



# Digital Platform for a Global Leader in Optical Technology Transforms Operations & Experience

## About the Company

The client is a leading manufacturer & supplier of contact lenses and operates 250+ specialty retail stores. It is a Forbes Global 2000 company and has a presence in over 80 countries across the globe. The group consists of 146 consolidated subsidiaries and 10 affiliates globally with its parent company a leading manufacturer of optical products.



## Business Drivers

Our client wanted to digitally transform its operations, retail stores and provide an exceptional customer experience. The absence of a proper digital platform had started reflecting in terms of organizational efficiency, cost and business growth. The challenges rooting this were

- Legacy IT systems leading to operational inefficiencies
- Limited information availability about inventory and customers due to disparate systems
- Increased manual efforts at the POS resulting in errors and wastage of time
- Inability to adopt to digital business processes for their next gen business growth
- Need for optimization of infrastructure costs
- Longer customer registration process and transaction cycle leading to bad customer experience
- High running cost across stores was a big concern
- Need for a single system for all countries, integrated across functions to drive automation

## Solution

Sonata helped them build a Digital Operations Platform and a Digital Retail Platform on Dynamics 365. This also meant transition from on-prem system to a cloud-based environment bringing more visibility and control for the client.

- Customer registration process for new customer visit to store – Through tablet (IOS, Android) – capturing consulting sheet & Prescription through by camera option
- Ability to interact with third party payment apps while calculating and providing EMI options
- Sonata's IP Solution Implementation for Advanced Supply Chain
- Interface between SAP, internal Eye Care (EC) systems and Dynamics for finance team
- EDI (electronic data interface) concept introduced to eliminate manual intervention
- Ability to recall the transaction by Token number (customer registration unique no) in POS which will add the customer in transaction cart
- Capturing the LOT number and expiry date validation from QR code
- Aggregation of the transaction lines by R/L lens based on the LOT number
- Instalments for order is feasible by the extended features of call center



## Benefits

The platforms created by Sonata helped client to bring radical changes at strategic and operational level. Now, the company has a better view of its inventory, understanding about customers, can manage global resources better and importantly ability to focus on innovation.

- Improved organizational efficiencies due to the cloud-based environment
- Increased marketing effectiveness and ability for targeted campaigns
- Higher satisfaction ratings due to digitized customer service
- New channel of business accelerating business growth
- Increased functional features to address business requirements
- Standardized processes while ensuring local country requirements are met
- Reduced end-to-end purchase time for customers due to automation





# WHY SONATA?

Sonata's platformation approach helps clients to choose a solution that best fits their needs; balancing readily available platforms and solution customization

1. Sonata READY: End-to-end, industry-specific digital business platforms
2. Sonata ACCELERATE: Deploy popular horizontal platforms adding required functionality
3. Sonata CUSTOM: Engineer custom platforms that deliver unique digital capability and scalability

Crafting a personalized experience has been a significant differentiator for retailers. We understand that the core principles of retail and the emerging trends of digital transformation in the Retail. With the track record of delivering futuristic solutions, we help retailers to redefine the boundaries of engagement with customers across their journey, from home to store to social-media.

## Our Dynamics value prop:

- Sonata is an expert in Microsoft technologies including Dynamics 365, Azure, Power BI and other stacks.
- We leverage our 360-degree relationship with Microsoft in the execution of our projects
- Sonata has products that enable digital and Omni commerce solutions in Retail and Distribution Industry. BRICK and CLICK is an integrated Digital Retailing Solution with B2C, B2B, Mobility, MPOS, and Retail Analytics – A complete Package built on Dynamics 365.
- Track record in rolling retail implementations To name a few
  - One of the leading women's fashion active wear brand with 300+POS Machines across 200+ Stores.
  - American tyre manufacturing giant, \$15B manufacturer & retailer, a mobile first distribution solution to improve sales effectiveness and efficiencies

Sonata is a global technology company, that enables successful platform based digital transformation initiatives for enterprises, to create businesses that are connected, open, intelligent and scalable. Sonata's Platformation™ methodology brings together industry expertise, platform technology excellence, design thinking-led innovation and strategic engagement models to deliver sustained long term value to customers. A trusted partner of world leaders in the Retail, Manufacturing, Distribution, Travel, services and Software industries, Sonata's solution portfolio includes its own digital platforms such as Brick & Click Retail Platform®, Modern Distribution Platform®, Rezopia Digital Travel Platform®, Kartopia E-commerce Platform®, Halosys enterprise development automation Platform®, and CTRM Commodity trading and risk management Platform®, KODO - AI powered customer experience(CX) Platform, Sonata's Platformation realization services have been specifically designed so that implementation of services on Microsoft Dynamics 365, Microsoft Azure, AWS, Cloud Engineering, Managed Services as well as on new digital technologies like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Block Chain and Cyber Security, deliver to the Platformation promise. Sonata's people and systems are nurtured to bring together the depth of thought leadership, customer commitment and execution excellence to make a difference to business with technology.



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