HCLTech | Supercharging Progress™

Igniting an online B2C sales engine for a leading hardware manufacturer

HCLTech engineers a highly scalable
sales infrastructure to enable
frictionless growth

This U.S.-based, Fortune 500 client is a world leader in industrial tools. However, with a limited online B2C presence and a pandemic-induced sales slump, the client needed to build an e-commerce platform that would enable it to sell directly to their potential customers. HCLTech understood the client's predicament and started with a simple, low-cost SaaS solution to initiate the change. In addition, HCLTech has continued working with the client to shape its digital strategy.

The Challenge:
Leapfrogging into the digital age

The client realized that even a low-cost but fully functional B2C presence could boost sales and make the organization more resilient. In addition, the client was spending heavily on maintaining their obsolete digital infrastructure that no longer met customer needs. The obsolete infrastructure was also delaying time-to-market. Leadership decided that an innovative digital strategy was the key to solving both problems.

The Objective:
Build a state-of-the-art sales website to drive sales and delight customers

The client knew they must implement a modern, digital B2C website as the primary face of the company's online operations. Since they had already attempted digitizing their operations, they wanted to start with a simple execution that would unlock synergies while keeping costs in check. The platform needed to appeal to the modern online shopper while adhering to the most stringent security standards to guard against data breaches.

The Solution:
Iterated approach to building an e-commerce platform

Since the client wanted to start with a low-cost SaaS solution, HCLTech's solution architects conducted a SWOT analysis of the existing options. The client zeroed in on Shopify Plus as the base for their e-commerce platform. Agora was chosen as the middleware, while SAP retained its position as the ERP system. With these components, HCLTech delivered a scalable platform that required minimal maintenance. Since it facilitated commercial transactions, it was built on the highly secure Shopify platform and customized for client-specific business needs. The website was revamped to offer a superior customer experience and followed a highly responsive design with a smooth, device-agnostic user experience. The older systems were retired and HCLTech integrated other internal applications through a modern approach.


The Impact:
Catapulting to a state of frictionless growth, scalability and a seamless shopping experience

With the latest innovations in e-commerce platforms and an all-new website, the client no longer had to worry about losing out on business to competitors. A straightforward implementation of partner programs boosted customer engagement.

A smooth user experience translated to higher conversion from the website
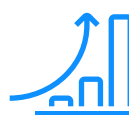
Highly scalable software enabled frictionless growth and resulted in a 124% increase in YoY online revenue

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