INFOSYS WEBSPHERE COMMERCE PRACTICE

Today's digital consumers are demanding more – more relevance, better customer experience, better seamless integration, and better leverage across channels. To meet these demands and stay relevant, market leaders across industry segments need to respond faster and differentiate themselves continuously.

The Infosys WebSphere Commerce practice brings in best-in-class, industry and domain experience across the retail, manufacturing, consumer packaged goods (CPG), and life sciences sectors – leveraging the rich experience of over 500 consultants in delivering digital commerce programs across 100+ engagements, over the last ten years.

Our core offerings in the commerce space

We focus on customers in subsegments who want to embark on a transformational journey. Our service offering helps enterprises rapidly deploy best-in-class commerce solutions and we provide service offerings across the entire e-commerce space:

Strategy and consulting	Strategic roadmap	Re-platform strategy	Package evaluation	Competitor assessment
Execute and integrate	Rapid implementation	Mobile enablement	Service enablement	Integration
Manage and operate services	Re-platforming / Migration	Peak season readiness	Upgrade services	Managed services (Support / Maintenance)

In order to enable enterprises to become omnichannel commerce players, we have designed `catalogs' to help enterprises quickly access their current e-commerce solutions, and seamlessly add new dimensions to them.

B2C / B2B prescriptive approach	Migration / Upgrade kit	Service enablement kit	Responsive web	Commerce on cloud
Segment focus store grocery / apparel / manufacturing	Global rollout	Pre-built integration library	Accelerated development	

Our offerings span three key categories as follows:

Pre-built B2B and B2C solutions

- Apparel
  - Multi-facet product details
  - Image zooming
  - Seasonal changes
  - Multi-brand showcasing
  - Personalization
  - Mega menus
- Grocery
  - Perishable inventory
  - Bundled items / recipes
  - Minimal fulfillment time
  - Nutritional information
  - Slot management
  - UOM-based pricing
- Manufacturing / B2B
  - Complex product configurations
  - Bulk orders / Quick order
  - Global rollouts

Commerce on cloud

- Fully integrated IBM WCS + Sterling OMS
- End-to-end offering
  - Implementation and integration
  - Integration support service
  - Application managed service
  - Hosting / Infra service
- Flexible commercial models
- Tiered pricing
  - Platinum, gold, and silver

Best-in-class process and tool assets

- Commerce Workbench
  - Templatized and standardized development process
  - IDE-integrated code quality checks
  - Automated reviews
- Commerce support suite
  - Consolidated dashboard for order and inventory information
  - Integrated console to fetch and display related data from disparate systems
- Proactive monitoring
  - Proactive service availability check and outage alerts
  - Reporting
  - Log analyzer

Success stories

6% increase in average order value and 14% increase in total revenue	**Increased 'core' EM customers by 5% quarterly and increased the number of B2B orders**	**50% improvement in the order conversion rate and beat online revenue targets for 2015**
For a leading educational services retailer in USA / Canada, engaged in the discovery and transformation program for their higher education business, to enhance in-store shopping experience, technology stack upgrade, and search rewrite. Made optimization and performance improvements in the platform to scale up to 66 million SKUs in textbooks and course materials / general merchandise and achieved 99.99% website availability	For a large electronics components distributor, with global online B2B digital experience platform, increased revenue through enhanced user experience with global site onboarding multiple brands and geography, providing regional branding to the user based on the users' region on responsive design. Improved scalability of the application to handle peak load and support 10M+ products with 150–200M attributes and 4M+ assets	For a leading US specialty retailer, implemented an end-to-end, B2C, e-commerce site with complete user experience redesign and integration with OpenCMS, Apache Solr, Sterling OMS, and IBM Call Center. Responsive site for mobile, tablet, and desktop with more fluid and consistent UX and faster navigation. Performance benchmarked against 2018 targets with improved response time and page throughput

For more information, contact askus@infosys.com

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