



# Enabling Digital Transformation in the Retail Industry

**SAP Hybris** 

Product Engineering  
Enterprise IT Services  
Technology Infrastructure

**SONATA**  
  
SONATA SOFTWARE

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**DEPTH MAKES A DIFFERENCE**

## Demanding Customers Shaping the Future of Retail

The retail industry is witnessing significant changes in the business environment with shrinking margins, demanding customers and intense competition. Customers have a plethora of choices and hence loyalty cannot be assumed. Adding to this complexity are E-Commerce platforms that aim to understand the customer and provide a personalized end-to-end shopping experience. Clearly, retailers need to capitalize on technology to attract and retain customers and grow revenues. Hence the need for E-Commerce platforms that aim to understand the customer and provide a personalized and end-to-end shopping experience. A Wide range of assets are required to provide the seamless customer experience.

Seamless Channel Integration	Intuitive and consistent user experience	Personalized experience to customers	Leverage assets
<ul style="list-style-type: none"> <li>Consistent product content across channels</li> <li>Package tracking services</li> <li>Easy returns and exchanges</li> <li>Integration with warehouse management systems</li> <li>CRM and other back-end systems</li> </ul>	<ul style="list-style-type: none"> <li>Variety of brands and products</li> <li>Multi-channel support, especially E-Commerce</li> <li>Ability to contact a live customer service representative</li> <li>Search Engine Optimization</li> <li>Mobile desktop template</li> <li>Product level promotions (Boosting &amp; Burying of products, Hero products)</li> </ul>	<ul style="list-style-type: none"> <li>Availability of websites in preferred languages</li> <li>Targeted marketing based on customer's shopping behavior</li> <li>Social sentiment tracking</li> <li>Integration with loyalty programs</li> </ul>	<ul style="list-style-type: none"> <li>Shorter implementation times</li> <li>Inventory visibility across all channels</li> <li>Single view of truth</li> <li>Enterprise cross-channel analytics</li> <li>Preference of online payments over cash-on-delivery</li> </ul>

Sonata Software helps retailers enhance their customer base by providing personalized and consistent shopping experiences across all channels. This is made possible by garnering deep insights based on customer behavior and buying patterns.

## SAP Hybris Commerce Solution is the Future of E-Commerce

SAP Hybris Commerce enables Omni-Channel Commerce and provides the critical single view of the customer through sophisticated master data management and unified commerce processes. Its open standards-based Omni-Commerce software delivers maximum cost savings, is scalable, and is responsive to business needs. It is no wonder then that industry analysts and experts have ranked SAP Hybris Commerce as a 'leader' in the market.

- The only E-Commerce suite built on a single stack
- Natively multi-channel, multi-site, multi-regional
- Flexible, modern, scalable platform
- Fully integrated, functional commerce B2C & B2B frontend
- Omni-Channel touch point integration
- Fully integrated mobile solution
- Based on open standards
- A modern componentized, service-oriented architecture that is future-proof
- Comprehensive E-Commerce selling functionalities



## Sonata's hybris Capabilities

### Engage | Experience | Enhance

Sonata has over 14+ years of experience in the E-Commerce space across various verticals and platforms. Our team leverages the experience gained over the years, our proven methodology coupled with alliance with hybris and SAP to build solutions that help our customers go to market quicker and reduce TCO.

## Value Added Solution Accelerators for Retail Industry

Getting more out of hybris E-Commerce platform

### Store Front Extensions



- Brand-specific web site extensions
- Responsive design framework
- Cockpit Customizations
- PCI DSS compliance solution
- Fraud engine solution
- Personalisation to improve user experience
- Complex catalog synchronization rules

### Integration Extensions



- Extensions for dynamic content aggregation through connectors to
  - 3rd Party inventory providers
  - Social tools
- Search and Merchandizing tools like
- Home-grown retail systems and call center solutions
- Various ERP Systems (including SAP DataHub)

### Continues Integration and Code Quality Framework



- End to end system integration
- Day-to-day service delivery
- Customer-centric Center of Excellence

### hybris Product Test Accelerators



**Achieve faster time-to-market through our reusable test scripts:**

- Sonata's test automation framework (~ upto 70% automation)
  - Upto 40% reusable functional and platform test scripts
  - Upto 30% reusable automation scripts
- Sonata's Agile testing methodology



## Business Benefits

- Single view of the Customer and single view of the Business
- Shorter time to market
- Increased conversions and average order value
- Service oriented architecture
- Improved loyalty
- Smooth multi-channel, multi-language and multi region extension
- Reduced shopping cart abandonment
- Customer retention through personalized treatment
- Delivery efficiency and reduced shipping costs
- Easy buy and pickup across channels
- Improved market share

## Sonata's hybris Services Portfolio

Consulting	Development	AMS	Testing
<ul style="list-style-type: none"> <li>• Business Case Prep &amp; Measure</li> <li>• POC Development</li> <li>• Solution Architecture</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation</li> <li>• Development</li> <li>• Integration</li> <li>• Upgrades</li> </ul>	<ul style="list-style-type: none"> <li>• Application Enhancements</li> <li>• Sustenance</li> <li>• Performance Tuning</li> </ul>	<ul style="list-style-type: none"> <li>• Functional Testing</li> <li>• Integration Testing</li> <li>• Performance and security Testing</li> <li>• Test Automation</li> <li>• UI and Usability Testing</li> </ul>



### Consistent and Consolidated Platform

Transformed one of Europe's largest tour operators from disparate E-Commerce and brick-and-mortar retail platforms into a consolidated and consistent platform.

**BENEFITS:** Enabled browse, search, book, and service capabilities across channels.



### Single Source of Truth

Centralization of all data points for an Australian based B2B supplies distributor.

**BENEFITS:** Reduced inconsistency with effective utilization of hybris features. Centralized multi-region and multi-language platform.



### Migration to hybris for better customer experience

Rollout of the B2B ecommerce platform for a European sports equipment company from their existing SAP platform to Hybris, integrating with their SAP backend, with more enriched features at par with their B2C platform.

**BENEFITS:** Single tool for client distributors and organisation improving the user experience and customer loyalty.



### Maximizing the use of hybris accelerator functionality

Upgrade for a largest home linens specialists in Australia. Omni-channel operator providing customers both a visual journey via their 50 stores around the country, as well as a convenient online and mobile store.

**BENEFITS:** Upgrade with agile methodology in order to ensure maximum flexibility when managing priorities and speed up implementation process, within the customer's budget.



### Automated Testing for hybris implementation

Executed automation testing for a retailer in ANZ region through SONATA "RAPID" platform.

**BENEFITS:** More than 70% automation using global delivery model. Benchmarked Performance for better comparison.

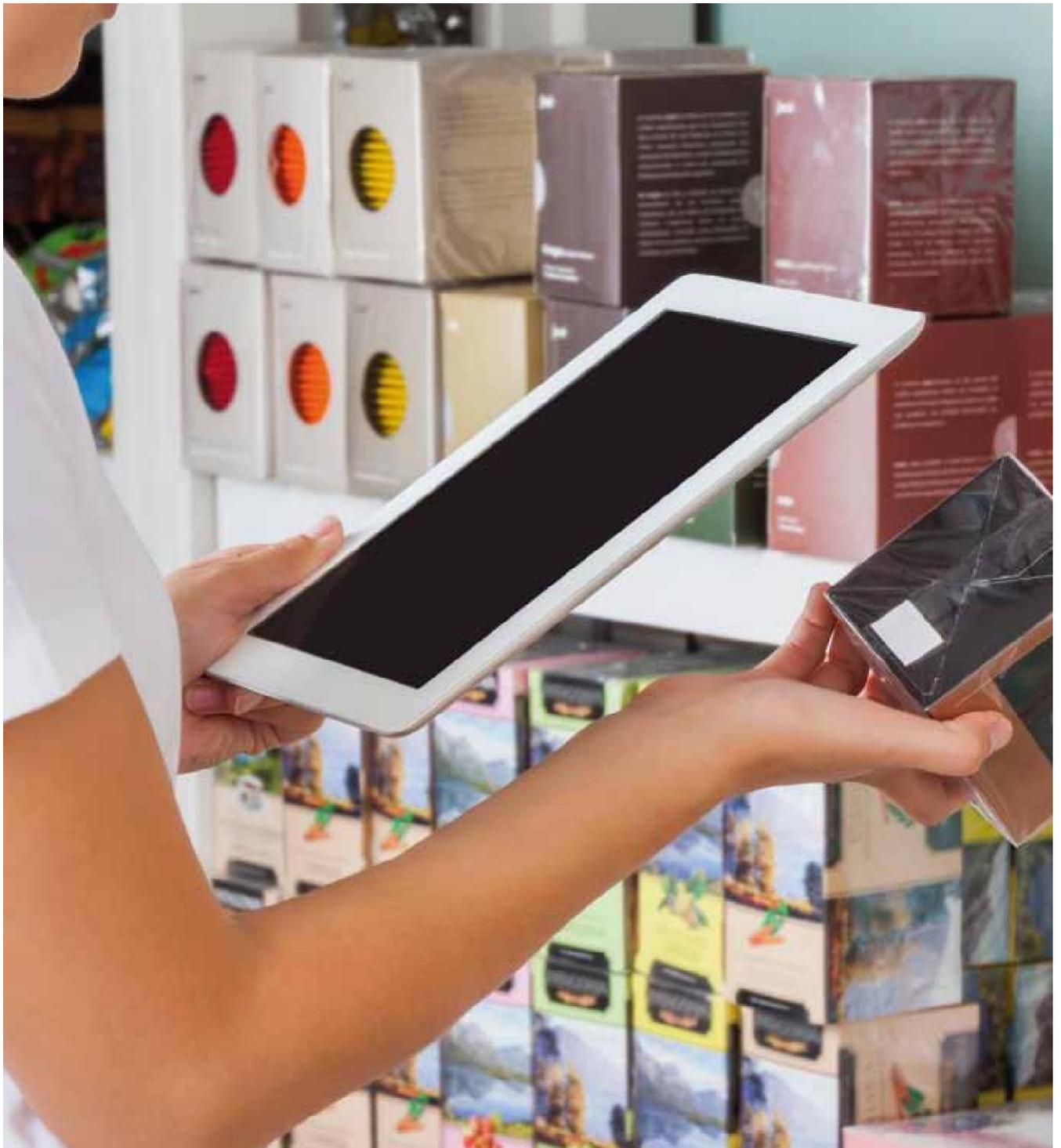


## Why Sonata

Sonata Software is a strategic SAP Hybris Commerce partner with 14+ years of experience in the digital commerce space, recognized by SAP Hybris Commerce as the Most Innovative Partner, and a winner of SAP Pinnacle Award.

Sonata brings deep software engineering knowledge and best practices to enable us to provide a solution that is architected for scale, performance and product knowhow that allows for optimum utilization of the hybris platform. Few highlights of Sonata's hybris center of excellence include.

- Referenceable customers in both B2B and B2C, across industry verticals.
- Proven experience and expertise in large scale operations with 200+ hybris consultants and industry experts.
- End to end capabilities around business case preparation, implementation, upgrade, engineering, testing and support.
- Evolved methodology ensuring agile delivery, optimized resource mix, risk mitigation with a high quality delivery.
- Reduced time to market through our frameworks and reusable assets.



## 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 leaders who want to make an impact on their businesses, with IT.



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