

# INFOSYS COMMERCE 360 SOLUTION

## Commerce-as-a-Service

The pandemic has completely changed the way customer interacts with brands. Organizations need to pivot and engage the customers in **newer, scalable models**. In today's competitive e-commerce landscape there are many options, but the organization must figure out how to fit all the pieces together in the right way to achieve success.

Infosys Commerce 360 solution helps enterprises to do this by offering Commerce-as-a-Service. This is an **end-to-end offering** that helps customers launch a digital channel and take advantage of new revenue generating opportunities such as Direct-to-Customer, international expansion, B2B2C, etc.

Launching and operating a digital e-commerce channel is more than just a technology initiative.







It is a **transformational journey** that has business, technical and operational components and impacts the commerce value chain of the organization.

Infosys Commerce 360 solution can be **tailored** to your organization to ensure that we will have you up and running quickly while ensuring you have a foundation for a long-term **growth channel**.

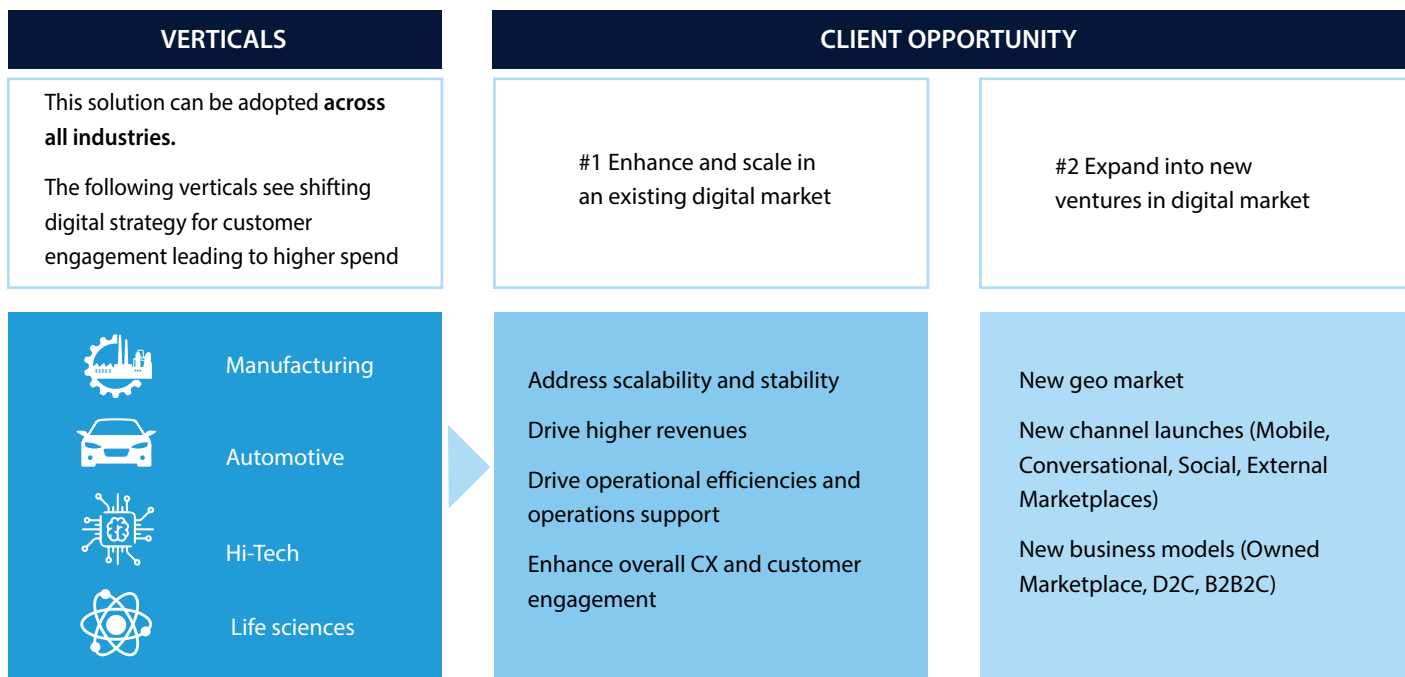
Our solution takes out the guesswork of launching a platform and solves some of the key challenges listed here.



Infosys Commerce 360 solution, part of Infosys Cobalt powers the entire commerce value chain from Customer Experience, Order Journey, Payment and Merchant of Record, Fulfillment to Logistics. The solution is built on the foundation of the SAP Commerce Cloud (Enterprise-Scale commerce platform) and E2E strategic services from Infosys. The building blocks of our solution are available in an a la carte option.

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|  <p><b>Digital Commerce Storefront</b></p> <ul style="list-style-type: none"> <li>• Tech stack design, build, ops</li> <li>• This includes dealer microsite for dealers to engage in a B2B2C model</li> </ul> |  <p><b>Digital Commerce Business Ops</b></p> <ul style="list-style-type: none"> <li>• Storefront catalogue life cycle</li> <li>• Commerce order entry and Distribution Center selection</li> <li>• Customer care teams and tools</li> </ul> |  <p><b>Digital Marketing Ops</b></p> <ul style="list-style-type: none"> <li>• Market stack and ops to promote the site and promote products and offers</li> </ul> |
|  <p><b>Digital Business Insights and Reporting</b></p> <ul style="list-style-type: none"> <li>• Actionable insights to drive decision making and customer targeting</li> </ul>                                |  <p><b>End-to-end Core Service Readiness</b></p> <ul style="list-style-type: none"> <li>• Digital integration and legacy service readiness – planning, implementation</li> </ul>  |  <p><b>Field Ops – Fulfillment Business Ops Future Roadmap)</b></p> <ul style="list-style-type: none"> <li>• Entire 3PL solution- 'Managed 3PL ops</li> </ul>     |

## Business Opportunities



## Case Study

**Business problem:** A global innovator and a leader in power generation and distribution, and distributed energy systems needed to digitalize its B2B buying process and standardize across multiple business units and geographies

**Our Solution:** Infosys offered Commerce 360 solution and built a **scalable B2B e-commerce platform** enabling adoption across multiple business units and geographies while implementing key features like **Product Configurator** and **Hot Spotting**. Leveraging a building block approach Infosys provided technical services, overall governance, business operation services, and strategic roadmap planning.

**Benefits:** By offering one single catalog and a unified site across multiple business units client was able to improve the buying process for their customers and streamline internal processes. They were also able to scale the solution and roll this out quickly to multiple geographies. Infosys continues to provide overall business and technical operations services. This allows the client team to focus on their core expertise while the enterprise can expand and grow its digital business.

## Why Infosys?



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



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