Future Ready Solutions with hybris

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STRATEGIC
IT PARTNER

Product Engineering |
Enterprise IT | IT Infrastructure

WORLD CLASS
ALLIANCES

Microsoft | SAP | Oracle

FORTUNE
100 CLIENTS

ISV|TRAVEL | RETAIL

QUALITY **PEOPLE &**
PROCESSES

ITIL | SEI CMMi L5 | ISO

GLOBAL
FOOTPRINT

US, EUROPE, ASIA,
APAC, ANZ

STRONG
FINANCIALS

NSE LISTED COMPANY

DOMAIN KNOWLEDGE

- Focus Areas- Retail, Travel & Distribution (CPG)
- 15+ years – Retail experience
- 10+ years – Travel experience

ENGINEERING EXPERTISE

- Complex development & customisation
- Large pool of resources
- Streamlined processes for CI & CD

REUSABILITY

- Search Engine Optimizations
- PIM Extensions
- Integration extensions
- B2B Add-ons
- B2C Add-ons
- Cockpit extensions
- Mobile Web

BEST PRACTICES

- Project Delivery practices
- Knowledge management
- Ability to leverage hybris consulting

INNNOVATION

- Partner award- Travel
- Multiple Technology knowledge- best fit solutions
- Maximise OOB functionality

DOMAIN KNOWLEDGE	ENGINEERING EXPERTISE	REUSABILITY	BEST PRACTICES	INNOVATION

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	Business	Geo	Type	Implementation	Enhancements	Rollout	Testing	Upgrade	Support
Distributor of Plumbing & Electrical Equipment	Distribution	ANZ	B2B, B2C*	✔	▼	▼	▼		▼
Specialist Retailer for home furnishing	Retail	ANZ	B2C		▼	✔	▼	✔	▼
Online Travel Agent	Travel	Europe	B2B, B2C	✔	▼	▼	▼		▼
Online Travel Agent	Travel	Europe	B2B, B2C	✔	▼	▼	▼		▼
Adventure Travel Agent	Travel	ANZ	B2C	✔			✔		
Manufacturer & Distributer for Sporting goods & Cycles	Retail	Europe	B2B	▼		▼	▼		
Speciality Retail	Retail	APAC	B2C				▼	▼	
Hard goods Retailer	Retail	ANZ	B2C				✔		
Customer Durable Retailer	Retail	ANZ	B2C				✔		
Discount Store	Retail	ANZ	B2C		▼		▼	▼	

✔	**Completed**	▼	**On Going**

Future ready solutions with hybris

Business: Digitally Transformed

Demanding Customers are shaping the future Of commerce

One customer.

Many journeys.

Infinite possibilities.

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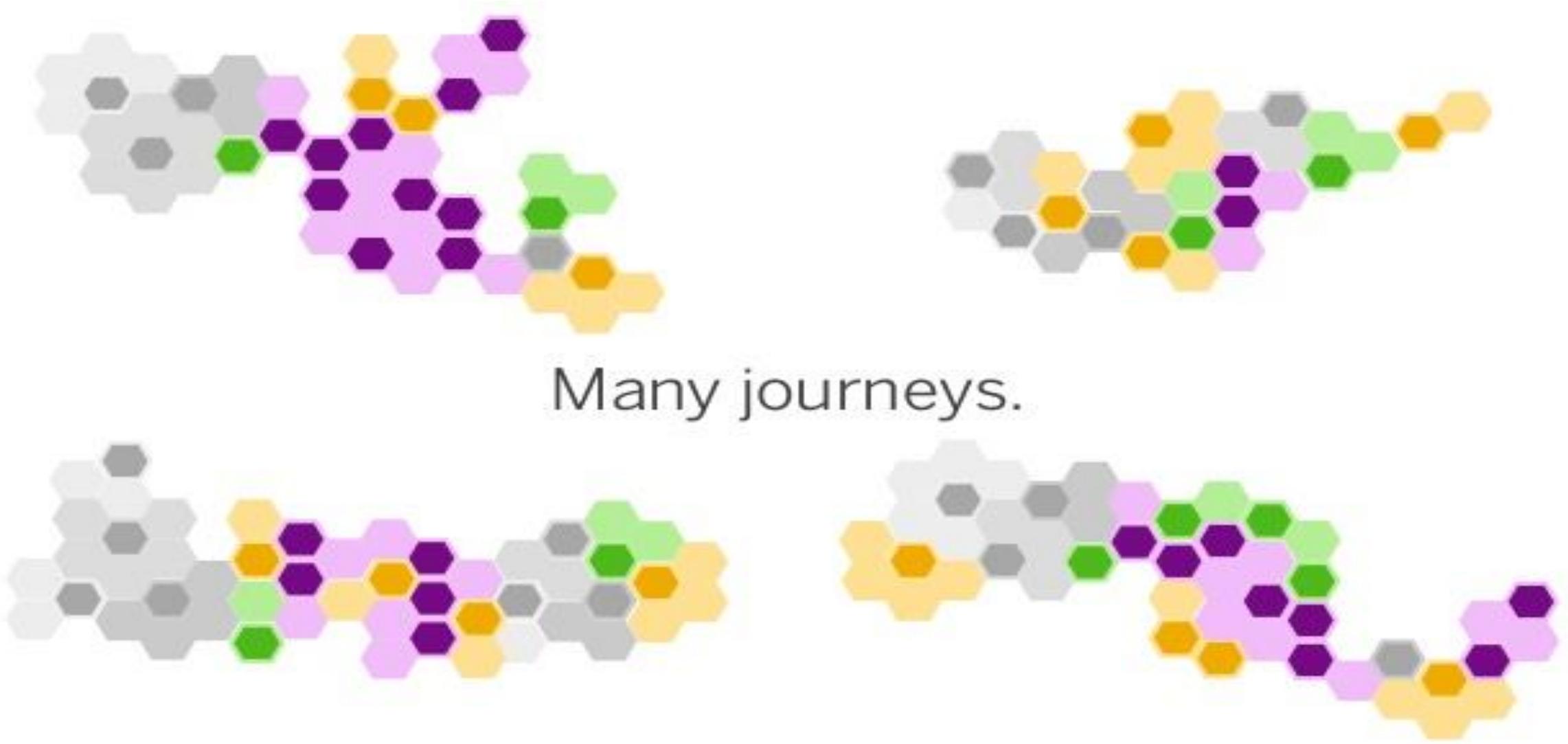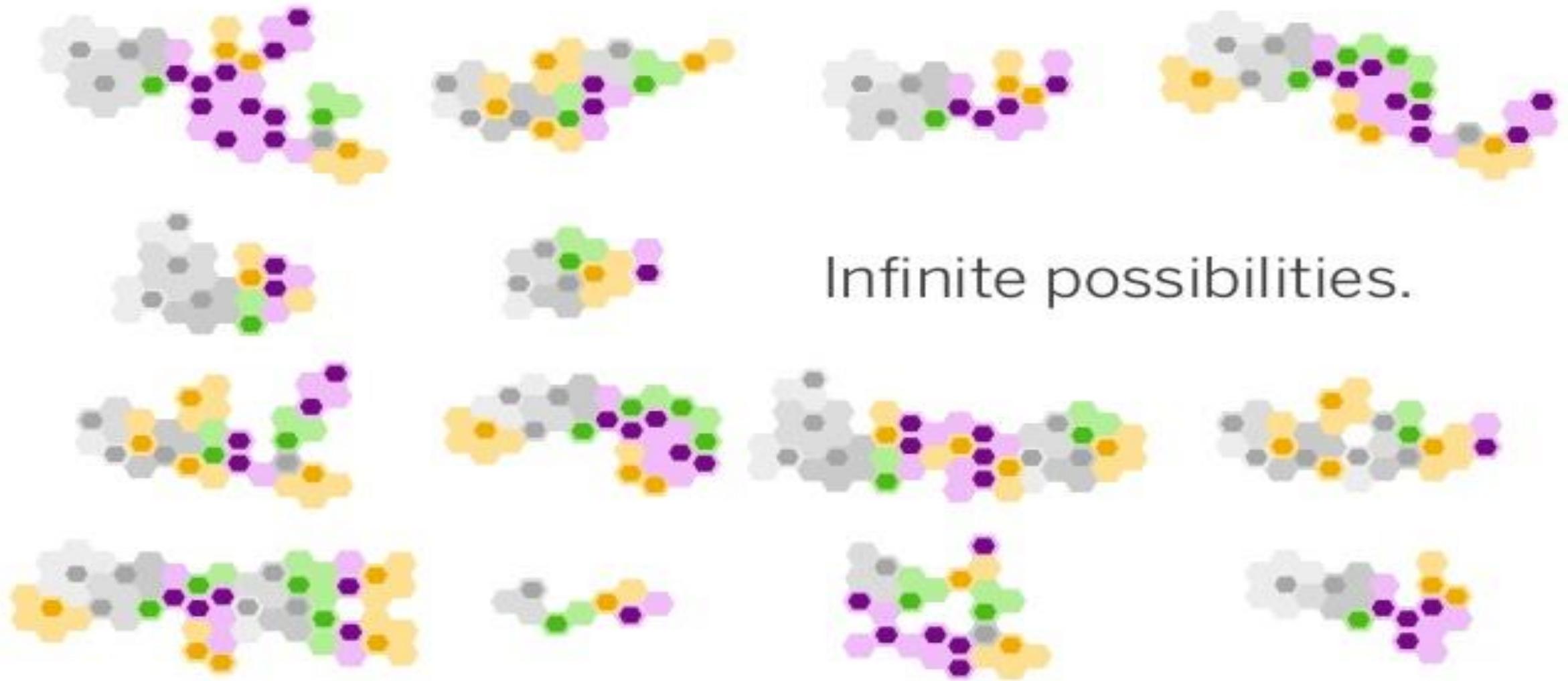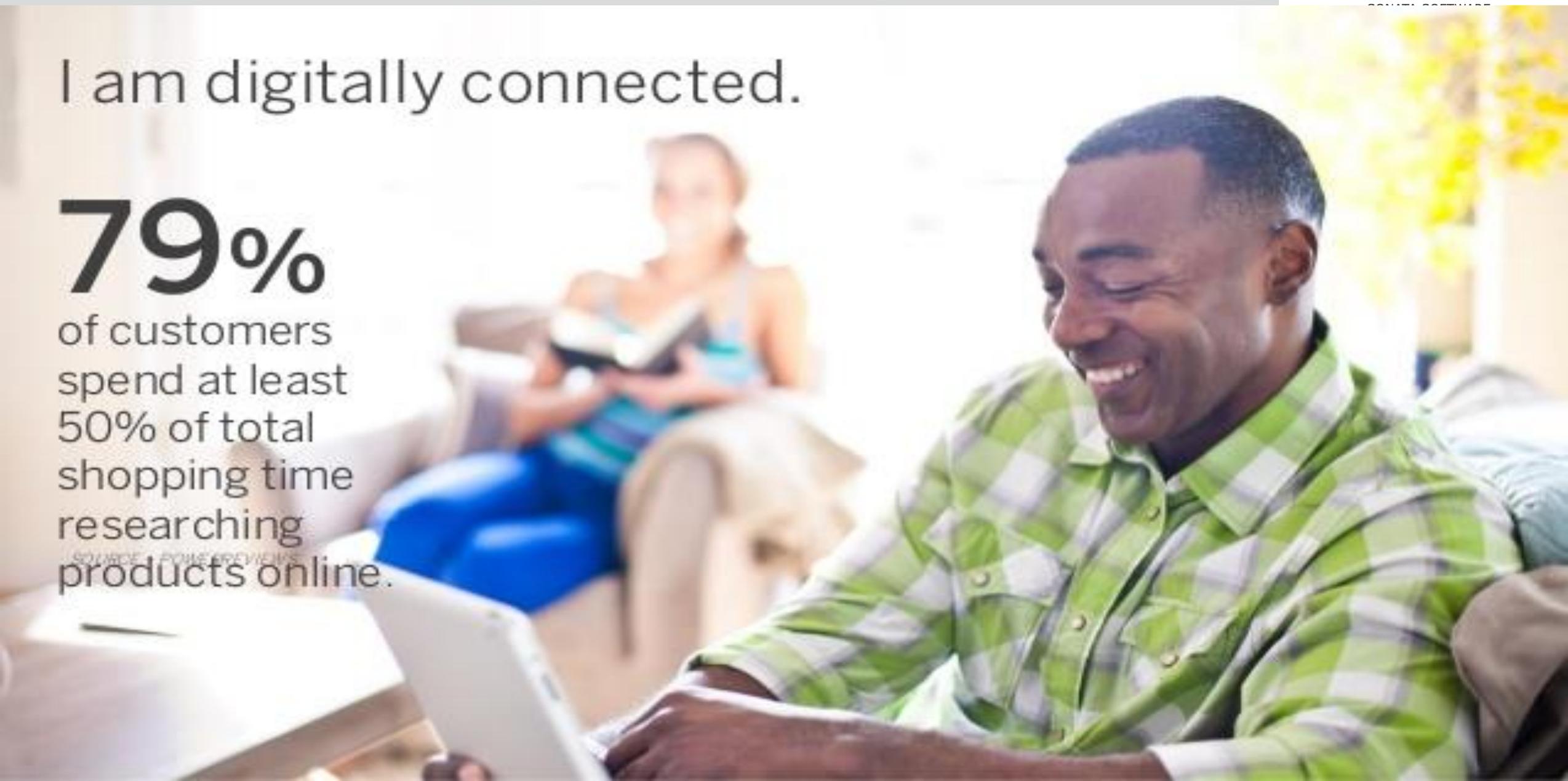
I am digitally connected.

79%
of customers spend at least 50% of total shopping time researching products online.

➢ **Business Growth**
➢ **User experience**
➢ **Seamless Channel Integration**
➢ **Process Efficiency**
➢ **Catalog Management**
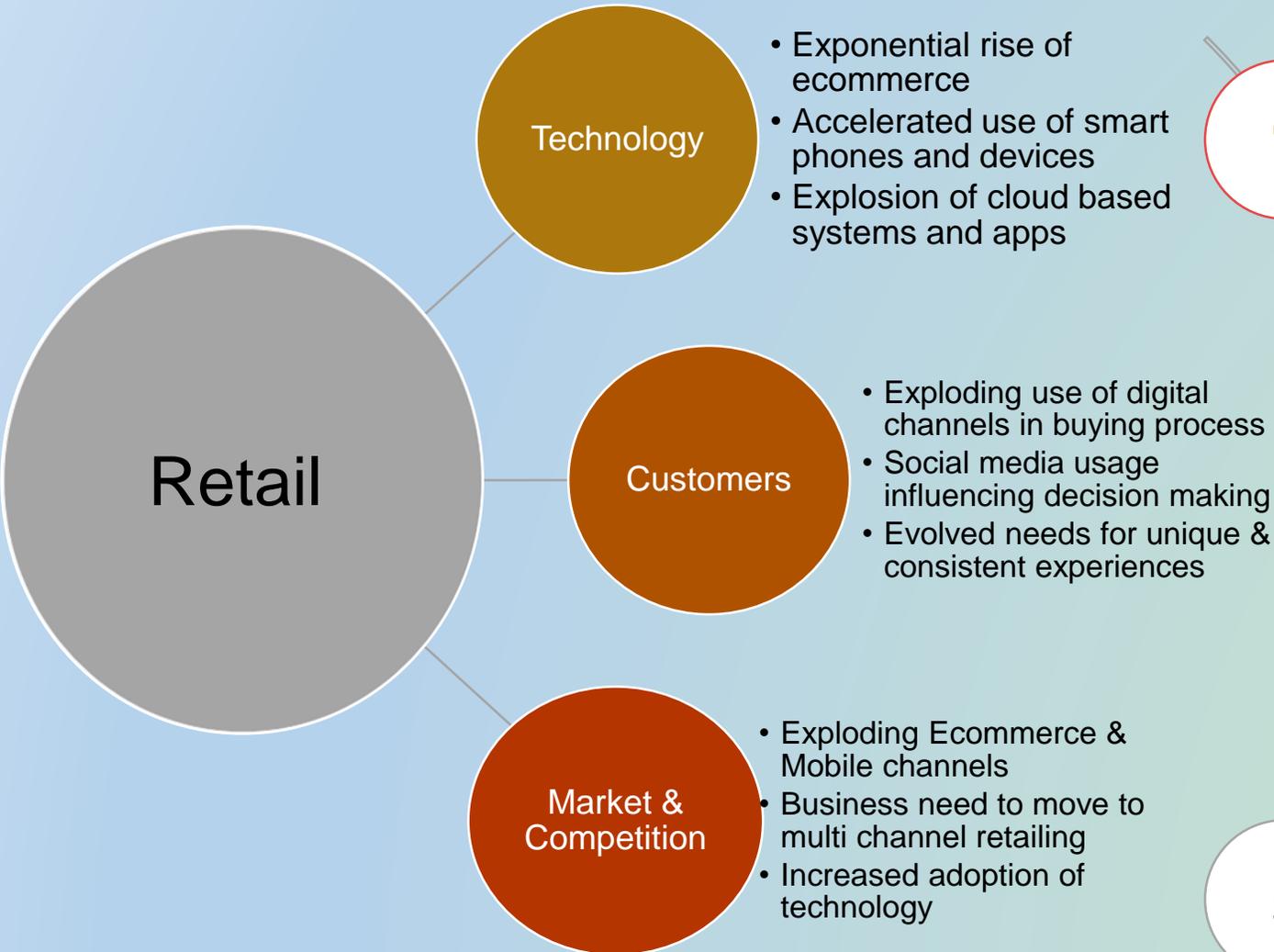➢ **Business Insight**
➢ **Inventory Management**

hybris omnichannel is the future of e-commerce Today!

- ✓ Built on a single stack
- ✓ Natively multi-channel, multi-site, multi-regional
- ✓ Flexible, modern, scalable platform
- ✓ Omni-Channel touch point integration
- ✓ Fully integrated mobile solution
- ✓ 360 degree of customers

Sonata's Value Proposition for Retail

Retail

Technology
- Exponential rise of ecommerce
- Accelerated use of smart phones and devices
- Explosion of cloud based systems and apps

Customers
- Exploding use of digital channels in buying process
- Social media usage influencing decision making
- Evolved needs for unique & consistent experiences

Market & Competition
- Exploding Ecommerce & Mobile channels
- Business need to move to multi channel retailing
- Increased adoption of technology

Sonata for Future of Retail

1 **Build Business**
- By bridging brick & click

2 **Build Seamless Customer Experience**
- By enabling omni-channel retail

3 **Build Future Technologies**
- By Integrating with Mobility, Cloud & Analytics

4 **Build User Adoption**
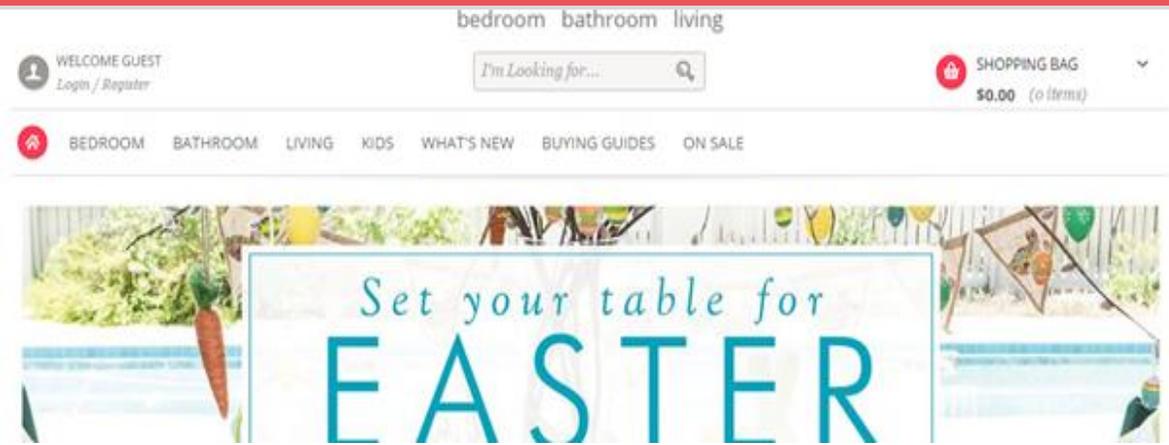- By empowering users with integration & ease

5 **Build Operational Efficiencies**
- By integrating with ERPs and back-end systems

Case study :
Home furnisher Retailer in Australia

One of the largest home linens specialists in the Australia.
An Omni-channel operator with physical, online and mobile stores.

1 CLIENT'S CHALLENGE

- **Revenue loss due to performance issues**
- **Enhance customer experience by providing in-context offers that guide customers to what they want to buy and what "Pillow Talk" want to sell**

2 SONATA'S SOLUTION

- **A high performance, adaptive mobile eCommerce platform**
- **Template based development with the ability to setup multiple online stores or sites by maximizing reuse and minimizing time to market**
- **Support for complex product structure and inspiration driven features such as "Complete The Look" and "You Might Also Like"**

3 BENEFITS

- 233%+ (Orders per Day)
- 135%+ (Page Views)
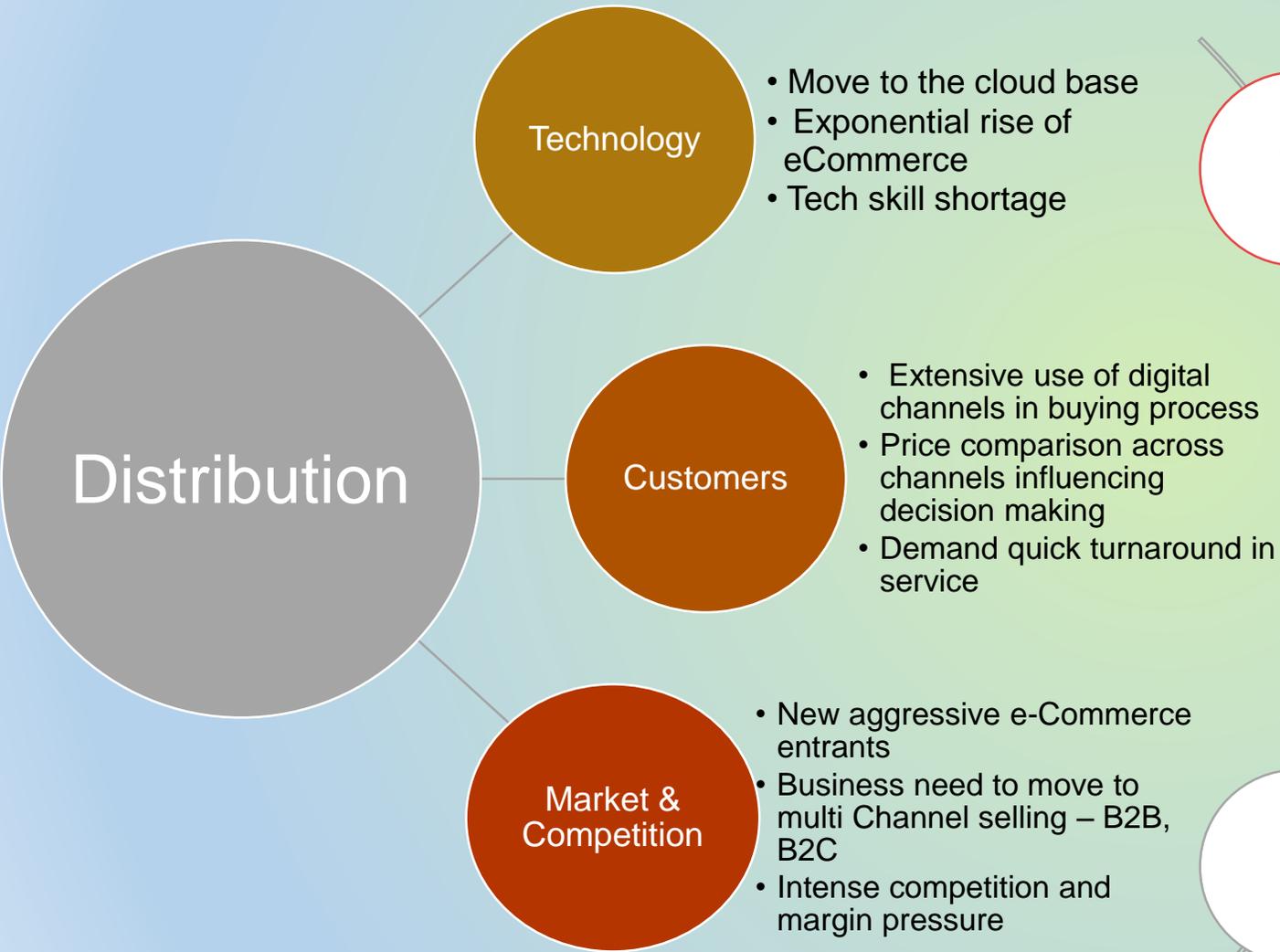- 100%+ (Sessions per month)

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- user experience as B2C ecommerce
- Seamless Order Management
- Seamless Channel Integration
- Business Insight
- Inventory Management
- Rich Order Management Functionality

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- ✓ Powerful Product Content Management
- ✓ Fully integrated Web Content Management
- ✓ Advanced search and Navigation
- ✓ Advanced Personalization

- ✓ Distributed Order Management
- ✓ Modern Data Integration Tools
- ✓ Omnichannel Touchpoint Integration
- ✓ Support for Complex Product Bundles
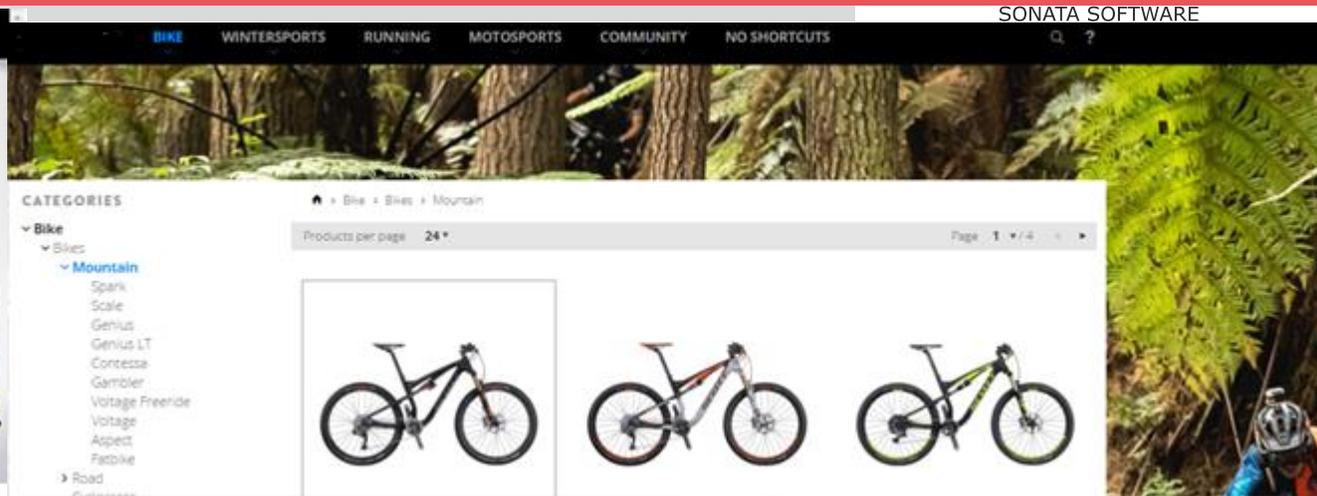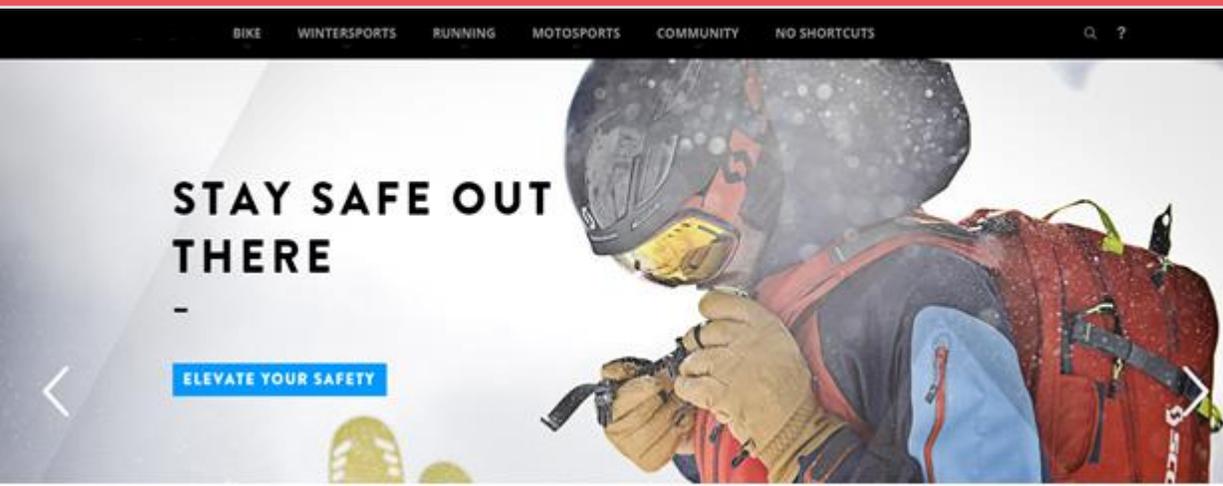- ✓ and Subscription

Sonata's Value Proposition for Distribution

Transform your Distribution Business

Technology
- Move to the cloud base
- Exponential rise of eCommerce
- Tech skill shortage

Distribution

Customers
- Extensive use of digital channels in buying process
- Price comparison across channels influencing decision making
- Demand quick turnaround in service

Market & Competition
- New aggressive e-Commerce entrants
- Business need to move to multi Channel selling – B2B, B2C
- Intense competition and margin pressure

1 **Transform to an Omni Channel Business**
- By extending to the eCommerce B2B & B2C world

2 **Transform to an Information based Company**
- By Integrating with Cloud & DevOps

3 **Transform to Decision Making**
- By empowering business with informed decision making using BI and Analytics

4 **Transform Operating Model – Extend to Mobility**
- By integrating the entire business by linked internal facing & external facing systems

European based sporting goods retailer and distributor.
A Multi-channel engagement to reach out to their dealers and end consumer.

1

CLIENT'S CHALLENGE

- Long cycle time for bug fixes or enhancement since significant code refactoring needed
- Lack of capacity with the existing support team

2

SONATA'S SOLUTION

- **Implemented hybris B2B Accelerator**
- **Deployed a platform that:**
  - Provisioned a ingle tool for the Scott Sports dealer/ distributor and sales organisation
  - Offered features like B2B warranty, pricing, multi-catalogue, B2B order management process

3

BENEFITS

Customer loyalty

User experience

Time to market
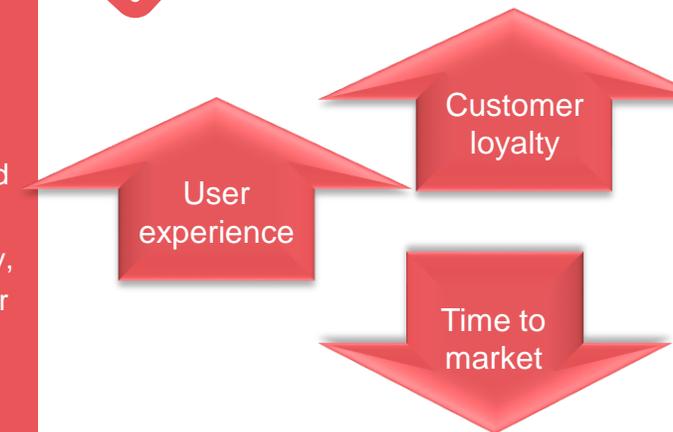
86% of travellers begin a travel activity on one device and continue it on another.

source: Sita

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- ✓ Web, Mobile, Print, Call center and Social
- ✓ Responsive design framework for compatibility with various mobile devices and tablets
- ✓ Advanced search, Single view of the customer & Personalization
- ✓ Full-featured travel content management
- ✓ Middle-ware connect to multiple GDSs and LCCs for flight, train, insurance and hotel

Sonata's Value Proposition for Travel

In-depth Domain Knowledge

Technology Know-how

Managing Enterprise Accounts

Long term Trusted Partner

Skilled Resources

Global & Local Reach

Leverage Alliances & Partnership

Leverage Industry Memberships

Sonata for Future of Travel

Business Excellence
- Business excellence via process automation, business model change/disruption, launch new business

Customer Experience
- By enabling Omni-channel commerce and deliver exceptional customer experience

Smart Operations
- By adopting CloudOps & DevOps, integrating with ERPs & back-end systems and built on Infrastructure management services

Future Technologies
- By building over Sonata IP led product, solutions & platforms across Digital & Social, Mobility, Cloud & Analytics

User Adoption
- By empowering users via usability (UX/UI engineering)

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Case study :
Digital transformation for a Global Leisure services leader

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Key Technology KPIs impacted

Page Views / Request
- 457K / Hour with 20% ↑ YoY
- 1053K / Hour with 20% ↑ YoY
- 200K / Hour of Search Request
- 47K / Hour of Book Request

Bookings
- B2C 8K / day or 655 / hour
- B2B 9K / day or 1K / hour
- 15% ↑ YoY

Search SLA's
- Search Pages responds in 2 sec / Page
- Book Pages responds in 5 sec / Page

Mobile-Enabled
- 40% traffic on Mobile Devices.
- Google rating of 90/100

Availability & Reliability
- 99.9%
- Down time 44 minutes in any one month period
- Site accessibility 24 X 7 X 365 days

12% (Conversion)

50%+ (Digital Sales)

20% (YOY Growth)

Most Innovative Partner 2012

Global Agile delivery model leading to faster time to market and cost optimization

Hybris COE with a pool of qualified Consultants with ability to quickly ramp-up

Reusable Assets, Solution Accelerators and framework

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Complete Proven Test Coverage
KPI based test reporting

Expertise in ecommerce
implementations
B2C and B2B

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End-to-end capabilities on the SAP stack

ERP | Business Analytics

Ecommerce | Mobility

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