



# Omnichannel Commerce Services

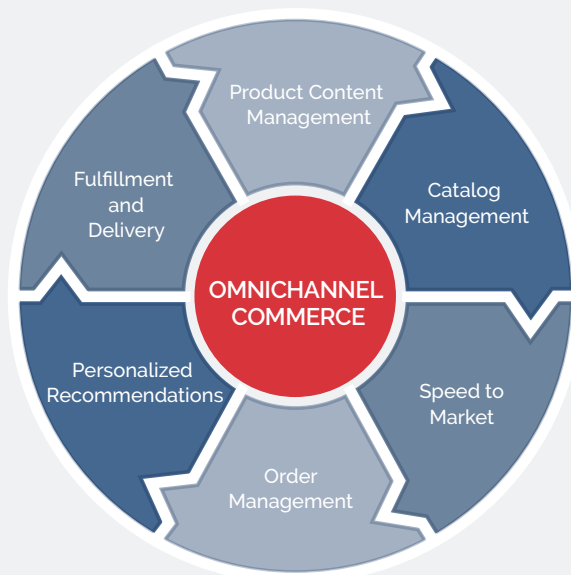
## Power your Digital Transformation with Omnichannel Commerce

In today's digitally connected world, smart organizations realize that shifting their business model and embarking on a Digital Transformation journey is very critical to remain relevant and competitive. This inherently means delivering an entirely new customer experience through Omnichannel Commerce.

Omnichannel commerce means providing customers a seamless shopping experience whether the customer is shopping by telephone or in store or online thru a desktop or online thru a mobile device. This requires Organizations to have true integration between channels on the back-end.

Omnichannel commerce enables businesses to target and engage with customers better wherever they are. It helps businesses to provide a consistent, contextualized experience that follows them at every step of their shopping/purchasing journey.

At IT People, we focus on delivering contextual, relevant experiences that inspire customers to buy more. Our experts can define and integrate all digital, physical touchpoints onto a single platform using SAP Hybris for Omnichannel Commerce.



### Benefits

- ➔ Engage with customers contextually across all touchpoints
- ➔ Engage with customers consistently across all touchpoints
- ➔ Deliver a better shopping experience for retail customers
- ➔ Deliver a better purchasing experience for business customers
- ➔ Deliver targeted content and relevant options through advanced personalization
- ➔ Improve loyalty and drive sales

# IT People Omnichannel Commerce Services

## Why IT People?

Our end-to-end value proposition to Customers, for Omnichannel Commerce, is based on:

- ➔ End-to-end experience in Architecting, Designing and Developing B2C, B2B E-Commerce solutions with specific focus on Hybris based solutions
- ➔ Expertise in Core Java, Java EE and Spring stack
- ➔ Expertise in User Experience design & UI development using latest tools & frameworks
- ➔ ISO 9001 and CMMI Level 3 certified application development, project management practices
- ➔ Full suite of QA services

## IT People Omnichannel Commerce Services using Hybris

- ➔ **B2C Commerce** – Deliver exceptional shopping experience by integrating digital & physical touchpoints, providing targeted, contextual recommendations
- ➔ **B2B Commerce** – Deliver personalized buying experience by integrating seamlessly with back-end systems, provide personalized product recommendations and multiple fulfillment options
- ➔ **Product Content Management** – Provide ability to have business and product content in one place and launch new products to market rapidly
- ➔ **Order Management** – Provide a great ordering experience to Customers, with flexible pick-up and fulfillment options across all channels
- ➔ **Billing** – Provide ability to rapidly launch customer-centric subscription offers, exploit fast-moving market opportunities by quickly changing customer pricing and partner revenue-sharing models

## IT People Hybris Experience

### B2C, B2B platform for a leading global Hi-Tech Manufacturing Company

IT People helped a leading global Hi-tech manufacturer to re-vamp their E-Commerce platform thus improving buying experience for their B2C customers and purchasing experience for their B2B customers. Our team worked along with the customer's team in a distributed agile set-up. We have helped the customer successfully roll-out B2C and B2B sites for Australia & New Zealand. Some of the critical functionalities we have handled are Deals, Products Listing, News module, Products comparison, Site Map.

### B2B platform for a Distribution giant in the US

As a part of this implementation, our Consultants have implemented key functionalities such as product search, intelligent offer recommendations, order management, SAP integration for real-time pricing & order processing, shopping cart, checkout and payment. Our Consultants also played a critical role in implementing functionalities such as ePro Punchout, Webtrends integration, Paymetrics integration, SOLR integration, hot folder data load.

## About IT People

IT People is a next-generation IT services and workforce solutions firm. We provide consulting, managed services and staffing to Fortune 500 corporations, public agencies, and small and mid-sized businesses throughout North America. Our specialties include IT modernization, infrastructure and applications optimization, and management. We enable organizations to achieve their business goals by transforming their IT processes, applications and infrastructure using the latest technologies for cloud, big data, mobile and social, and by providing them with exceptional talent when they need supplemental staff.

## Our Vision and Mission

We are passionate about co-creating value with our customers and employees by offering IT services through applied thought and innovation with the commitment and integrity to deliver quality solutions on time, every time.



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