Digital & Analytics
by HCL Technologies

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Magento commerce

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Introduction

HCL's e-commerce practice targets forward looking CIOs with a suite of offerings uniquely designed to leverage technology for revenue (as opposed to cost) impact. Our e-ommerce practice has strong omni-hannel commerce and product engineering / implementation experience with leading platforms including Magento, HCL Commerce, Elastic path, Commerce Tools, and IBM Sterling. We specialize in delivering transformational programs & implementation of omni-channel platforms (ecommerce + order management), multichannel consulting services, systems integration and managed services. We have delivered successful projects to over 75 customers in both B2B and B2C segments. Our Centers of Excellence(COE), work on an ongoing basis to develop frameworks, templates and assets to address live problems faced by our clients.

Why Magento commerce

In the last 25 years, e-commerce has revolutionized the way we transact. In addition to growing exponentially, it has evolved and transformed over time to meet the ever changing needs of the modern day consumer. Things generally move a lot faster in e-commerce than in other industries. Constantly shifting consumer priorities are driving increased competition, new shopping trends and investment in latest digital technologies to create rich and personalized experiences. Digital disruption continues to reshape retail as the new breed of consumers prefer interactions, convenience and experience over shopping.

Magento commerce is a customizable, scalable, and high availability solution that is built to leverage open standards. It provides a powerful customer interaction platform for omni-channel commerce and easy-to-use tools for business users to drive increased conversions. It can be leveraged by companies of all sizes across different industries.

HCL's Magento practice has helped global enterprises in building the next-generation, micro-services based commerce platform that provides consistent and personalized omni-channel experience to their customers. HCL has over 9 years of experience in implementing, integrating and supporting Magento solutions for various clients including leading retail industry players, apparel brands, telecom giants and manufacturing companies.

Experience Re- imagination

Data Driven eCommerce Experiences

Personalized Omni-channel Commerce experience design

eCommerce Experience Optimization

Seamless Digital-to-physical shopping experience

Cross Channel Analytics

Foundation build

Re-Platforming, Re-Engineering of Legacy commerce platform

Scalable API-First development of Modern commerce platform

Enterprise & 3rd Party Integrations

Technology advisory and Adoption Strategy

Commerce on Cloud

Platform operations

Commerce platform optimization services

Commerce Architecture Assessment

Application Maintenance — Corrective, Adaptive, Preventive and Proactive Maintenance

KPI Driven Service Deliveries

Business benefits

e-commerce DD framework

e-commerce Upgrade Framework

Commerce project lifecycle templates factory

10-20%
reduction in operational cost

~10%
CX improvement (CSAT)

ASM 2.0 for eCommerce

Retail Dashboard

Integration mapping to leading components

30-40%
accelerate time to market

~20%
increase in business agility

eCommerce Test Factory

E-commerce audits for maturity, performance & speed

Improved platform availability

Best in Class Customer Experience

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