

# Delivering an adaptable, extensible and expandable **e-commerce** platform

HCLTech and Adobe drive remarkable transformation  
for a leading consumer goods company



The client is a US-based manufacturer and distributor of housewares and beauty products across multiple brands and websites in both the US and European markets. It faced severe challenges using Magento as its B2C eCommerce engine and Oracle EBS for order and inventory management. It was looking for a more robust, user-friendly B2C e-commerce platform to offer a personalized experience to the customer. HCLTech leveled up the transformation journey by delivering a stellar platform with the support of its strategic partner, Adobe.

## The Challenge:

### Inability in fulfilling the rising customer expectations

The company faced a high volume of backorders as real-time inventory visibility, including ATP (Available to Promise) and ATR (Average True Range), didn't exist. They suffered fulfillment challenges due to confusion distinguishing between B2B and B2C orders. They identified numerous pain points associated with core commerce implying significant scope for improvement.

They were also trying to identify capability gaps within the B2C e-commerce implementation. Overall the order orchestration required validation to be at industry standards. The backend support system, like order management and order fulfillment, also demanded significant consideration.

## The Objective:

### Offer a personalized and scalable e-commerce platform

Our client was exploring the end-to-end B2C e-commerce landscape, including the backend systems, to identify growth opportunities in engaging customers. It wanted to probe into client-stated pain points related to order management,

inventory visibility, and user experience. It also wanted to analyze the existing implementation and provide recommendations for enhancing the B2C experience to support current and future needs.



## The Solution:

### Adobe enabled e-commerce transformation for better customer experience

HCLTech drove the transformation by identifying and analyzing over 70+ customer pain points across different categories. Next was to prioritize these issues according to the business needs. Post our detailed analysis, we shared our recommendations at three distinct

2 Strategic recommendations for transformation

Technical short-term quick wins

Process-related recommendations

After giving our suggestions, we designed future state architecture aligned with business capabilities to draw a clear picture of the IT system for the ever-changing business goals. We also provided a comprehensive roadmap to upgrade Magento to V2.4 and migrate from on-premise to AWS. Finally, we felt headless

commerce could be the solution to offer customers an innovative, best-in-class omnichannel experience. With headless e-commerce, our client could offer its customers highly differentiated and unique experiences across channels.

## The Impact:

### Journey to a seamless omnichannel experience

With HCLTech and Adobe's collaborated transformation, our client could offer a seamless omnichannel experience by meeting the customers wherever they wanted and however they wanted. The new e-commerce platform reduced customer pain points through a frictionless smooth upgrade. We helped our clients supercharge better customer experiences through modern and enhanced capabilities.



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For any queries, please reach out to us at [digitaltransformation@hcl.com](mailto:digitaltransformation@hcl.com)