

HCL

ADvantage Commerce for B2B and D2C



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Business problem

Governments and societies have been struggling to develop a cohesive response to the unprecedented threat of COVID. Manufacturers and brands across the world are also facing a tirade of major operational issues, ranging from the limited ability of the sales team to meet customers physically, erratic fulfillment channels, unpredictable supply chains, limited availability of physical channels, and intense competition from retail tech companies and marketplaces like Amazon, Alibaba, Thomasnet, etc. These upheavals have further necessitated the need to have a cost-optimized, scalable, and best-of-breed omnichannel experience solution. It would help enterprises continuously engage with its customers, cater to their different needs, and elevate customer experience.

About ADvantage Commerce for D2C and B2B

Our ADvantage Commerce for D2C and B2B omnichannel experience solution is designed to jump-start your fully functional omnichannel journey within 6 - 8 weeks. ADvantage Commerce for B2B and D2C can quickly:



Enable distributed order management to achieve a truly omnichannel experience



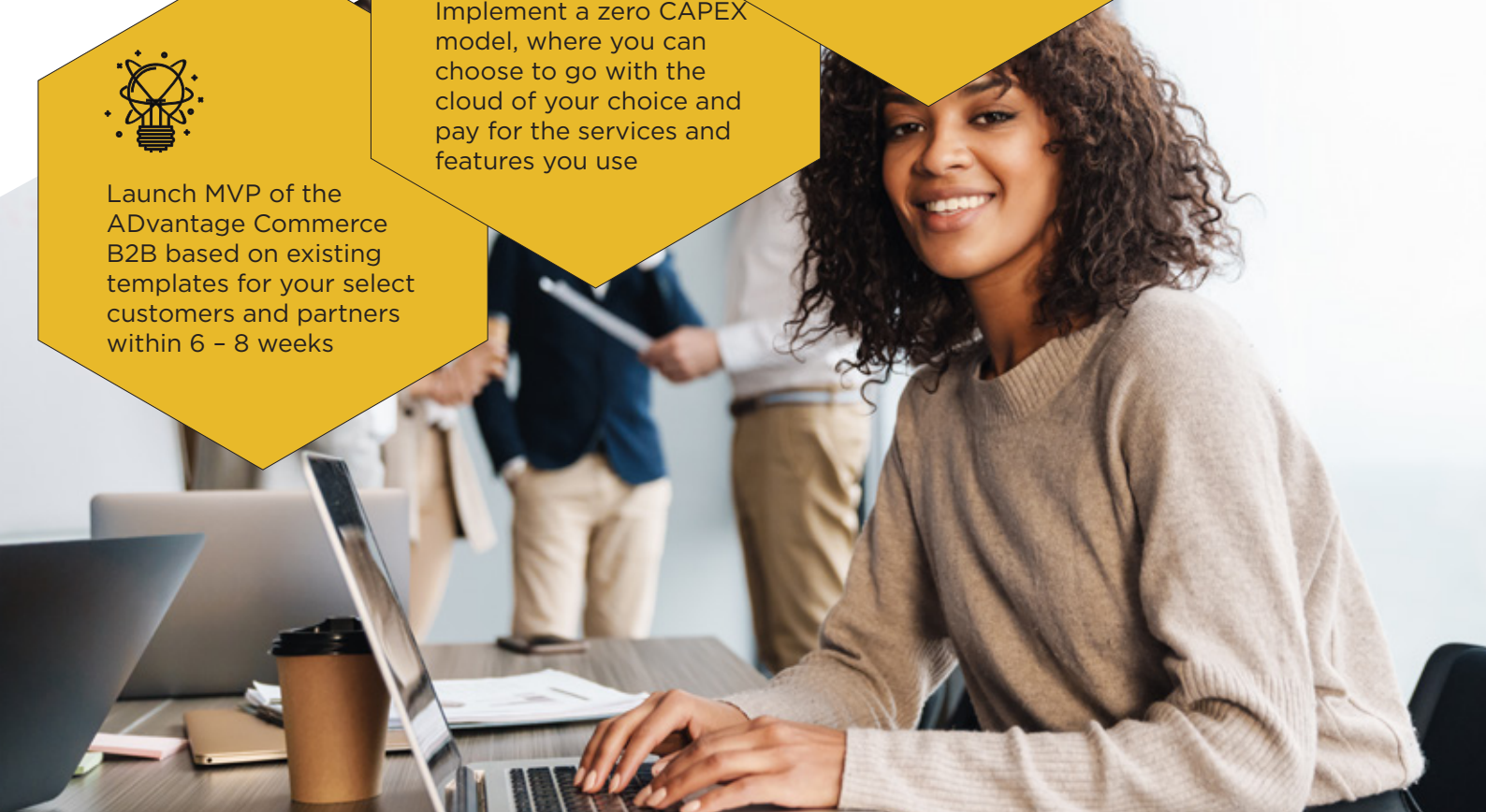
Integrate with your vendors, partners, and leading 3rd party service providers using web services and event notification-based systems



Implement a zero CAPEX model, where you can choose to go with the cloud of your choice and pay for the services and features you use




Launch MVP of the ADvantage Commerce B2B based on existing templates for your select customers and partners within 6 - 8 weeks




Key highlights

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


ADvantage Commerce has a set of robust tools that enables your business team to become productive quickly. It offers you robust tools to:



Configure and setup storefront using your brand styles and themes



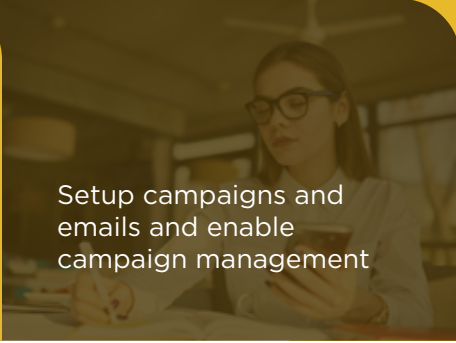
Setup multiple catalogs for different customers and manage categories across customers




Onboard customers easily



Create promotions and discounts



Setup campaigns and emails and enable campaign management



Track product and customer sales performance easily

You will find it simpler to:



Automate sales and customer service tasks



Automate order workflows



Enable self-service for customers



Gain customer insights to develop a best-in-class customer experience



Roll-out business managed platform services with zero code



Roll-out your storefront in multiple countries with local features easily



Integrate order processing with fulfillment process for tracking orders till the time the customers receive those orders

ADvantage Commerce for D2C and B2B: Key features



Fulfillment

Easily integrate with your fulfillment partners using either web services or event-based integration for faster customer experience fulfillment



Storefront for all channels

- A storefront that runs across mobile, tablets, and PCs
- Easily integrate with physical and interactive digital marketing channels like Alexa



Digital marketing and campaign management

- Headless content to serve your content needs for various digital marketing channels
- Omnichannel campaigns with insights across channels



Advanced search

- Parametric search and navigation that supports advanced filtering criteria
- Type-ahead searches

Product catalog and offer management

- Set up product catalog for enterprise, customer, and store for use with your campaign management goals
- Easily set up enterprise and store-level catalogs
- Easily set up product promotions and offers at enterprise, customer, and store level



Customer account management

- Self-service customer account management
- Configure hierarchy and manage the relationship between multiple customer accounts
- Easily set up buying limits at a customer and user level
- Link contracts to customers

Distributed order management



- Easily set up warehouses, fulfillment centers, and partner stores to have one view of inventory
- Optimize the cost of serving orders with cost/location-based order sourcing rules
- Integration with subscription commerce



AI/ML-powered personalized experiences

- AI/ML-powered real-time personalized customer experiences and targeted offer management
- Customer-specific product info and manuals

ADvantage Commerce for B2B and D2C is based on the best-of-breed commerce and digital marketing platforms that allow you to build your omnichannel B2B and D2C commerce system in a modular fashion and scale it to fulfill your needs across the enterprise.

High-level indicative plan to enable features



Additional features within 15-17 weeks

- Advanced search functions like visual search and product comparisons using AR/VR
- Digital marketing and campaign management based on new customer experience parameters
- Multi-country roll-outs and internationalization



MVP Go-live within 6-8 weeks

- Omnichannel commerce web store
- Self-registration and world-class order checkout process
- Complete quote to order cycle campaign management
- Subscription commerce using Zuora/SubscribePro for enhanced customer experience
- Distributed order management for drop shipments through partners and 3PL providers



Advanced features within 24-27 weeks

- Real-time offers, promotions, and recommendations using AI/ML
- Deep customer insights
- Integration with marketplaces like Amazon Sales Channel



HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

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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