



## Digital Ready Retailing with Brick & Click

Brick & Click is a Born digital Unified commerce platform that provides best in class digital ready retail operations and omnichannel personalized customer experience both In-store and online to help you win in the new economy

Transform customer experience both online and in-store, across channels & touchpoints

- ❖ Convert your store into a digital store
- ❖ Grow your customer base, revenues and customer loyalty
- ❖ Improve enterprise operations efficiency and employee productivity
- ❖ Adapt to the demands of both B2B and B2C commerce & business models
- ❖ Future-proof your business with cutting edge digital native technologies

From Sonata Software - [The Platformation Company](#)



# Brick & Click, an integrated digital retail platform

Omni-channel retail is being replaced by unified retail. Stores are becoming digitally connected reducing the physical and digital divide. Ever increasing consumer expectations have grown to include "any-time any-where" service by default.

## How should enterprises respond to this new wave?

Often times, shifts in consumer expectations like these, force enterprises to adopt a quick short-term approach to meet a few of the new demands, instead of a longer-term holistic approach. However, realizing such a holistic approach involves multiple real-world challenges for the retailer:

- Continuous discovery of dynamic customer preferences and contextual interaction across the touchpoints – digital, social and connected in-store
- Operations management to enable customer engagement coupled with efficient & effective order fulfillment across the network & channels
- Adapting to the evolving business models involving retail consumers, enterprise buyers, partner suppliers, marketplace players etc.
- Responsiveness of business and IT in developing, integrating and deploying adaptive user interfaces and robust back-end functionality.

Sonata's Brick & Click solution tackles these challenges with a dual-faceted approach of enhancing both digital and in-store commerce. This approach is possible only through a unification strategy across customer engagement and retail operations coupled with leveraging technologies such as Internet of Things (IoT) for transforming a physical store to a digital store.

**Brick & Click is the enterprise digital platform that can help realize your retail platformation strategy, and future-proof your business with cutting edge technologies.**

# 89%

## CUSTOMERS

Are retained by companies with extremely strong Omni-channel customer engagement (vs. 33%)

- Aberdeen Group

# 77%

## RETAILERS

Rank inventory planning and visibility as a leading omni-channel capability

- EKN Research

## CUSTOMER SUCCESS



### ACTIVE WEAR APPAREL BRAND

Enhanced in-store and online experience for customers

The client transformed the shopping experience for customers across channels and multiple countries while optimizing order fulfillment with a unified view of customers, products, and inventory.

# 303

## POS TERMINALS

Went live on a single day across 202 stores



### ELECTRONICS E-TAILER

Improved work order processing efficiency and inventory management

The client achieved an improved integration between the various systems in its IT ecosystem, which streamlined its overall operations. This resulted in fewer situations of stock-outs and faster workflows.

# 60X

## GROWTH

In daily orders over two years



CONNECTED



INTELLIGENT



OPEN



SCALABLE

Ecosystem set-up for retail consumers, enterprise customers, suppliers and 3<sup>rd</sup> 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

## 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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