

## EXTENSIBLE PRE-CONFIGURED OMNI CHANNEL HUB



With retailers adding a variety of channels such as catalogs, mobiles and kiosks to satisfy increasing end-consumer expectations, supply chains are becoming more complex and the costs of providing excellent customer service are rising. Further, these channels are initially established as independent lines of business with separate logistics, inventory management systems and customer policies. As a result, beyond the initial impetus of garnering increased revenues, providing a seamless customer experience across these channels is a challenge. Countering this challenge by improving Omni-Channel capabilities with a strategic focus on Order Management Systems raises the following questions.

- Can the adoption of Omni-Channel capabilities be accelerated?
- Can Order Management Systems be customized to address business challenges?
- Can new Order Management System implementations integrate with legacy systems?
- Can subsequent maintenance & testing costs be reduced?

The answer is the **Extensible Pre-Configured Omni Channel Hub**. It is a prescriptive solution that uses best practices across the industry and can be deployed/implemented quickly and more efficiently.

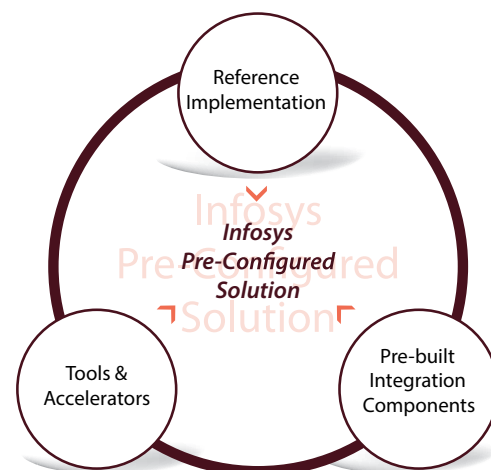
### The Solution

The Extensible Pre-Configured Omni Channel Hub combines our expertise garnered through several MCC implementations using the technology engine of Multi-Channel Order Management Systems (MCOMS). This expertise translates in to the Infosys pre-configured reference implementation, proprietary toolkits and other implementation accelerators - focusing on faster timelines, lower total cost of implementation and healthier outcomes.

#### Pre-built & pre-configured process components

Designed to address multi-order management challenges, our pre-built process components help global retailers to provide customers a unified brand experience along with seamless and easy ordering functionality. These include:

**End-to-end sales order flow** – Supports all functions, from initial order capture to fulfillment, including alternative scenarios (buy online and pickup from store; buy online and ship from store/warehouse, and so on). Modification rules, alerts, and exception handling are also built in.



**Payment processing and settlement** – Supports all popular payment methods across geographies and flows, including authorization, re-authorization, and settlement logic for fulfillment from alternate channels.

**Inventory management** – Handles real-time updates and synchronization functions.

**Reverse logistics** – Handles returns, exchanges, and refunds, including scenarios such as return anywhere, usage of alternate payment methods for returns, multiple types of exchanges, and so on.

**Pre-order processing** – Handles different types of pre-order fulfillment based on business rules (commercial release date-based or supply-based).

**Carrier selection** – Selects optimal carrier for specific shipments based on dimensions, service provided, and item classification.

**Tax and invoice** – Interfaces with tax engine at pre-configured points in the order life cycle and invoice creation.

#### Pre-built integration components

Our integration framework and components enable seamless transition and amalgamation of data into the existing IT landscape. While an OMS interacts with multiple external systems and pre-configured OMS integration services, interface maps provide the flexibility to work with any of the client's enterprise service bus. The solution also has pre-built integrations with leading e-commerce platforms.

#### Tools & Accelerators

Our tools and accelerators can be used across various stages of the software development life cycle to achieve higher predictability and efficiency in deployment, and to reduce the time and effort for implementation and beyond.



### The Benefits

Faster time-to-market	Functionalities that incorporate industry best practices, reduce implementation time and effort by almost 30%
Integration with external systems	Integration components ensure easy integration with the client's existing IT landscape
Reduced implementation cost	Pre-configured functionalities reduce implementation costs by almost 50%
Reduced risk	The pre-built, pre-tested solution reduces risks associated with implementation



### Success Story

A leading entertainment software retailer was looking at accelerating the growth of digitally sourced revenue from 1.1% of business to 10% within 5 years. Their existing order management system lacked the extensibility and flexibility to address changing business needs. The Infosys Extensible pre-configured Omni Channel Hub was implemented in record time resulting in

- Increased order intake during the holiday season in year 1
- 20% reduction in development effort
- Increased sales with introduction of Drop Ship vendors

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

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