

SONATA



SONATA SOFTWARE






CASE STUDY

B2C

E-COMMERCE SOLUTION WITH INTEGRATED ORDER MANAGEMENT SYSTEM FOR A FASHION RETAILER

Solution providing consistent customer experience through centralized integrated Order Management System

Client's Challenge




-  Legacy systems like Customer Relationship Management, Loyalty Management, Billing System which are not integrated
-  Out of sync with modern age online customer base
-  To provide a store-like experience to online buyers

Sonata's Solution

-  e-Commerce: Highly scalable & flexible e-Commerce solution with unified back-end
-  Provided store-like experience to customers across web & mobile
-  Third-party integrations with external systems
-  Payment gateway integration including wallet

Benefits



-  Significant increase in online growth avenues with an advanced e-Commerce site
-  Flexible order fulfilment with advanced order routing and allocation algorithm.
-  Personalized promotional campaigns to customers with advanced customer analytical tools.

ABOUT SONATA SOFTWARE

Sonata Software is a global IT solutions firm focused on catalyzing business transformation initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative solutions for Travel, Retail & Distribution and Software Product companies through IP based Platforms, Products and Services, that bring together new digital technologies such as Omni-Channel Commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 500 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.

With 14+ years of experience in the digital commerce space, Sonata bring deep software engineering knowledge and best practices to enable to provide a solution that is architected for scale and performance.