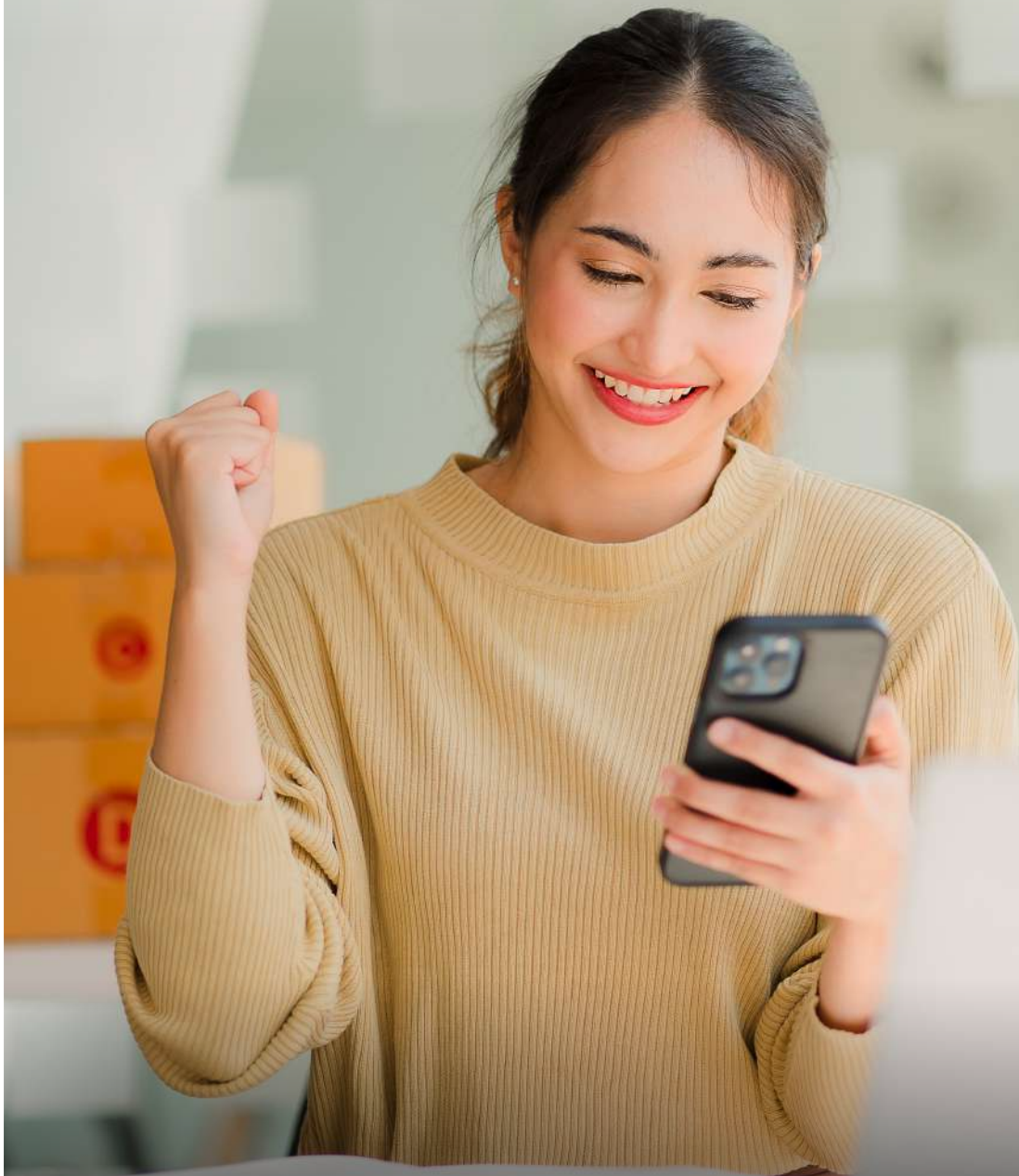


Advance your **e-commerce** capabilities with HCLTech's new solution



ADvantage experience here to transform every retailer's customer engagement experience

The solution allows marketers to automate marketing initiatives and implement them efficiently for retail enterprises. It enables brand sites to be contextualized for the user's profile and the geographical location, along with personalization features and ecommerce capabilities for retail consumers.

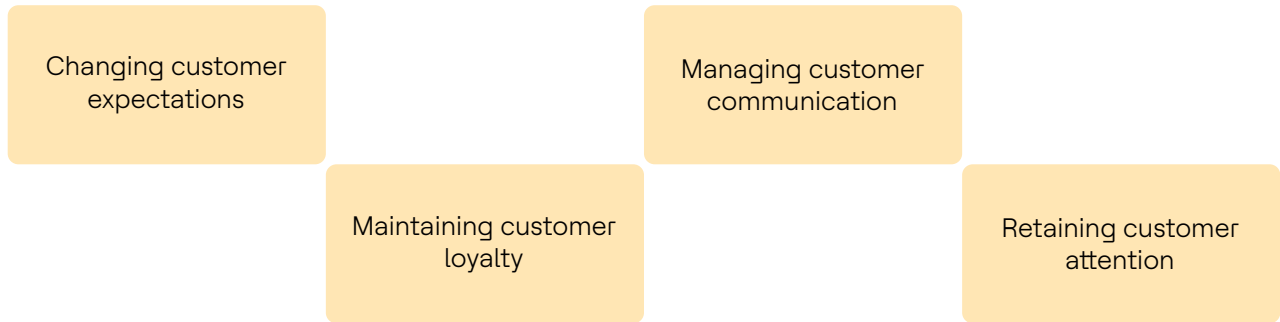


Business case

Leading retailers have been engaging with HCLTech to be part of their transformation journey. Based on the experiences and knowledge gathered, we perceive a robust demand for developing solutions that will help in engaging with customers better. The retail-specific solution will help customers leverage the re-usable and scalable solution components of ADvantage experience to kick-start their digital journey.

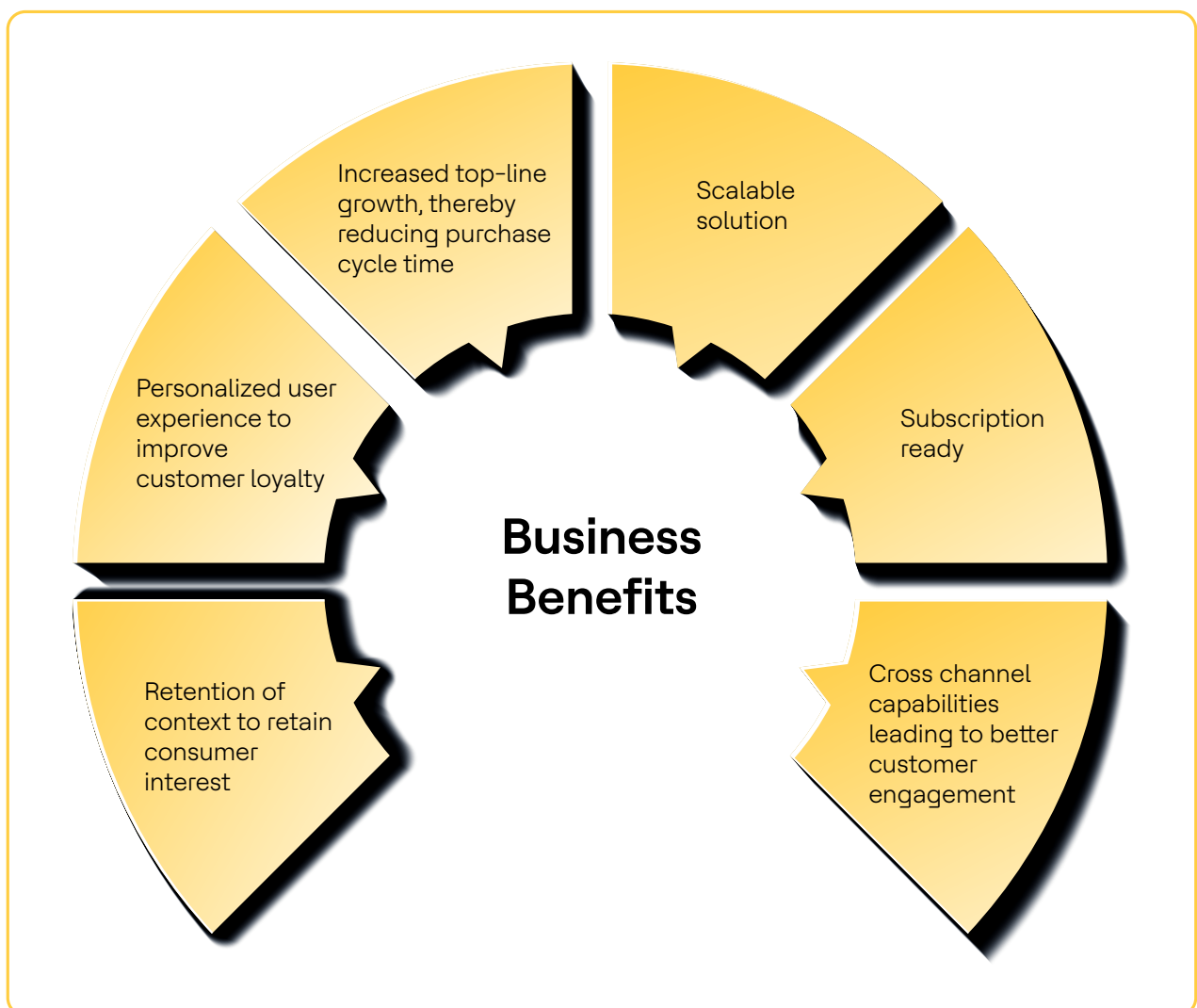


Challenges addressed



Standards and compliances

GDPR compliant



HCLTech | Supercharging Progress™

HCLTech is a global technology company, home to 211,000+ people across 52 countries, delivering industry-leading capabilities centered around Digital, Engineering and Cloud powered by a broad portfolio of technology services and software. The company generated consolidated revenues of \$11.79 billion over the 12 months ended June 30, 2022. To learn how we can supercharge progress for you, visit hcltech.com.

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