

# Crafting **creative commerce** experiences for D2C and B2B

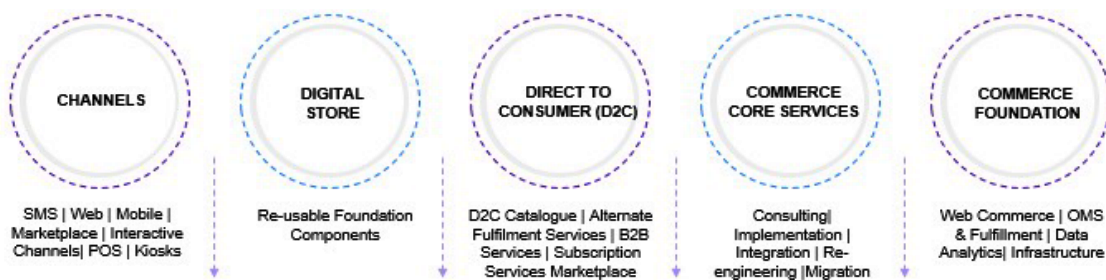


with HCLTech and Adobe

Advantage Commerce is a unique HCLTech offering in collaboration with Adobe Commerce which institutionalizes 'Headless Commerce, Interactive Commerce and Subscription Commerce' in digital commerce solutions. It provides an experience-driven shopping experience to customers that help convert moments of truth into a real business. In May 2020, we also launched B2B and D2C versions to help retailers deal with the pandemic situation. ADvantage Commerce for D2C and B2B is a fully configurable and extendable platform that leverages its underlying framework, tools, and services to set up an online store for an enterprise in no time. The framework lets business users manage most of the changes through self-service editorial interfaces that can be pushed to production without IT and code changes. ADvantage Commerce for D2C solution can jump-start your fully functional omnichannel journey within 6 – 8 weeks.



## Advantage Commerce for D2C & B2B



**GO Live in 90 days**  
accelerated time to market

**Best in Class**  
customer experience

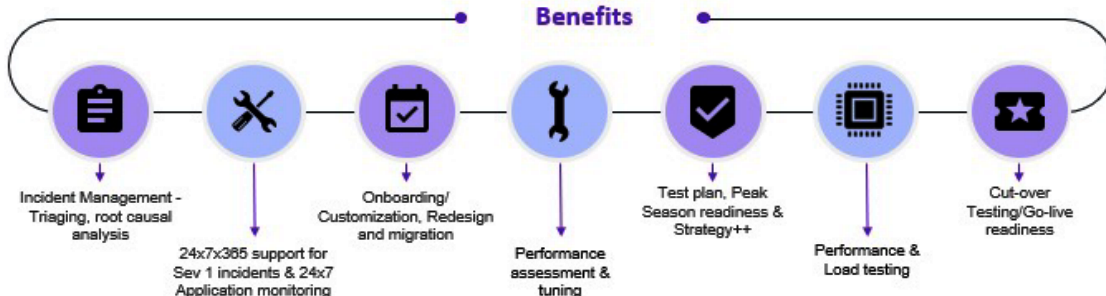
**~40%**  
Increase in revenue

**~40%**  
CX improvement (CSAT)

**Reduction**  
in partner on-boarding time

**~50%**  
Reduction in operation cost

### Benefits





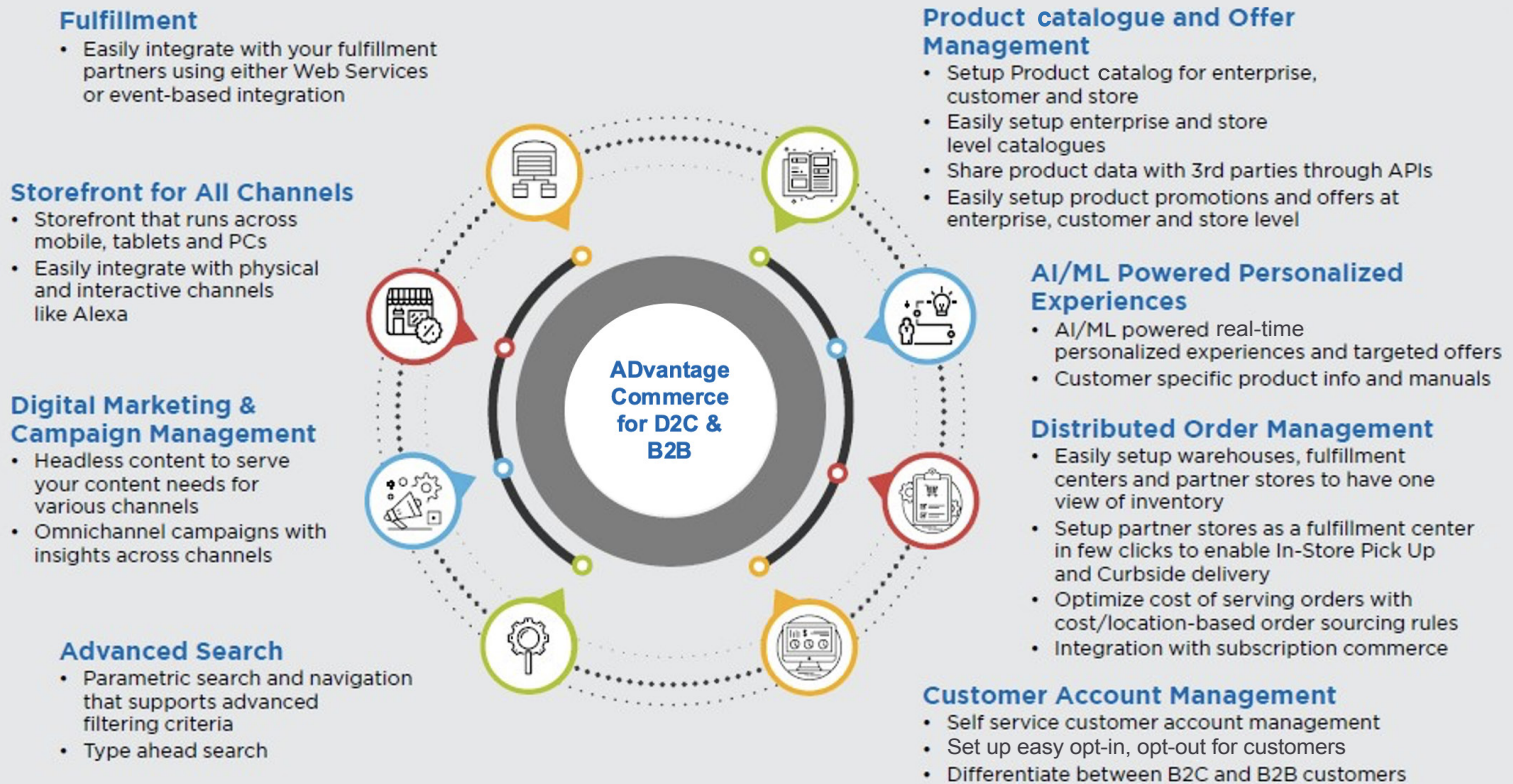
ADvantage Commerce is a best-of-breed omnichannel commerce platform conforming to all D2C and B2B requirements.

Some of the key configurable capabilities of the solution are:

- Configurable templates and component library to fit enterprise brand guidelines, styles and themes
- Setup multiple catalogs for different customers and manage categories across customers
- Ability to create content, campaigns, landing pages through editorial CMS (Content Management System)
- Set product, pricing, promotions and discounts
- Get a view into performance through digital KPI dashboards and reports
- Built-in migration and onboarding utilities
- Ability to scale to different countries and language needs through localization services
- Create targeting rules and apply them on pages and views for personalization
- Configure different payment services for a store type
- Track product and customer sales performance easily



# Key features of ADvantage Commerce for D2C and B2B are described below



ADvantage Commerce for D2C and B2B helps enterprises start their online digital presence quickly using an MVP approach. It is followed by incremental extensions and enhancements through our scaled implementation methodology to build a platform ecosystem and services for the enterprise's current and future needs. The journey of platform evolution is achieved through packages such as MVP, Advance and Advance+ as described below:



**Base Commerce:**  
Base Commerce Platform with store front



**Advance:**  
Marketing, Localization, and Integration



**Advance+:**  
AR/VR, AI/ML, Data Driven Experience

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HCLTech is a global technology company, home to 219,000+ people across 54 countries, delivering industry-leading capabilities centered around digital, engineering and cloud, powered by a broad portfolio of technology services and products. We work with clients across all major verticals, providing industry solutions for Financial Services, Manufacturing, Life Sciences and Healthcare, Technology and Services, Telecom and Media, Retail and CPG, and Public Services. Consolidated revenues as of 12 months ending September 2022 totaled \$12.1 billion. To learn how we can supercharge progress for you, visit [hcltech.com](https://hcltech.com).

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