

 **FULL SERVICE
COMMERCE**
a product of eServices
eXperience is everything

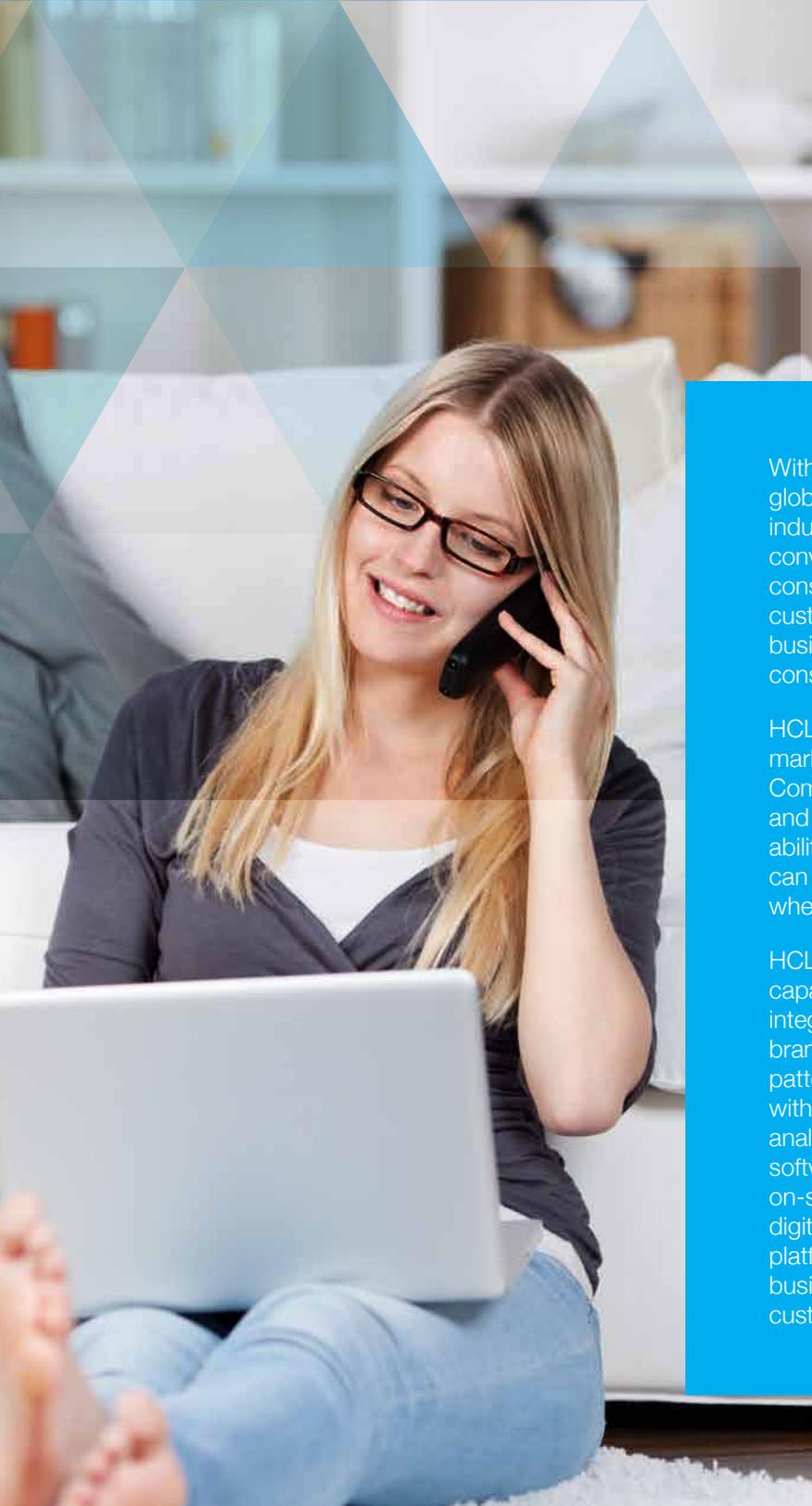


**E-COMMERCE
& OMNI-CHANNEL**



**FULL SERVICE COMMERCE
WITH SAP HYBRIS**

EXPERIENCE IS EVERYTHING



INTRODUCTION

With the introduction of digital channels and the rise of globalization, digital commerce is highly relevant across all industries. Today, businesses are beginning to see the convergence and coexistence of B2B and B2C channels: the consumerization of B2B digital commerce. In effect, customers now expect the same responsiveness from their business interactions that they've come to value in their consumer lives.

HCL's full service commerce solutions—built on the market-leading SAP hybris CEC (Customer Engagement & Commerce) platform provide the ability to deliver a seamless and personalized customer experience. By providing the ability to integrate cross-channel interactions organizations can predict trends and adapt in real-time to customers, wherever and however they engage.

HCL provides businesses with a rich set of digital commerce capabilities—including back-end and front-end integration—that enhance the customer experience and build brand loyalty. Businesses can decipher key behavioral patterns and preferences that influence purchasing decisions with customer journey maps and advanced cross-channel analytical and measurement capabilities. Available as either a software-as-a-service (SaaS)-based, managed hosted or on-site solution, HCL's full service commerce offering blends digital technologies, professional services and best-in-class platforms to help companies reduce the cost of doing business, expand their global presence and improve the customer experience.

A photograph of a globe resting on a laptop keyboard. The globe is surrounded by a network of white dots connected by thin lines, symbolizing global connectivity. The background is a blurred laptop screen and keyboard. There are also some abstract geometric shapes in shades of brown and orange in the top left corner.

With tight budgets and ever-increasing competition, businesses today need to find ways to expand their operational footprint and enter new markets with minimal investment. Rather than opening physical stores, digital channels represent an opportunity to sell new products or services, potentially reaching untapped markets.

Selling globally adds complexity to digital commerce, due to the need to localize product offerings, languages and payment methods. HCL's extensive geographic footprint, combined with the scalable, standards-based hybrid architecture, helps simplify global commerce by enabling organizations to manage multiple international sites on a single platform. By leveraging its pre-built accelerators, HCL can accelerate deployment on a global scale while providing customizable solutions based on unique customer requirements.

**NEW MARKETS.
INCREASED
TOP-LINE GROWTH.**

CONSISTENT VIEW OF ENTERPRISE DATA

HCL's hybris commerce solutions provide complete back-end integration into existing SAP and other enterprise business systems. HCL solutions enable businesses gain real-time insight into inventories, order status, and other critical product and customer data. Automatic synchronization of common data between systems creates efficient workflows and processes, enables more responsive support and eliminates manual, error-prone data entry. Tight integration between the commerce platform and other enterprise business platforms enhances performance by providing businesses a single view of their customers, products and orders.



Omni-channel shoppers expect a seamless dialogue across every channel. HCL's hybris commerce solutions allow businesses to draw on rich data gathered from multiple channels to increase conversions and loyalty through a variety of systems and touch points. By realizing and exceeding customers' expectations at each touch point, companies can build distinct brand identities and increase brand equity. HCL's solution provides businesses with the capabilities to drive revenue, gain competitive advantage and turn market shifts into business opportunities.

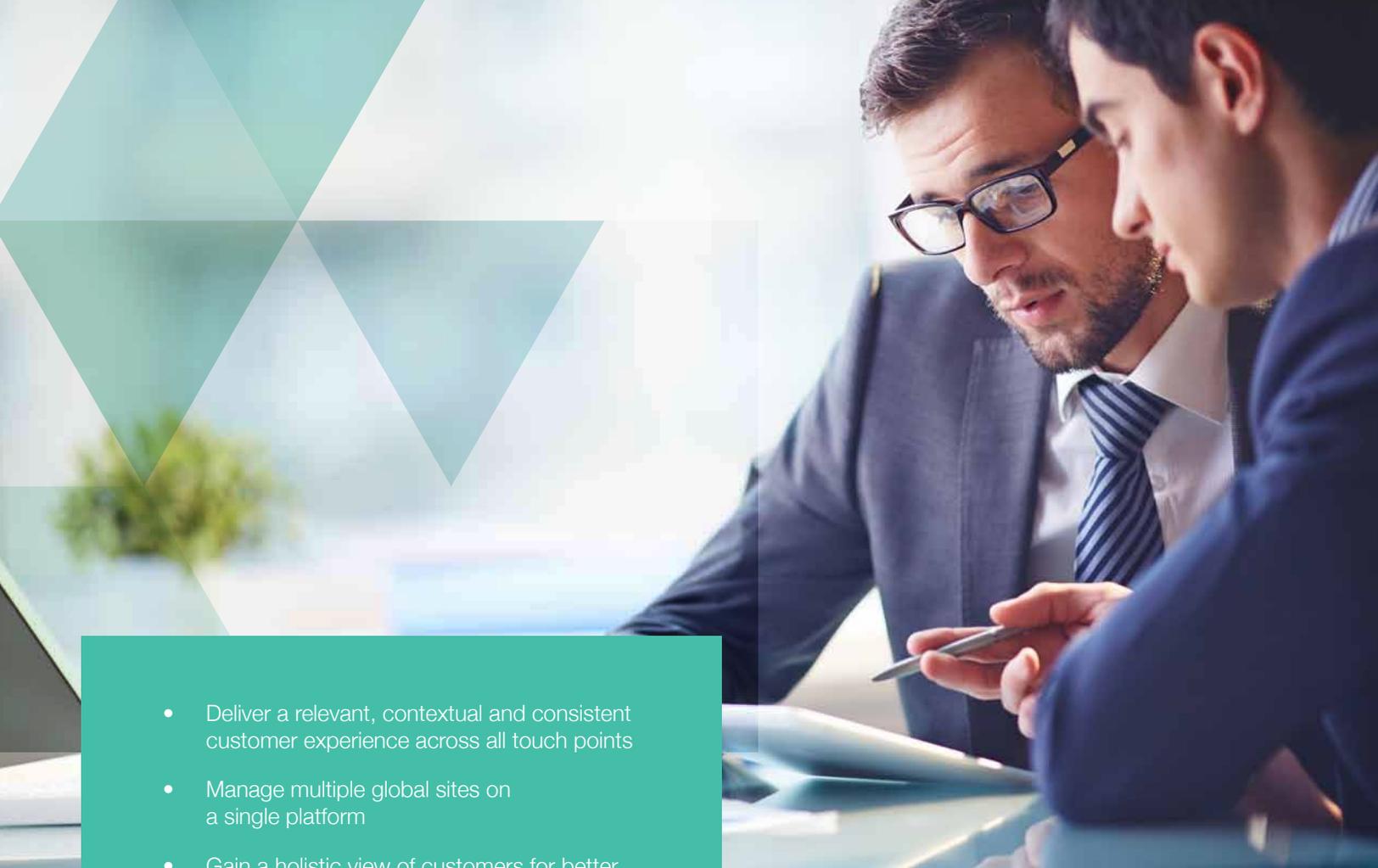


UNIFIED PLATFORM FOR ALL CHANNELS



HCL'S PARTNERSHIP WITH SAP HYBRIS

HCL Technologies is a hybris Global Silver Partner with deep experience and the ability to deliver hybris and Customer Engagement and Commerce (CEC) implementations on a global scale in the Americas, EMEA, India, and Asia Pacific regions. HCL has long-standing partnerships with both hybris and SAP that pre-date SAP's acquisition of hybris. HCL is uniquely positioned to combine a world-class practice in both SAP and hybris to seamlessly integrate the back office, middle office, and front office to deliver compelling digital experiences needed in today's B2B and B2C environments.

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- Deliver a relevant, contextual and consistent customer experience across all touch points
 - Manage multiple global sites on a single platform
 - Gain a holistic view of customers for better targeting and improved retention
 - Tailor marketing initiatives based on unique customer behaviors, needs and preferences
 - Tap into global markets with minimal capital expense
 - Gain valuable customer insight through advanced analysis and measurement tools
 - Reduce operational costs with customer self-service

**FULL SERVICE COMMERCE:
CREATING EXPERIENCES
THAT COUNT**



APPLICATION
SUPPORT &
MAINTENANCE



BIG DATA &
BUSINESS
ANALYTICS



BUSINESS
ASSURANCE
& QUALITY
SERVICES



CLOUD, DIGITAL
EXPERIENCE &
MOBILITY



COLLABORATION,
CONTENT & SOCIAL



CUSTOMER
RELATIONSHIP
MANAGEMENT



DIGITAL
SYSTEMS
INTEGRATION



E-COMMERCE
& OMNI-CHANNEL



ENTERPRISE
RESOURCE
PLANNING



HUMAN
CAPITAL
MANAGEMENT



MODERN
APPLICATION
DEVELOPMENT



PLATFORMS &
INTEGRATION

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Relationship[™]
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HCL