

ADvantage Commerce for D2C (Direct-To-Consumer)



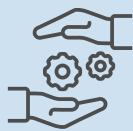
ADvantage Commerce for D2C

COVID-19 is raging unchecked across the globe. Governments as well as societies across the world are struggling to come up with a cohesive response to the threat. Leading brands across the world are also facing a multitude of challenges in maintaining an **omnichannel customer journey** due to COVID-19 that range right from keeping the customer engaged, to ensuring footfalls in the retail outlets owned by the brand, reducing the inventory holding cost and keeping the lights on in readiness for the post COVID-19 world. This has further necessitated the need of having a cost optimized, best of breed Omnichannel Commerce Channel for brands, that allows them to continue engaging their customers and is truly scalable to cater to their different needs.

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



Launch MVP of the ADvantage Commerce for D2C based on existing templates for your select customers and partners within 6 - 8 weeks



Distributed Order Management to achieve a truly Omnichannel Experience



ADvantage Commerce for D2C can help you **quickly**:

Zero CAPEX model, you can choose to go with cloud of your choice and pay 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 D2C is a best of breed Omnichannel Commerce Platform Conforming to all Direct-To-Consumer requirements

ADvantage Commerce for D2C 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-service 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 ADvantage Commerce for D2C 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

- Setup Product Catalog for enterprise, customer and store
- Easily setup enterprise and store level catalogues
- Share product data with 3rd parties through APIs
- Easily setup product promotions and offers at enterprise, customer and store level

AI/ML Powered Personalized Experiences

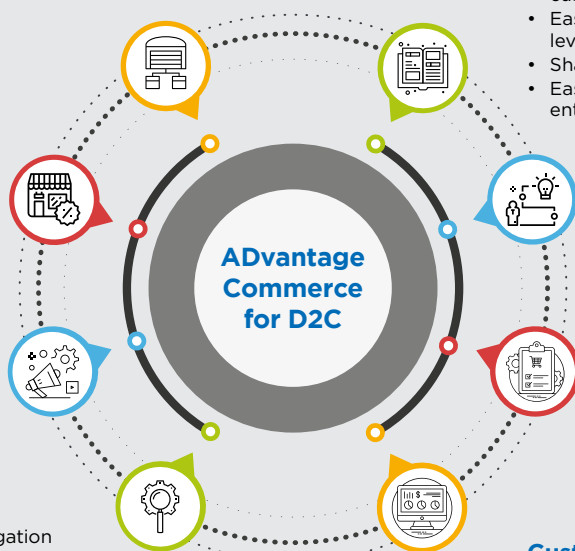
- AI/ML powered Realtime personalized experiences and targeted offers
- Customer specific product info and manuals

Distributed Order Management

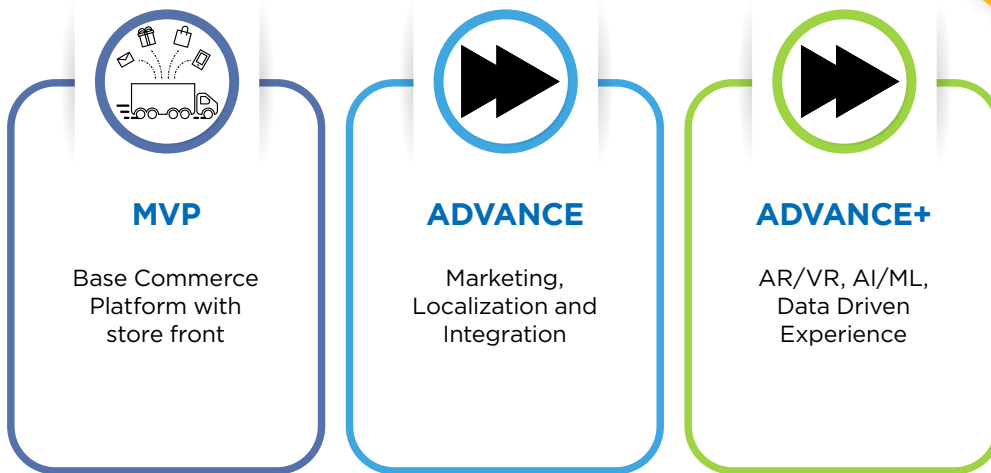
- Easily setup warehouses, fulfillment centers and partner stores to have one view of inventory
- Setup partner stores as a fulfillment center in few clicks to enable In-Store Pick Up and Curbside delivery
- Optimize cost of serving orders with cost/location-based order sourcing rules
- Integration with subscription commerce

Customer Account Management

- Self service customer account management
- Setup opt in opt out easily for customers
- Differentiate between B2C and B2B customers



ADvantage Commerce for D2C helps enterprises to 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 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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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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