

ADvantage Commerce



Introduction

HCL'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 & micro-services commerce architecture. It enables organizations to build their enterprise e-commerce solutions to deliver enhanced purchase journeys across brands, regions and business units by leveraging leading platforms such as Magento, HCL Commerce and Elastic Path. HCL orchestrates accelerated implementation of enterprise e-commerce which combines industry specific templates, tools, and accelerators that have been developed over the last decade by working with customers around the globe.

Why ADvantage Commerce framework

In last 25 years, e-commerce has revolutionized the way we transact. In addition to growing exponentially, it has evolved and transformed over time to meet the ever changing needs of the modern day consumer. Things generally move a lot faster in e-commerce than in other industries. Constantly shifting consumer priorities are driving increased competition, new shopping trends and investment in latest digital technologies to create rich and personalized experiences. Digital disruption continues to reshape retail as the new breed of consumers prefer interactions, convenience and experience over shopping.

HCL's ADvantage Commerce framework has helped multiple global retailers to build the next-generation microservices based commerce platform. It provides consistent and personalized delivery of content to enable seamless omni-channel experience to customers, resulting in improved time-to-market. Our framework institutionalizes 'Headless Commerce, Interactive Commerce & Subscription Commerce' in digital commerce solutions.



Headless Commerce

Brings together best of breed solutions for Digital Commerce integrated with third party systems and Digital Marketing Solutions to form a holistic customer experience driven commerce solution

Offerings



Customer 360



B2B & B2C Ready Commerce



Content As a Service



Seamless Integration



Cloud Native (Cloud Foundry)



Scalability



Interactive Commerce

Interactive commerce allows our customers to execute truly digital commerce experience, which is seamless, contextual and personalized.

Offerings



Customer 360



Omnichannel Experience



Augmented & Virtual Reality



Omnichannel Commerce



Virtual Assistants



Smart Devices



Subscription Commerce

Subscription commerce or 'as a service' commerce is a critical enabler for the 'product as a service' initiative that is taking hold across industries

Offerings



Scalability



Seamless Integration



DIY Account Management



Service Maintainability



Micropayment



Simplified User Experience

Solution highlights



Digital Store

The framework comes with a templated, low cost rapid implementation of sell (b2c) and buy (b2b) elements. It has a pre-built reusable component library for the leading platforms such as Magento, HCL Commerce and Elastic Path with over 250+ components that will result in a reduction of implementation costs by 20-30%



Omni-connected Commerce

A commerce accelerator that helps a customer to complete journey across various channels that includes online to store and store to store through a single view of product and endless aisles.



Unified Commerce operations command center

Unified Commerce operations command center is a state-of-the-art digital center, which monitors various e-commerce business KPIs in real-time & helps envisage commerce platform health via suitable monitoring & insights tools. The data captured across web and social channels helps foresee signs of unfolding crisis before it occurs.



E-commerce test factory in a box

Test factory in a box consists of 2500+ functional test cases, out-of-the-box test scripts and ready-to-use tools, templates and methods to accelerate the testing process for any commerce engagement. It helps reduce the cost of quality and test/SDLC cycle time by leveraging HCL's extensive repository of test cases and scenarios.



DevOps

An integrated offering, which enables automated environment provisioning, CI/CD automation, test automation and framework for adopting best Agile DevOps practices intended for platforms based on Magento, HCL Commerce and Elastic Path.



Migration Kit

Automates the migration of configuration & data from legacy e-commerce platform to all leading e-commerce platforms. It assures a faster, cost efficient and auditable migration of content.

Business benefits

e-commerce DD framework

e-commerce Upgrade Framework

Commerce project lifecycle templates factory

10-20%

reduction in operational cost

~10%

CX improvement (CSAT)

ASM 2.0 for eCommerce

Retail Dashboard

Integration mapping to leading components

30-40%

accelerate time to market

~20%

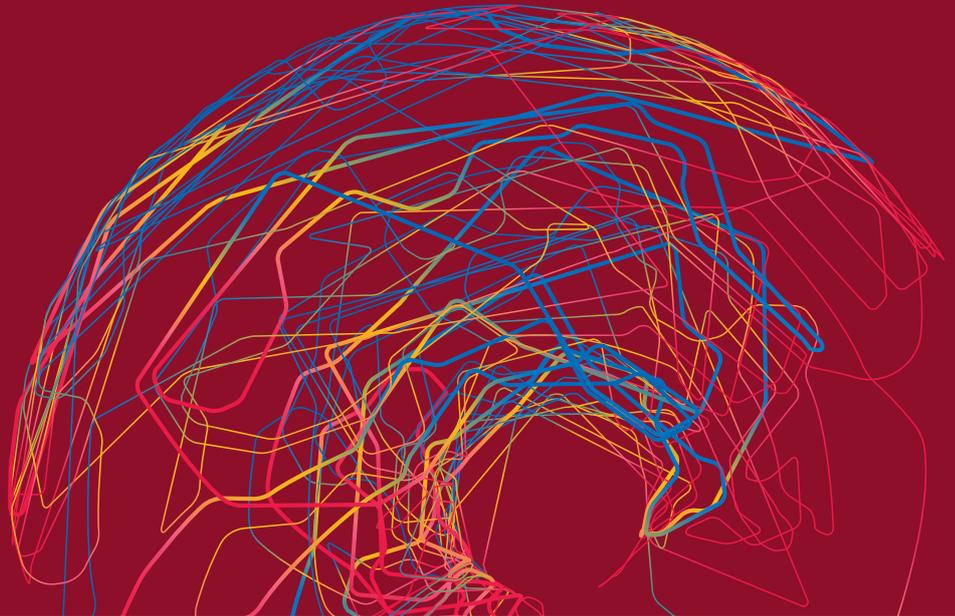
increase in business agility

eCommerce Test Factory

eCommerce comprehensive & bespoke audits for maturity, performance & speed

Improved platform availability

Best in Class Customer Experience



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HCL