AN ONLINE ELECTRONICS RETAILER BUILT A SCALABLE BUSINESS

With Brick & Click, an enterprise digital platform

BRICK & CLICK™
DIGITAL RETAIL PLATFORM

Microsoft Dynamics 365
Certified

The only integrated digital retail platform that enables unified customer engagement till order fulfilment, helping you win in the dynamic digital age

From Sonata Software - The Platformation Company

SONATA
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Brick & Click platform provided an online retailer a powerful combination of eCommerce and Retail IT solution

Our client, an online retailer of mobile and technology accessories, handles over 10K SKUs with a core objective to deliver continually delightful user experience with quick turn-around time on value for money products.

CLIENT NEEDS

Being in the rapidly growing e-retailing sector, it was important for our client to overcome business operation bottlenecks and ensure a superior experience to customers. They needed a technology partner who would understand their needs clearly, and help realize their business goals.

SOLUTION

Sonata's Brick & Click was chosen as the retail IT solution for its capabilities in addressing delightful customer experience and efficient backend operations, while providing scalability and flexibility. Sonata implemented:

• Microsoft Dynamics AX solution as a foundation for back-office operations

• Brick & Click retail core solution components - Content Management, PIM, Sales & Marketing, Order & Inventory Management and Analytics

• Interfaces between eCommerce system and multiple backend & 3rd party systems for payments processing & delivery processes

Brick & Click solution provided the right platform for unified commerce that enabled a digital transformation for our client.

"We have grown to serve 1.2 million customers in a year with Brick & Click platform and we now have the required technology muscle to quickly launch new solutions and grow 5X in the next 2 years."

- Chairman & Founder, Client Organization

KEY USE CASES

❖ Coordinate multiple orders with different products and processes at the scheduled delivery time

❖ Ensure adequate worker efficiency & accuracy in order picking & packing

❖ Integrate with the entire back-end functions such as 3PL, warehouse, finance and payment gateways

❖ Automatic settlement and reconciliation of payments

❖ Get contextual alerts and reports across channels for decision making

100 to 7000
ORDERS PER DAY IN 2 YEARS

45 seconds
TO PROCESS AN ORDER AND LESS THAN 2 HRS TO DISPATCH

KEY RESULTS

FASTER TURN-AROUND-TIME

With real-time visibility & effective integrations. 2 hours or less to ship an order; 45 seconds to quality check an order, pack, invoice and kept ready for shipping

INFORMED & QUICKER BUSINESS DECISIONS

With unified view of customers, inventory and orders coupled with versatile reports and analytics across customer interactions and retail operations

SUPPORT FOR SCALING BUSINESS

Business grew from 100 to 6000 orders per day in a span of 2 years serving over 1.2 million customer, and now targeting 5 million customers per year

FUTURE READY PLATFORM

Business is better prepared with the technology to launch new channels such as B2C mobile, B2B whole sale portal, marketplace, franchisee operated sales kiosks etc.

CONNECTED **INTELLIGENT** **OPEN** **SCALABLE**

Ecosystem set-up for retail consumers, enterprise customers, suppliers and 3rd party solution providers	Contextual insights across customer touch points, merchandising, order & inventory management	Component based design and unified view across customers, products, orders and inventory	Supports large user base & transaction volumes; auto scaling through cloud deployment models

UNIFIED CUSTOMER ENGAGEMENT

Increase consistency in product presentations | Transform customer experience

Enhance personalization | Improve conversions | Drive up customer loyalty & stickiness

Unified Commerce

Give customers a seamless shopping experience

Increase your revenue, customer satisfaction, and brand loyalty by delivering a consistent shopping experience across channels.

- Unified View: Customer & Loyalty
- Unified Channel: Digital Store, Online, Mobile, Call Centre

Digital Store

Transform your store to Digital stores.

Blend in the Online Shopping experience within stores to give a more personalized and immersive experience to your customers

- Mobile Assisted Browsing & Shopping; Digital Associate for Real Time Recommendation
- IoT interaction for Personalized Promotions
- Queue busting for quicker checkouts

Web & Mobile Commerce

Integrated B2B & B2C Store Fronts

Makes it easy to present consistent product, pricing, and promotion information across channels.

- B2C Commerce, Social Commerce, Modern Payments, Real Time Inventory locator
- B2B Buyer Organization Creation, B2B Contract Pricing & Management

UNIFIED RETAIL OPERATIONS

Enable unified customer engagement | Increase operational efficiency | Improve on-time delivery

Reduce days in inventory | Reduce fulfillment costs | Enhance employee productivity

Optimized Operations

Streamline your business through intelligent insights

Reduce fulfilment costs, improve inventory utilization, and efficiently manage your business by making smarter decisions using customer and operational insights.

- Optimize fulfillment and enable the right level of inventory at right locations
- Get a centralized and cohesive view of your entire operations

Effective Merchandise

Offer the right products in the right channels at the right prices

Improve your ROI and product demand by accessing a robust set of capabilities that help centrally manage your merchandising—including product information, categories, assortment, and pricing.

- Simplify sales and promotional efforts by centrally managing your products and promotions
- Attract more customers by managing your assortments by channel and personalized offers
- Drive revenue by creating and targeting catalogs across channels, customers, and seasons

Order Fulfillment

Improve on-time delivery and reduce days in inventory with unified view of orders and inventory

- Single View of inventory, Returns management, Reverse logistics

Leverages Microsoft Dynamics 365. Available on Microsoft AppSource.
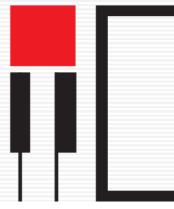
WHY SONATA?

Our focus, depth of understanding and proven expertise in Retail Systems of Engagement make us stand out among our peers. We help retailers retain and enhance their customer base and provide personalized and consistent shopping experience across all channels through deeper business insights. Sonata's expertise stems from:

- 10+ years of experience working with Fortune 500 companies and 200+ successful implementations

- Retail Platform IP solutions that integrate Omni-Channel Commerce, Mobility, Social Commerce, Analytics & Cloud

- Experience with leading retail technologies: SAP Hybris, Microsoft Dynamics AX, Oracle, JDA

- Industry ready solution assets that reduce TCO and time-to-market

- Proven large scale implementations

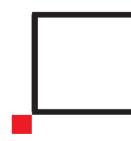- Global delivery model: Reach, Quality & Cost Effective service

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

Sonata Software is a global IT solutions firm focused on enabling platform based digital business and technology transformation for enterprises in the Travel, Retail, Distribution and Software industries. Sonata's products and platforms, anchored on its proprietary Platformation methodology, reflect the company's commitment to enable connected, intelligent, open and scalable business systems.

Sonata's portfolio of products and platforms include Rezopia Digital Travel Platform, Brick & Click Retail Platform, Modern Distribution Platform, Kartopia E-Commerce Platform, Halosys Unified Enterprise Mobility Platform and RAPID DevOps, CloudOps and Testing Platform. These platforms have been deployed by leading enterprises across the globe to achieve future ready digital businesses.

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