

HCL



ADvantage Commerce as a Service (CaaS)

Business problem

At the end of the day, any issue on the eCommerce site is still treated as the responsibility of traditional software support. While the reality is that it goes beyond AMS support - it includes App Ops, Biz Ops, and platform. All these aspects must be addressed for the smooth functioning of the omnichannel commerce site. An ideal solution will be a scalable omnichannel commerce framework that provides all commerce-related services to businesses under a single umbrella.

About ADvantage Commerce as a Service (CaaS)

HCL's ADvantage Commerce as a Service is a differentiated omnichannel service offering in which HCL aims at providing a seamless omnichannel implementation experience between multiple integrated platforms. ADvantage Commerce as a Service interfuses software and services together and provides brands with an opportunity to leverage the power of omnichannel, DTC strategy through an end-to-end eCommerce integrated platforms operation. Through Advantage CaaS, now the manufacturer has easy accessibility to leading eCommerce technology and can share resources across major key functionalities (analytics, fraud management, IT, customer service, finance, fulfillment etc.)





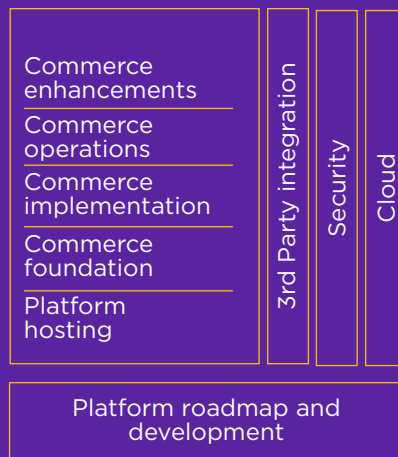
Key highlights

- Core-Flexi based factory model that reduces operational cost and is flexible enough to address demand fluctuations
- Sizing catalog based delivery to drive visibility, predictability, and consistency for sizing, resulting in quicker integrated platform estimations and prioritization
- End-to-end services including Dev, validation, and App Ops
- Global coverage model
- Story point-based charging model for all the Dev work
- Ticket based charging model
- Flexible ramp-up and ramp-down based on in-flow of stories/tickets
- Unified eCommerce operations command center




CaaS drivers

Seasonal peaks	The new business norms
Catalogue based pricing model	SLA driven
Assured agility	Repeatable processes
Business need triggers	Platform scalability

CaaS construct



Why would it suit customer?

-  Operational flexibility
-  Lower cost operating model
-  Bundled licenses with services
-  Operational efficiency

Business benefits



30-40%
reduction in eCommerce
operation cost



40%
reduction in time to market



30% cost optimization through
transformation



SLA aligned to business and
market variability



Easy scalability as per the
business demands



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HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

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