



Springboard to Cushy Sales

Sonata builds an ML-driven selling platform for an Australian retailer

Client Overview

The client, Australia's largest multinational E-Commerce and retail company, operates and invests in a diverse set of businesses and assets patiently built over more than 45 years. The company can trace its roots back to a stall selling fabric in Melbourne's Queen Victoria Markets more than 45 years ago.

| | |
|-------------------------------|---------------------------------|
| Revenue \$2.6 B | Customers 10M |
| Lines of business 5 | Geography ANZ and SEA |

The Pressure Points

| | | | |
|---|--|---|-------------------------------|
| There is no consolidated view of all sales transactions | The customer is unable to "Buy Anywhere/Return, Exchange Anywhere" | Highly manual paper-based activities which cause difficulty to maintain the audit trail of transactions | Risk of fraudulent activities |
|---|--|---|-------------------------------|

In order to scale up, the team at the retail company required a solution to resolve these challenges and also address the following concerns:

| | | | |
|------------------|-----------------|-------------------------------|--|
| Loss of business | Lack of agility | Limited revenue opportunities | Expensive infrastructure and operations cost |
|------------------|-----------------|-------------------------------|--|

Solutions

The e-commerce company chose Sonata Software to enable business transformation with Amazon Web Services (AWS) cloud infrastructure.

| | | |
|--|--|---|
| Identifying the source of translational data and the point of interception within the organization's information ecosystem | Defining the criteria for extracting valid and relevant transaction from the source that will feed the COR | Implementation of Control Tower taking into consideration the future readiness requirements |
| Implementation of a modernized "selling platform" on AWS using ML models | Execution of end-to-end automation with DevOps and DataOps | Seamless business records processing for recommendations |

As a trusted partner for enabling a strategic business transformation, Sonata Software empowered the E-Commerce company with:

- ▮ Migration strategy solution approach
- ▮ Migration execution for application deployment automation and cloudification
- ▮ Cloud solution design
- ▮ Automation engineering and implementation
- ▮ Application development and support
- ▮ Infrastructure services and EDI support

In line with the objectives of the organization, Sonata Software's deep domain expertise expedited:

- ▮ Development of the client's application on AWS to deal with volatile sales volumes efficiently
- ▮ End-to-end automation and improvement in visibility across pricing and configurable dynamic processes
- ▮ Implementation of best practice, processes, designs, patterns, standards and code across the organization to ensure consistency across markets

Results that Speak Volumes

Business Benefits

| | | |
|---|--|--|
| Availability of a cloud-based repository for sales transactions across all brands along with Data Security. | Increase flexibility by allowing vouchers to be created quickly for different promotions | Establish greater traceability and auditability |
| Improved business opportunities that lead to cost optimization by 30% | Improve the customer experience across channels | Order data stored is consistent, consolidated and de-duplicated to ensure the user always gets the complete data |

By The Numbers

| | | |
|---|---|---|
| Peak day bookings 11,000 | Increase in search performance +25% | Improvement in page load performance +30% |
| Infrastructure availability +100% | Increase in conversion rate +35% | |