

COMMERCE IN A **BOX**

END TO END COMMERCE | FLEXIBLE | QUICKER



'Commerce In a Box' (CIB) is a hosted best-of-breed, enterprise class commerce solution that is empowering large as well as medium retailers in India and across the globe with its highly customizable, quick to deploy, scalable, secure, efficient to run, Cloud hosted, and on a 'pay-as-you-go' model.

Standard features

- Multichannel presence for customers to connect across a variety of channels
- Personalized catalog management and product recommendations
- Tailored search results and product comparisons
- Self-registration and world-class order checkout process
- Automated marketing campaigns and integrated SEO
- Display nearby stores for an item availability and deliver GPS directions
- Buy online - pick up at store and buy online – ship from store
- Email customers to solicit product reviews and update ratings scale & reviews collected
- Define applicable taxes on items across inventory
- Social Media sharing and Web Analytics
- Part payment with gift cards



Business Challenges

- Poor visibility into inventory across channels
- Same-store inventory for online and offline orders
- Dynamic price updates across channels
- Home Delivery - 'Click and Collect'
- Complex promotions and discounting rules
- Multiple item types in one order
- Delivery slot selection rules
- Complex pick and pack process as well as multiple shipping addresses
- User location and its mapping to specific store, enabling store pickup

Solutions Offered

- Better inventory visibility across channels
- Same store inventory to be used for offline and online orders
- Dynamic price updates across channels
- Complex promotion and discounting rules
- Home delivery - Click & Collect
- Complex pick and pack process, Multiple shipping addresses
- Multiple item types in one order
- Delivery slot selection rules
- Provide user locations and its mapping to specific stores, enabling enhanced store pickup
- Payment reconciliation

Benefits



Reduced cost of business operations along with increased revenue across channels



Increase in customer engagement and traffic



Easy scalability as per the promotional and seasonal needs



Efficient management of complex promotion, tax, and pricing rules



Improved concurrency, throughput, and response time across pages



Consolidated multichannel data to monitor overall performance

Why CIB

- End-to-end commerce solution including hosting and support
- Preconfigured solution with best-of-breed COTS products
- Flexible pricing option based on business needs
- Mobility and Social Media ready
- Accelerated Time to Market – 90 days standard implementation time
- Prebuilt Integrations with ratings and review engine/payment gateway/SMS & Email Gateway/Tax Engine
- Single tenant solution to support the client's unique branding requirements, customized needs, and security compliance

Future Proof Design

The CIB solution is designed to manage high volume online stores. It is geared to grow and mature as per business needs. Key highlights of the solution are:

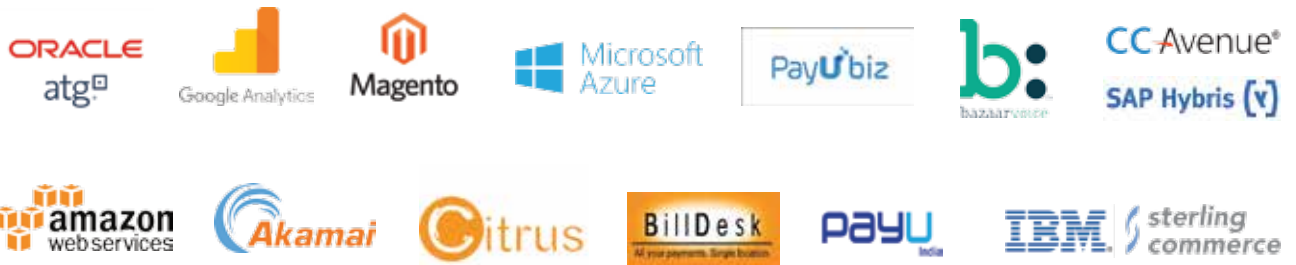
- Enables best-of-breed COTS commerce solutions
- Service Oriented Architecture (SOA) - Helps in easy integration with any external application/system
- Enterprise class technologies make it highly scalable without any performance slowdown
- Internationalization capabilities such as multiple currencies, languages, and geography-based taxations
- Guaranteed security with PCI compliance
- Unlimited bandwidth, 99.94% uptime, and 24/7 customer support



Success Stories

- First-of-its-kind, complete omni-channel e-commerce platform based on SAP Hybris and Azure Cloud for one of the leading global brands and Indian hypermarket chain. The beta version was delivered in two months.
- Global E2E implementation of e-commerce solution for a premium polarized sunglass manufacturer across 15 countries, seven languages, and 10 currencies in four months.
- Holistic e-commerce solution for UK's third largest retailer, resulting in online sales to go up 80% YOY and the cost to deliver online orders to fall by 50%.
- Implemented a high volume B2B store with multiple languages, geography, tax rules, and currency for a major automobile components manufacturer.

Partnership Ecosystem



Accolades

FORRESTER®

Strong performer in both The Forrester Wave™: B2B & B2C Global Commerce Service Providers, 2015. According to the report, “HCL has made the transition into the digital business space and has begun to offer front-end design and strategy consulting services”

Gartner®

Positioned as a leader in Gartner Magic Quadrant for SAP implementation services worldwide, 2015.

Who We Are

HCL's e-commerce practice has a 65+ strong customer base across countries, with around 700 professionals. We have potent multichannel commerce and product engineering/implementation/managed services experience of SAP Hybris, IBM WCS, Oracle ATG, Magento, and custom developed products. We are consistently ranked as a “Strong Performer” in global e-commerce service provider and in commerce market presence by Forrester.



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