HCLTech

HCLTech | Supercharging Progress™

HCLTech's industry specific solution offerings for Adobe Commerce

Delivering omnichannel, data-driven and personalized buying experiences at scale

HCLTech's Adobe Commerce **Practice Overview**

HCLTech partnered with Adobe to deliver end-to-end services for Magento and has successfully implemented multiple commerce initiatives across the globe. HCLTech has a 12-year-old partnership with Adobe and maintains unique premier level partnership & specialization on the core products. HCLTech has over 200+ Magento Practitioners and 100+ Reusable modules.

HCLTech's ADvantage Commerce framework helps deliver end-to-end digital commerce programs quickly by bringing experience delivery across modern digital touch points in conjunction with headless and micro-services commerce architecture.

Why **Advantage Commerce?**

Provides an innovative solution for customers on their digital transformation journey to deliver an omnichannel, data-driven and personalized buying experience at scale adding the agility and speed required for implementing changes due to evolving trends, reducing TTM (Time to Market) significantly. ADvantage commerce comes with leading ecommerce platforms including Adobe Commerce.

Accelerating delivery through our Advantage Commerce Platform

Featured Solutions

- Commerce in a Box
- Commerce Order Connect
- Commerce Upgrade Factory
- eCommerce Test Factory
- Platform Migration Kit

Advantage Commerce

- Retail Dashboard
- Marketplace
- Omni- Connected Commerce
- Customer 360
- Headless Commerce

Industry Solutions

- Hi-Tech & Manufacturing
- Healthcare
- Life Sciences
- Retail & CPG
- Travel & Hospitality

Benefits

| 30- 40% Accelerate Time to Market | REDUCTION in Partner integration time | 20% Increase in Business agility | 30% Reduction in Marketing Activation Effort | 10- 20% Reduction in operation cost | BEST IN CLASS Customer Experience |

ADvantage Commerce for **Hi-Tech & Manufacturing**

ADvantage Subscription Commerce & Direct to Consumer (D2C), the dealer portal offering is built to cover the various business needs of the hi-tech & manufacturing industries. The ADvantage Subscription Commerce offering enables the subscription capabilities to cater to the needs of the hi-tech industry. The subscription then becomes the key to enable customers to buy the products and services on a regular basis along with other commerce (B2B & B2C) capabilities. The ADvantage D2C solution offering enables B2B, B2C & D2C capabilities for the Adobe commerce platform.

The dealer portal is another solution offering which helps streamline the dealer onboarding to the commerce platform. HCLTech uses external integrations to industry leading subscription services to enable the capabilities. Our solution is flexible to integrate with other external services as well as per the customer needs. Reusable plugins built on top of Adobe Commerce to support seamless integration. We have also built our own custom Adobe Commerce plug into extend the subscription capability within core Adobe commerce platform.

ADvantage Commerce for **Retail & CPG**

HCLTech has the following solutions to cover the retail industry specific needs to quickly enable the capabilities needed for the Retail & CPG customers. ADvantage commerce enables customers to quickly rollout B2C & B2B & B2B2C commerce platforms. Commerce Anywhere solution helps deliver omnichannel experiences by combining online, offline, and virtual commerce together. Ready to use plugins are made for the seamless integration between Adobe Suite of tools and systems (Adobe experiences commerce, Target, Campaign) to enable the commerce anywhere capabilities.

ADvantage Commerce for **Healthcare & Life Sciences**

HCLTech's ADvantage Marketplace & Subscription commerce solution is customized to meet the needs for the healthcare and life sciences industry. It comes with integrated plugins to connect with industry leading marketplace solution providers to offer seamless marketplace capabilities to support the B2C, B2B & B2B2C business models. We have seen merchants from the industry looking for marketplace commerce platforms to enable dealers to use the platform to sell their products and services. This enables merchants to add additional revenue through sales commission and increases brand value with more options for the end customers to choose the right product in a competitive price range.

Adobe Commerce for **Travel & Hospitality**

ADvantage Marketplace and ADvantage Payment solutions are built to meet the travel & hospitality industry needs, where the marketplace platform provides seamless onboarding portal for the travel agents, airlines, and hotels to manage the catalog and orders through a unified interface. HCLTech's ADvantage Payment provides numerous integration options for PSP's payment processing across various geographies.

A quick summary of our other **solutions and frameworks**

Omnichannel Payment	Commerce Modernization	Commerce Anywhere	Digital Command Center	Real Time Order Dashboard
Commerce Consulting Framework	Commerce as a Service	Virtual Commerce	eCommerce Test Factory	Interactive Commerce
Subscription Commerce	Dealer Portal	Advantage Commerce for D2C & B2B	Radial for D2C	Headless Commerce
Commerce in a Box	ADvantage Marketplace	Omnichannel POS	Order Connect	Customer 360++
	Smart Commerce	Peak Assessment Framework		
	Upgrade Framework	SCAN & GO App		

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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.

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