



E-commerce Platform For A Home Furnisher Retailer In Australia

CASE SUMMARY

One of the largest home linens specialists & an Omni-Channel operator with physical, online and mobile stores based in Australia was in distress with the current implementation by another vendor & wanted to enhance customer experience. That's when Sonata pitched in with an adaptive mobile e-commerce platform solution focused on improving customer engagement.

Product Engineering
Enterprise IT Services
Technology Infrastructure



DEPTH MAKES A DIFFERENCE

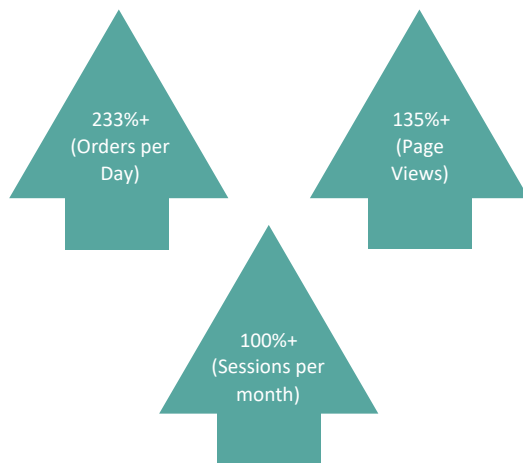
BUSINESS CHALLENGE

- Original implementation by another vendor was not done properly.
- 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 they want to sell

SONATA'S TECHNOLOGY 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"

BUSINESS BENEFITS



ABOUT SONATA SOFTWARE

Sonata Software is a global IT services firm focused on catalyzing transformational IT initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative new solutions for Travel, Retail and Consumer Goods industries by integrating 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.



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