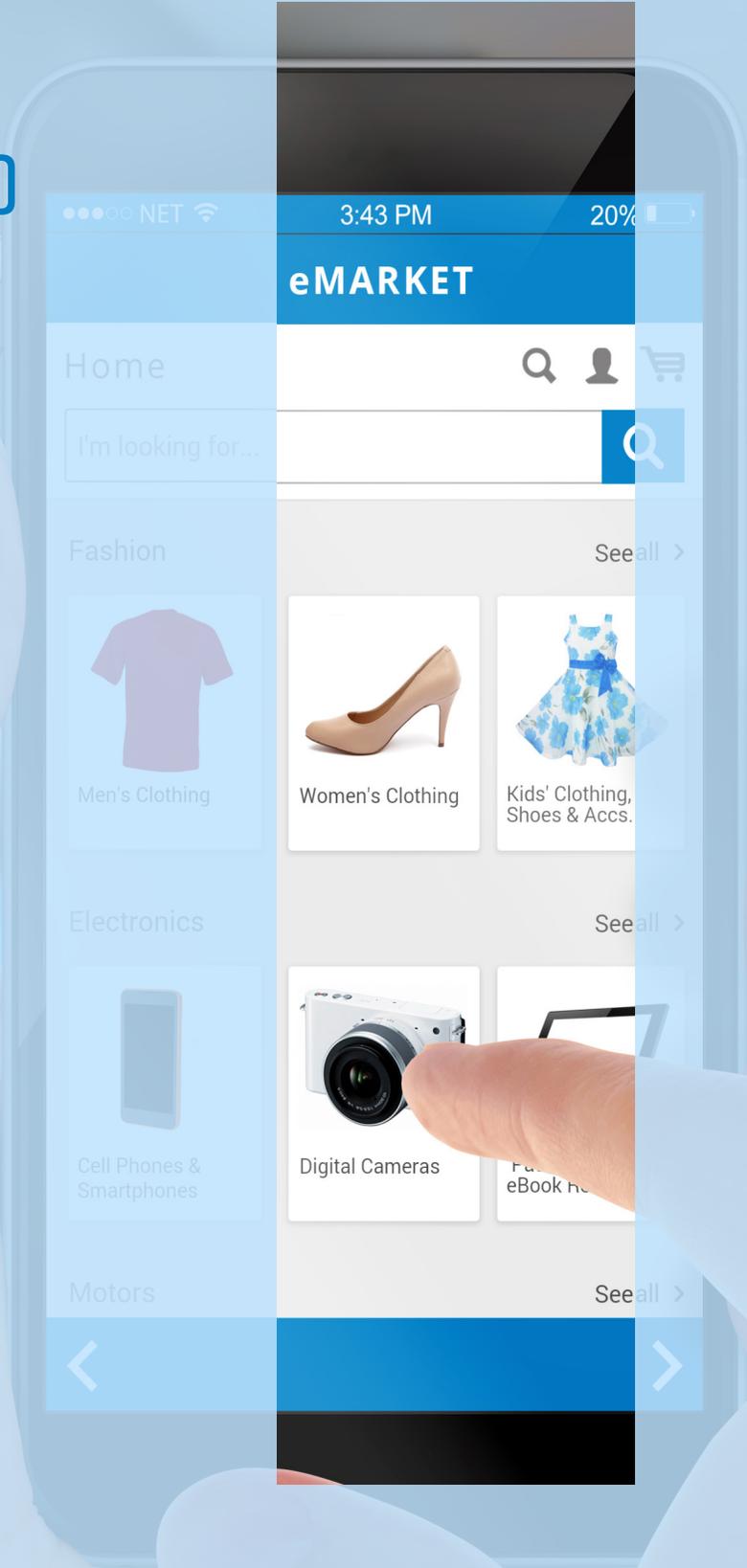


# OMNICHANNEL E-COMMERCE ACCELERATION WITH INFOSYS AND SNOWFLAKE



# Leveraging the power of data to provide seamless experience for customers in Physical and Digital format

Retail industry is always front runner for innovation in the field of Data and analytics. This industry has been innovating various forms of retailing starting with catalog, super store, convenience store and converging physical and digital channels keeping consumer as the focus. Retailers continuously renew and reimagine ways to grow adapting to ever changing consumer needs.

Most of the retailers were operating in a single channel (Brick and mortar) till 2000. Post 2010 onwards, there was more focus on online than multi-channel format with continuous expansion across various channels such as mobile commerce, BOPIS (Buy online Pickup in store) etc. In the recent times Covid hit the reset button on the retail business model with requirements of Anywhere, Any Time

and Any product taking a precedence over traditional business models. The real Nirvana of Omnichannel with Physical to digital, digital to physical with seamless convergence of channels happening in a rapid manner. With the construct of consumer being the center piece of the omnichannel model, offering Connected and frictionless consumer experience has become the key differentiator for retailer's success.

**US Retail industry** generates good volume of data from various retail channels, which signifies the importance of data in omnichannel play. One of the key focus area when you look at the whole journey and consumer value system is ensuring seamless customer experience across the format and empowering the associates to customer delight in Physical & digital

format. Infusing intelligence across the entire value chain such as merchandising, price, In-store experience, supply chain will help retailers to accelerate omnichannel growth. Investment around data is critical in creation of consumer & retail knowledge fabric and is the success mantra for retailers. Realizing this knowledge fabric with capabilities around collecting, connecting, harvesting, and monetizing the data & knowledge is the key. Hence a Poly cloud data platform such as Snowflake Data cloud is the core foundation of the Omnichannel world. This will help in connecting the unconnected data across the expanding data ecosystem i.e. digital, physical, partner and external. Infosys and Snowflake has been collaborating on building scalable solutions to address these omnichannel challenges.

## As a Consumer, For the consumer

One of the important lessons that Covid really taught us is to learn from future and Be Agile with decision to navigate the fast-changing consumer preferences and lifestyle. Hence, realizing the connected value chain across ecosystem powered by data is key to achieving the growth vision of retailers. Strategic mindset with the theme of 'As a Consumer for the Consumer' and execution at scale in a fail fast fashion like digital born organization need to be adopted.

These lessons allowed us to move towards digital transformation in an accelerated manner, where Lego Blocks based solution approach coupled with product centric execution along with industry leading players like Snowflake. Snowflake Data Cloud capabilities such as data marketplace, unlimited scalability of compute and faster performance helps to execute things in parallel in an efficient manner by Unifying the data with adaptive data layers that supports data variety, complexities in the model of data,

any velocities, generation and exchange of data semantic products powering intelligence.

Our Infosys Solution blueprint consists of multiple Lego Blocks that helps to:

- Collect, connect, co-relate, and harvest the data is of essence for success of omnichannel strategy with IDAP framework (Infosys Data & Analytics Platform)
- Cognitive eco system to help autonomous decisioning and activating intelligence.
- Helps in accelerating across all dimensions such as speed, time and business value at scale such as increasing net promoter score, revenue margins, Out of stock predictability, increasing deep link with your consumers, increasing their Life time Value.

We propose to achieve this vision based on a 3-Horizon approach

**H1- Make data driven enterprise.**

- Data becomes core in decision making by enabling Retailers & CPG players to empower and enable with prescriptive insights driven by empirical data evidence and experience to increase their agility and amplify their connect with consumers

### H2- Digital native

- Enhance consumer engagement impressions by applying AI on Inventory visibility, targeted product recommendations based on behavioral analytics, transaction history, promotions, click patterns so that retail enterprises can transform into a sentient organization like any other living being to sense, respond and activate.

### H3- Real autonomous enterprise

- Powered by data and Machine first approach in orchestration with solid data governance to virtually identify products and provide Realtime hyper personalized recommendations to retail customers through cognitive digital assistants



Being **DATA DRIVEN**  
to make Better

Being **DATA NATIVE**  
**DIGITAL NATIVE** to  
compete with Digital born  
companies & respond in real

Powering a larger **DATA**  
**ECONOMY**  
With connected Ecosystems  
and innovating to disrupt  
traditional industry boundaries

## Case studies:

### Omnichannel Journey for a High-end retailer

#### Program Overview:

Client embarked on a focused growth strategy called 'Ignite to Win' driven by two growth enablers – Invest in Growth & Accelerate Innovation. We partnered with client on a Hybrid Solution Approach 'Remediate & Re-platform' to build their cloud Enterprise Data and Analytics (EDA) Platform to deliver business value with increased flexibility and agility. The core business strategy is to drive more digital app driven customer touch points to increase high value brand market channels and help realize business value.

#### Key business challenges:

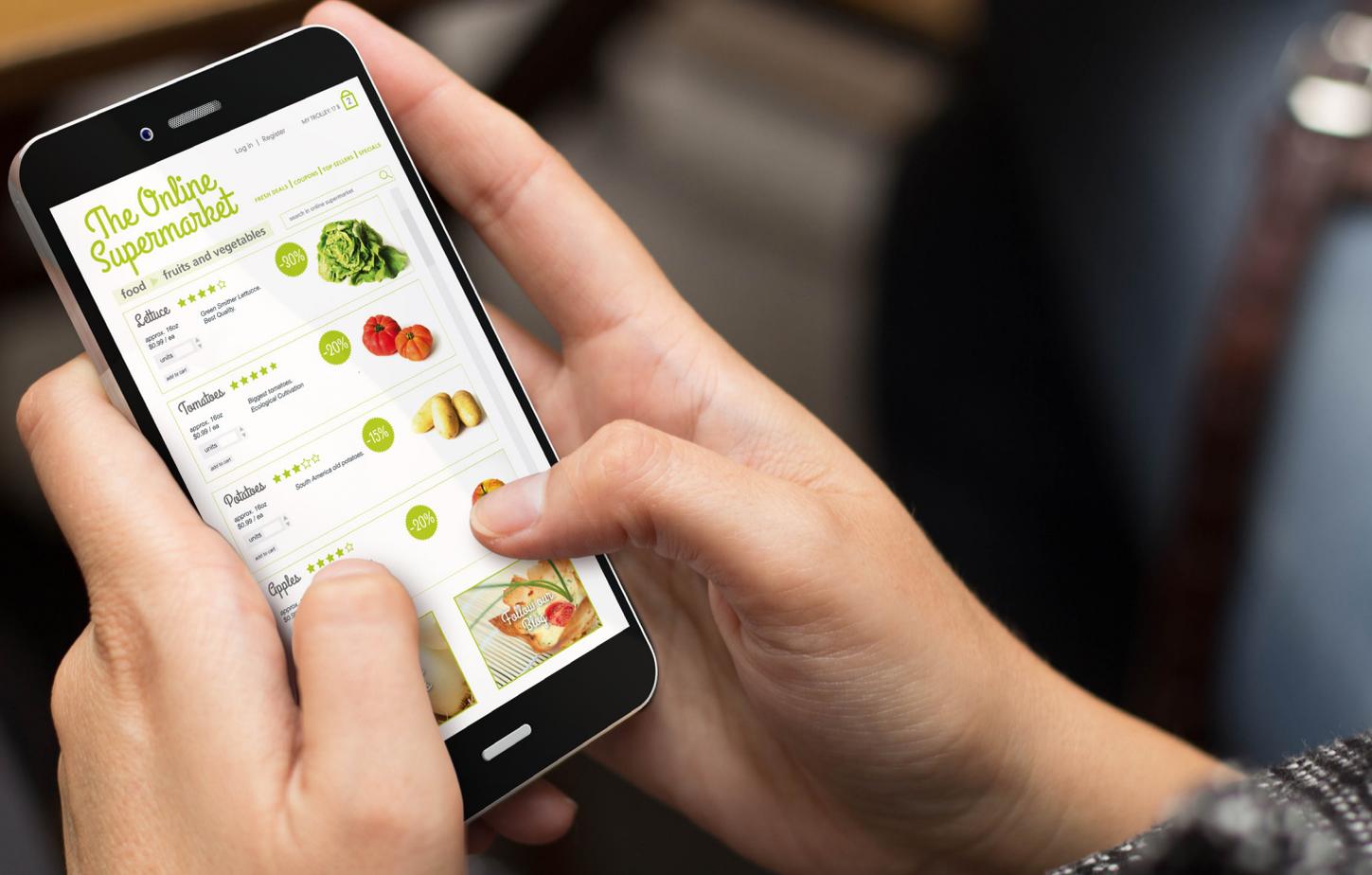
- 1) Expansion from catalogue to retail to physical to multi brand site and scaleup in a short span of time
- 2) Attracting millennials and Gen Z's digital Generation brings its own challenges in customer experience
- 3) Optimizing cost
- 4) Reduce the exposure to debt through acquisition of brands and associated assets

#### Infosys approach:

- Infosys Helped in strategizing the data foundation, how to renew and re-imagine, provided blueprint of solution roadmap for the omnichannel journey
- Created a knowledge fabric with Effective architectural pattern-based implementation leveraging Snowflake

Data cloud capabilities such as unlimited scalable compute and efficient performance to generate actionable insights

- Foundry + factory model across different business critical use cases
- Inventory price optimization, experience anywhere, buy any where
- Data innovation around consumer and merchandising
- Insights form connected eco system across the landscape
- Appliances like vertica, Hadoop system like CDH to AWS and Snowflake based technology stack
- Campaign management, customer eco system
- Experiments were much faster with applied AI ecosystem integrate with back office processes.



## Business Benefits:

Providing an elevated experience to consumers	Increased value share	Optimize cost and reduce more than 40%	Holiday traffic increased by more than 40%	Conversational aspects through stylist app	Connect to the stylist in zero time providing human touch	Average order value increase
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In summary, we enabled the enterprise to be digital native to realize the vision and achieve sustained Business goals.

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)



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