

ADvantage Commerce for B2B (Business-To-Business)



ADvantage Commerce For B2B

As the COVID-19 pandemic continues to run unchecked through the globe, governments and societies across the world are struggling to come up with a cohesive response to the threat. Manufacturers and brands across the world are also facing a multitude of challenges due to COVID-19 that range right from limited ability of sales team to physically meet customers, uncertain fulfillment channels and supply chains, limited availability of physical channels to massive competition from retail tech companies and marketplaces.

This has further necessitated the need to have a strong **digital presence** and a cost-optimized, best-of-breed omnichannelcommerce solution. Such a solution would need to be designed specifically for the **digital marketing** needs of manufacturers and brands, that would let them continue to engage customers and effect holistic **campaign management**. Simultaneously, it should also allow enterprises to be truly scalable to cater to all the different needs of the enterprise, including offering a true **omnichannel experience** for its customers.

Our ADvantage Commerce solution incorporates an **MVP approach** for robust **digital marketing** across an **omnichannel experience** for seamless **campaign management**. It offers a robust **digital presence** and is designed to jump-start your **fully functional Omnichannel journey within 6-8 weeks**.



Launch MVP of the ADvantage Commerce B2B

based on existing templates for your select customers and partners within 6-8 weeks



Distributed Order Management

to achieve a truly Omnichannel Experience



Zero CAPEX model,

you can choose to go with the cloud of your choice and pay only for the services and features you use



Integrate with your vendors, partners and leading 3rd party

service providers using web services and event notification-based systems



ADvantage Commerce for B2B can help you **quickly**:

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ADvantage Commerce for B2B is a best of breed Omnichannel Commerce Platform Conforming to all Business-To-Business requirements

ADvantage Commerce is fully configurable and extendable platform that leverages its underlying framework, tools and services to setup online store for an enterprise in no time. The framework lets business users manage most of the changes through self-services editorial interfaces that can be pushed to production without IT and code changes. Some of the key configurable capabilities of the solution are:

- 1- Configurable templates and component library to fit enterprise brand guidelines, styles and themes
- 2- Setup multiple catalogs for different customers and manage categories across customers
- 3- Ability to create content, campaigns, landing pages through editorial CMS
- 4- Set product, pricing, promotions and discounts
- 5- Get view into performance through digital KPI dashboards and reports
- 6- Built in migration and onboarding utilities
- 7- Ability to scale to different country and language needs through localization services
- 8- Create targeting rules and apply on pages and views for personalization
- 9- Configure different payment services for a store type
- 10- Track product and customer sales performance easily



Key features of the ADvantage Commerce are described below:

Fulfillment

- Easily integrate with your fulfillment partners using either Web Services or event-based integration

Storefront for All Channels

- Storefront that runs across mobile, tablets and PCs
- Easily integrate with physical and interactive channels like Alexa

Digital Marketing & Campaign Management

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

Advanced Search

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

Product Catalogue and Offer Management

- Whitelist products to create customer specific catalogs
- Setup customer specific promotions and discounts for seamless offer management

AI/ML Powered Personalized Experiences

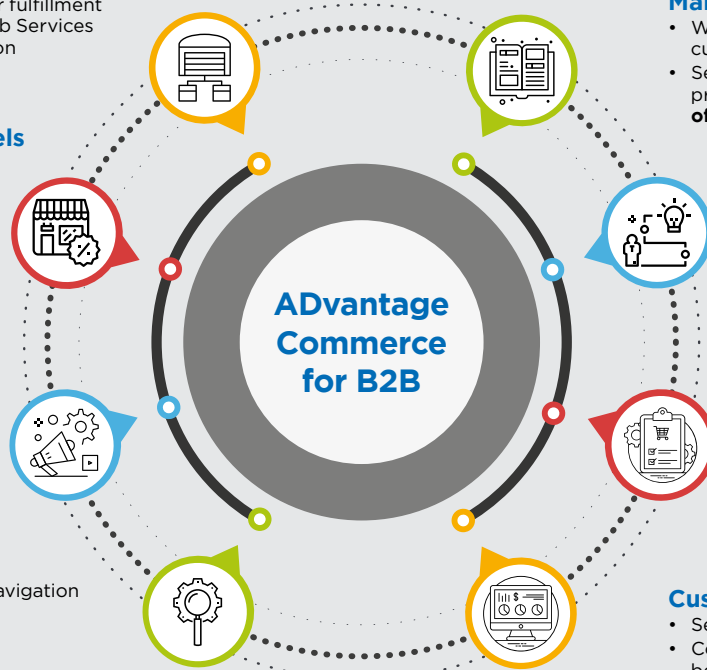
- AI/ML powered Realtime personalized experiences and targeted offers
- Customer specific product info and manuals

Distributed Order Management

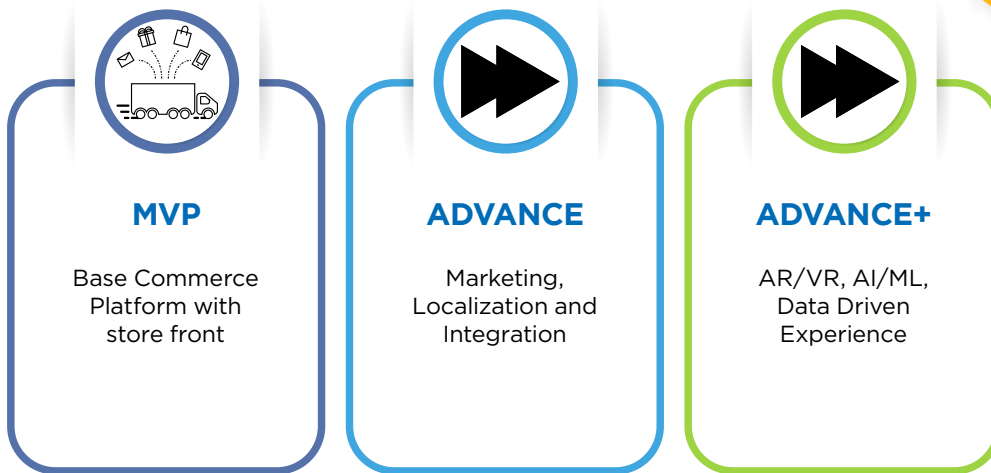
- Easily setup quote to order, order replenishment/recurring orders
- Optimize cost of serving orders with cost/location-based order sourcing rules
- Integration with subscription commerce
- Configure user/organization specific order limits

Customer Account Management

- Self service customer account management
- Configure hierarchy and manage relationship between multiple customer account
- Easily setup buying limits at customer and user level



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



If you are interested in a demo or want to learn more, please reach out to us at digitaltransformation@hcl.com

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