Digital technologies are transforming our world and shaping the way we experience life. In fact, in this era of the digital consumer, customer satisfaction is all about creating and fulfilling new and individualized experiences. Three key trends define today’s digital consumer – self-service, personalization and co-creation. These lie at the core of a successful digital commerce strategy; and companies require digital commerce solutions that enable them to get more from this core.

Infosys’ Digital Commerce proposition rests on the foundation of these trends. It possesses end-to-end capabilities that not only disintermediate channels, inventory, warehousing, transactions processing, and merchandising but also provide an integrated ‘Anything, Anytime, Anywhere’ retail experience. Our winning strategy and investments offers a range of benefits to Retail and CPG companies by significantly improving time to market and agility through pre-integrated commerce accelerators and reducing implementation costs and risks by about 30%. Further, Infosys’ specialized Products and Platforms service offerings help rapidly accelerate digital commerce investments using an innovation pipeline. Several global retailers and CPG companies have benefited from Infosys’ comprehensive digital commerce offerings to enhance the customer experience and drive growth.

- Inject multi-channel thinking and culture within your strategy, operations and metrics?
- Accelerate growth avenues via global expansion and non-linear models?
- Drive measurable ROI from investments in social and mobile initiatives?
- Ensure that technology development processes and infrastructure can scale to support digital commerce objectives and innovation?
- Establish an objective governance model to prioritize commerce investments that can deliver tangible business benefits?

Our Digital Commerce Credentials

- Executed over 80 programs resulting in strong customer growth – by 35% in the past 36 months
- Leading digital transformation partner for 10 of the top 20 global retailers, 8 of the top 10 retailers in the US, 2 of the top five in Europe and 3 of the top 5 CPG Fortune 500 companies
- 3000 industry, package and consulting professionals
- Joint innovation with strategic commerce partners – Oracle ATG, IBM WebSphere, Microsoft Commerce Server, hybris, IBM Sterling Commerce, Endeca, Oracle FatWire

Salient Benefits realised through our offerings

- 3x multiplier on marketing ROI by adopting social media effectively
- 20-30% increase in average order size by leveraging clienteling at the stores through an universal commerce platform
- 6x increase in the speed and frequency of ecommerce deployment at a 30% reduced cost by leveraging best practices in digital commerce architecture and a strong foundation of release management
- 45% increase in offer redemption rates by leveraging Big Data concepts for real time offer management and personalization

Our service offerings across end-to-end Digital Commerce functional areas
Our products, platforms and solutions are driven by our customer Key Performance Indicators (KPIs)

**Customer Engagement**
- Infosys CommerceEdge Platform
- Infosys mBrochure Solution
- Infosys mConnect Solution
- Infosys Mobile POS Solution
- Infosys BrandEdge

**Conversion**
- Infosys ConsumerEDGE (Offer Optimization and Personalization Platform)
- Infosys Mobile Guided Selling Solution

**Basket Size**
- Infosys ConsumerEDGE (Offer Optimization and Personalization Platform)
- Infosys Persona Driven Customer Analytics Solution

**Time To Market**
- Infosys Open Commerce Services Hub
- Infosys Distributed Order Management Solution
- Infosys Reference Commerce Implementations and Accelerators

Success Stories across the functional value chain

**Engagement Overview**
- A leading UK-based supermarket chain had 2 separate websites running on a dated technology platform for content and commerce and was losing customers as a result.
- It needed a competitive, multi-channel and single web platform that ensured higher sales, profits, and customer retention.
- A specialty retailer wanted to replace existing order management system to accelerate revenue growth and improve customer satisfaction.
- Client wanted to evolve to a ‘One Company’ approach through ‘Multi-Channel Integration’.

**Solution Summary**
- Infosys partnered with the chain to:
  - Define the online strategy
  - Contribute to the business case development
  - Lead the selection of the technology platform
  - Enable the technical implementation based on IBM Websphere solution

- Enabled “Buy Anywhere, Pickup Anywhere, Return Anywhere” functionality by integrating the sales and fulfillment channels based on Sterling Commerce Order Management solution
- Provided an integrated Multi Channel order fulfillment capability

**Result/ Features**
- Engaged over 5600 mobile devices
- 40% store transactions handled
- Reduced time to market i.e., 6 months from ideation to full rollout
- Enabled speed and agility with high quality
- Provided flexibility to incorporate custom features
- Ensured better in-store experience and higher campaign effectiveness

**About Infosys**
Many of the world’s most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow’s enterprise.

For more information, contact askus@infosys.com www.infosys.com

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