive approach for B2C, B2B, and B2B2C enterprises

Transforming from an e-commerce into an omni-channel commerce player is complex, continuous, and rapid. Infosys has designed the 'accelerate' service line to help enterprises quickly assess their current e-commerce solutions and add new dimensions. 'Accelerate' services include:

- Mobile-first experience through responsive web design or m-commerce apps

- Managed support services, accelerated development and global roll-outs

- Version upgrade, migration to / from cloud solutions

- Peak season readiness intervention

- Service enablement (RESTful services)

- Customer insights and deep personalization

Infosys Commerce practice provides services across the entire omni-channel space.

Omni-channel Commerce Solution Stack

Front-End Services	User Experience Design	User Interface Development	Mobility, M-Commerce	Social Commerce, Collaboration	Web Content Management	Digital Asset Management
Core Commerce Service	Product Catalog Management	Search and Browse Management	Pricing and Promotion Management	Personalization	Account Management	Self-Service
Commerce Supplementary Service	Customer Insights	Campaign Management	Loyalty Management	Payments and Fraud Management	Order Management	Order Fulfillment Management
Ancillary Services	Analytics and Dashboard Reporting	Billing and Invoicing, Returns and Refunds	Infrastructure Management	Back Office Integrations	Managed Services	Performance Management

Strong symbiotic partnerships

We have built strong and collaborative partnerships with the key commerce product players and we invest heavily in technology enablement, differentiated solutions and project assistance, and joint go-to-market activities.

IBM

hybris

Magento
Open Source eCommerce

ORACLE

demandware
move faster, grow faster

Infosys has over 50 additional partners to provide end-to-end solution in omni-channel commerce.

Success stories

20% improvement in customer advocacy and 43% improvement in sales

For a leading British multinational telecommunications company, we ensured a unified consumer experience with e-commerce and self-care for consumers across 16 countries, thereby improving customer advocacy by 20% and increasing e-sales by 43%.

25% increase in average order size and over 15% increase in the online orders

For an American multi-brand restaurant operator, with a "Guest First" approach, we built a multi-brand (multi-tenant), multilingual, multimarket, omni-channel commerce solution with location- and time-of-day-based dynamic catalog. The solution helped achieve 25% increase in average order size and over 15% increase in the online orders.

50% increase in customer onboarding time

For a leading US-based medical equipment manufacturer, we implemented a scalable and reliable next-gen B2B platform with PunchOut and integrated it with existing back-end ERP(s). We accelerated global rollouts in over 15 countries in Europe and the Americas. The platform improved customer onboarding time by over 50%.

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For more information, contact askus@infosys.com

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