

ENDLESS AISLE FOR RETAILERS: ENABLE WIDE PRODUCT CHOICES WITH STREAMLINED INVENTORY MANAGEMENT

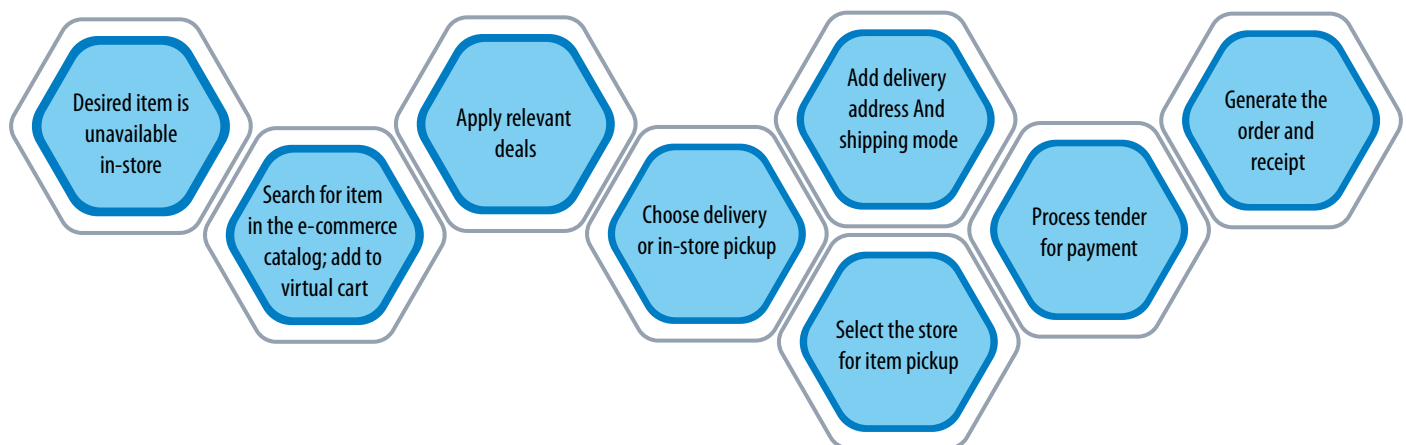
Retailing has become increasingly competitive in the digital world, with customers demanding fast, responsive omnichannel experiences. Shoppers want to browse and access a wide range of products and receive timely order updates and deliveries. Meeting these expectations can be challenging for retailers, particularly in terms of inventory management and order fulfillment.

Endless Aisle: Say Goodbye to Stockouts

Endless Aisle is an omnichannel retail solution that enables retailers to maximize in-store and online customer conversion through lean inventory management, wider product selection, and seamless purchasing journeys. It allows customers to browse an extensive variety of products in-store, without requiring retailers to maintain large inventories.

Some of its key features are:

- **Easy product search:** Endless Aisle simplifies how retailers find products that customers want to purchase. If the item is unavailable at the store, they can leverage Endless Aisle to locate in the e-commerce catalog. This enables customers to purchase those items which were unavailable for in-store purchase.
- **Flexible delivery options:** Retailers can offer customers the convenience of having the product delivered to their doorstep or picked up from any store. Based on customer preference, store associates can either update the delivery address or select a conveniently located store from where the customer can collect the item.
- **Wider product selection:** With Endless Aisle, even small retail businesses can increase sales revenue with a leaner inventory. Stores can offer exclusive items from the online catalog to in-store shoppers, thereby enhancing customer delight.
- **Seamless purchasing:** The solution simplifies the purchasing process through seamless order creation and fulfillment processes. It allows store associates to create a virtual cart on behalf of the customer and provide the preferred delivery information. Customers can complete the purchase using a variety of secure payment options. The order confirmation receipt can be used to track delivery.



Benefits

With Endless Aisle, retailers can:

1. Maximize store revenue and provide a seamless shopping experience

With easier product lookup across in-store inventory and online catalogs, retailers can quickly find the desired products and offer attractive deals, boosting sales revenue while enhancing the shopping experience.

2. Increase sales by improving cross-sell and upsell opportunities

As Endless Aisle offers multiple product choices, it helps store associates have impactful interactions with customers on buying better and more relevant products.

3. Elevate your brand image and build customer loyalty

Endless Aisle makes shopping more enjoyable by offering a seamless purchasing experience where customers get their desired products on time, without fulfillment issues or cancellations.

Implementing Endless Aisle with Oracle Xstore Point of Service

To help retailers implement Endless Aisle, Infosys leverages Oracle Xstore Point of Service (POS) for its promising solution features, including:

- A microservice-based architecture that allows different services to communicate with each other, simplifying integration with third-party applications without impacting existing systems
- Seamless data exchange between Xstore POS and any third-party application or middleware solution through representational state transfer (REST) application programming interfaces (APIs) and Simple Object Access Protocol (SOAP) based web services
- Simplified and standardized integration through 'configuration accelerators' and a broadcaster solution in Oracle Retail Xstore Office Cloud Service, which supports defined, configurable, and monitored data exchange between third-party systems, thereby easily managing multi-system integration
- Secure data transfer using authentication methods such as OAuth 2.0 or custom authorization, ensuring compliance with industry standards and protection of sensitive retail data

Create delightful shopping experiences and grow your retail revenue with Endless Aisle. Reach us at Oracle_marketing@Infosys.com to know more.

For more information, contact askus@infosys.com



© 2025 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/or any named intellectual property rights holders under this document.