



Business-friendly Solutions

# **ITC INFOTECH - RETAIL INDUSTRY EXPERTISE BUSINESS CONSULTING FOR REALIZING GROWTH IN RETAIL**





Uncertain macroeconomic conditions, fast changing consumer needs and preferences, explosion of product and channel options are challenging Retailers to retain consumer franchise. Digital platforms like internet, and mobile empower customers with lot of information and choices. Retailers are striving hard to leverage the same digital platforms to serve their customers. It is imperative for retailers to continuously innovate in terms of customer engagement, extremely efficient in execution to be competitive.

Today's Retailers are demanding a blend of Strategic Consulting, Operational Consulting and Value Realization through flawless execution. At ITC, we strongly believe that the relevance of business consulting in the future will clearly be the ability to not only define the strategy but also

walk the talk in helping execute on the same. Our team of experienced consultants who managed retail operations themselves can ensure successful execution of cutting edge solutions to your business problems.

ITC runs two retail chains and this helps us to bring the practitioner's view to our consulting offering. Our centres of excellence in the areas of Auto Id, Mobility, Supply Chain, Enterprise Performance Management, Strategic Technology Advisory and Sustainability bring cross industry best practices to retail. Our technology practices covering wide range of technologies bring in the latest in a broad range of contemporary tools and techniques.

# SOLUTION AND INNOVATION

## Supply Chain Optimization

Align Supply Chain Strategy, People, Processes and Systems with Business Goals

## Enterprise Performance Management

Pre-defined Analytics Solutions for Common Industry Pain-points & Accelerators to Arrive at Cost Effective Solutions

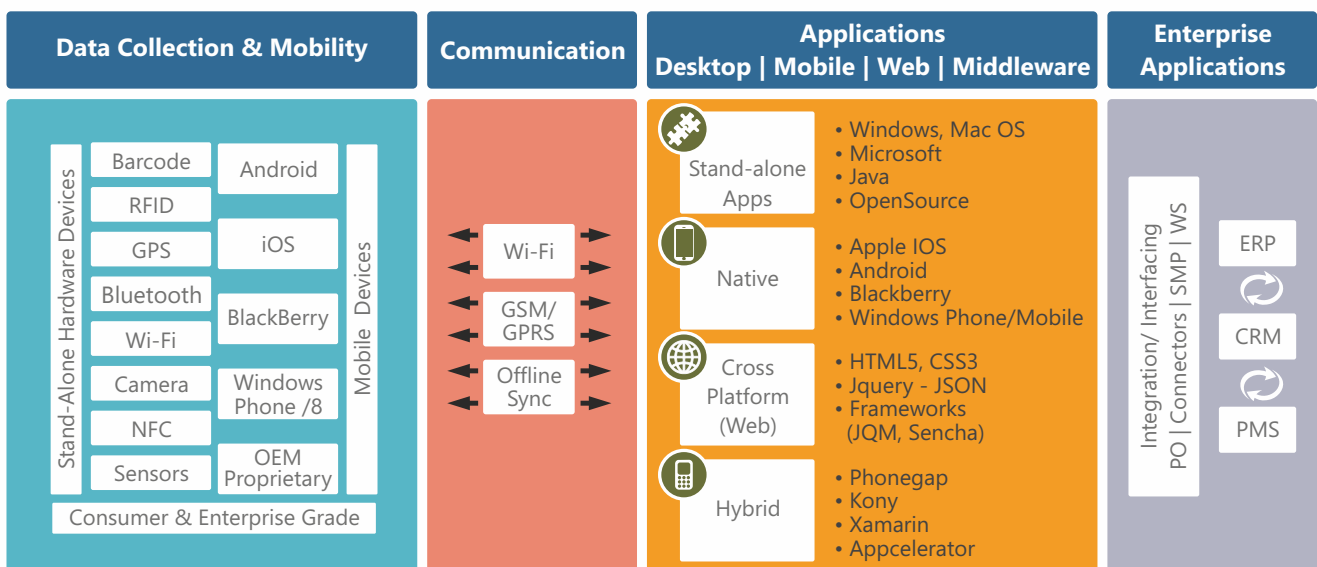


## Actionable Customer Experience Strategies & Solutions

A comprehensive CX Framework that ties together

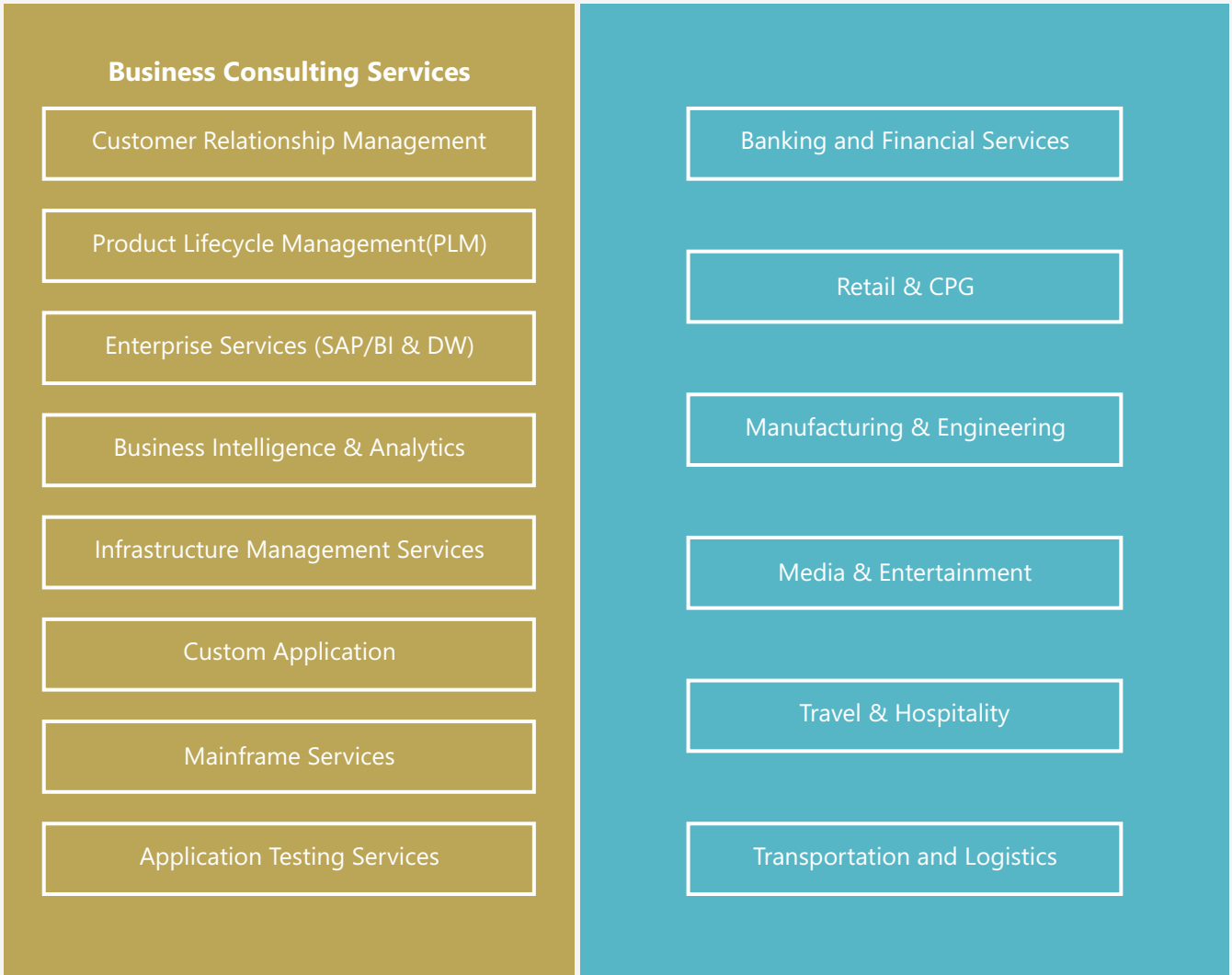
- Loyalty
- Marketing
- Campaigns
- Customer Insights
- Single View of Customer
- Mobility based Consumer Engagement

## Business innovation centre



# Retail is core to us

At ITC Infotech, we partner global retailers serving their business IT needs



Centers of Excellence									
SAP	Oracle	Microsoft	Loyalty	BI&DW	Testing	Mainframe	Cloud	Java/.Net	Mobility

## Illustrative Problem Statements

Creating a Information Strategy led EA approach for a leading US Retailer.

Business IT Alignment and Technology Selection for an Indian Lifestyle Retailer.

PLM Implementation for a leading Apparel and Home fashion retailing Business in the US

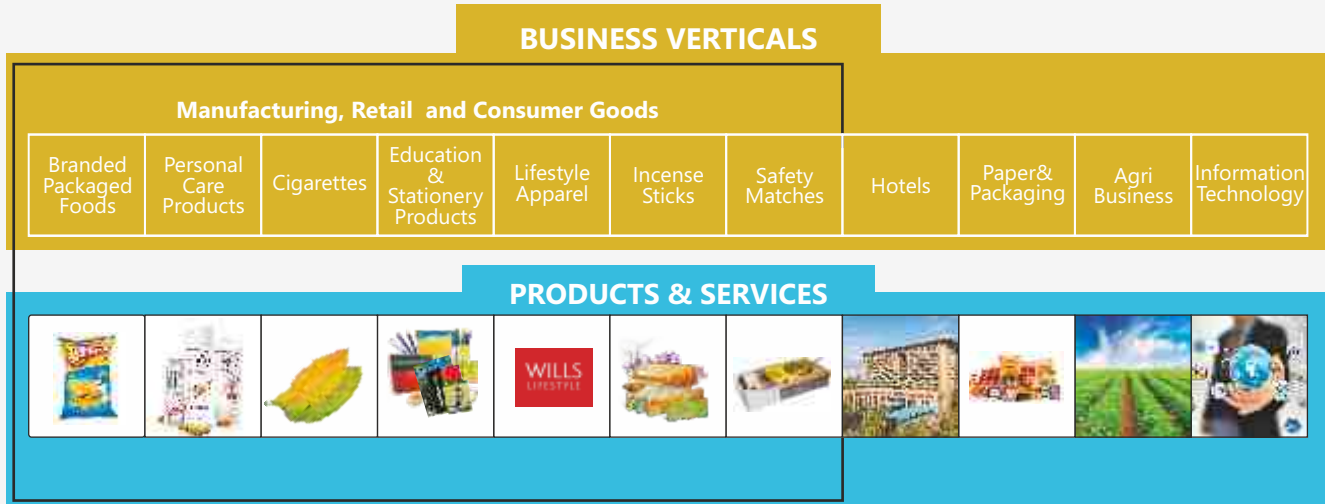
Loyalty Transformation roadmap for a leading GCC retailer

Designing & Developing a Supply Chain Strategy Map for a leading S. African Retailer

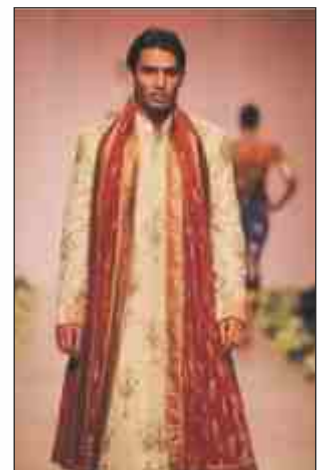
Customer Insights & Campaign Support for a leading UK based Neutraceutical Retailer

# Our parent company is ITC Ltd.

ITC Limited is one of India's largest diversified conglomerates straddling multiple businesses



## ITC Ltd - Lifestyle Retail - Wills Lifestyle



- ITC started its Life Style Retailing business in year 2000 - leveraging ITC's competencies in Brand building, hospitality and countrywide distribution
- ITC has a nationwide retailing presence through its Wills Lifestyle chain of exclusive specialty stores
- The retail business deals with categories like Apparel, Accessories, Personal Care products etc. and has grown to a 100MUSD business
- Runs two specialized brands in Wills Lifestyle and John Players and also sells through Multi Brand Outlets
- The Retail operations operates its own private label Manufacturing operations





## ITC Ltd - Rural Hypermarkets - Choupal Saagar

- ITC has a foray into rural retail – India’s first organized rural retail network
- Branded as Choupal Saagars, these are positioned within tractorable distance of 30 e-Choupal centres and their user communities
- Around 20+ stores have been opened under the same initiative – they run fairly wide assortment that are targeted towards rural consumers
- Typical Choupal Saagar stores have floor areas under 10000 Sq feet
- Aligned closely with ITC strategic intent around Sustainability, these were started in early part of the last decade

# INTRODUCTION TO ITC INFOTECH'S RETAIL CONSULTING SERVICES

## What we hear from our Customers?



Are we driving differentiation /innovation in our markets?

Are we getting the right value from our technology and process investments?

Do our current business processes/systems allow us to scale up and be flexible? Are these inefficient?

What are the changes driven by our growth strategy that requires new ways of doing business?

Do we have a Performance driven business management culture?

Is our existing cost structure stifling and limiting investment?

Do our Legacy systems/ processes allow us to drive new digital models of commerce?

How are we leveraging new technologies (SMAC) to create new business capabilities

Are we able to quickly adapt to changing Business, Consumer & Regulatory Environment?

We Help Our Clients **Improve, Align & Optimize**

Business Through Effective Application of Process & Technology Interventions



# Value Creation for our retail clients across these focus areas





## Solving Business Critical Client Problems

### **Retail Business - IT Strategy**

Lifestyle retailing client deals in apparels, accessories, personal care products. The key challenge was to have a comprehensive information systems strategy to support rapid business growth with flexibility to introduce new products and gain customer base. An IT Strategy, Architecture assessment and Business IT alignment exercise was conducted to study of current business processes, application and infrastructure platforms. Optimized business processes supported by an enterprise wide Business IT transformation plan was provided with aspects of governance, change management and technology revamp.

### **Retail CX Strategy**

The client was looking to define and formalize a Customer Experience (CX) strategy across both its retail and financial services business and lead it into a design and definition of a Single View Of Customer (SVOC) Strategy cutting across both businesses. ITC Infotech analyzed the structural, process and technology gaps to assess and design a SVOC approach that unifies Customer data and insights across businesses. Focusing on the end to end customer experience process (Marketing, Loyalty, Call center, Campaign management etc.), a strategic business IT roadmap was proposed with defined benefits.

### **Retail Enterprise Architecture Service**

For an American high-end consumer retail company selling home furnishings, kitchenware and specialty foods, ITC Infotech conducted an assessment of enterprise architecture and subsequently a master data management framework. A comprehensive strategy to introduce a Product Life Cycle management tool was proposed that ensured an integrated technology solution along with the existing ERP, middleware and supplier management solutions. A reference Enterprise Architecture model was created to guide integration of PLM product and provide a blueprint for future enhancements.

# INTRODUCTION TO ITC INFOTECH'S RETAIL INDUSTRY EXPERTISE

## Trends-Challenges-Needs

Mega Trends	Challenges	Business Needs	CXO Priorities
<ul style="list-style-type: none"> <li>Digitization (Social Networking, Mobility, Online Shopping)</li> <li>Rapidly Evolving Business Models</li> <li>Ever Increasing Consumer Expectations</li> <li>Environmental Concerns (Compliance, Regulation, Shifting Markets)</li> </ul>	<ul style="list-style-type: none"> <li>Rapid Product Commoditization and Changing Product Design &amp; Tech.</li> <li>Customer Engagement and Co-Creation</li> <li>Global Supply Base &amp; Volatile Raw Material Prices</li> <li>Increased Regulation and Compliance needs</li> <li>Social Accountability &amp; CSR</li> </ul>	<ul style="list-style-type: none"> <li>Rapid Product Innovation</li> <li>Cost Efficiencies</li> <li>Deeper Customer Engagement</li> <li>Value chain Integration</li> <li>Cross Channel Integration</li> <li>Technology Innovation</li> <li>Sustainability</li> </ul>	<ul style="list-style-type: none"> <li>Superior Customer Engagement</li> <li>SVoC, Customer Self Service, Associate Empowerment</li> <li>Enable Relevant, Differentiated, Superior Products</li> <li>Omni channel Fulfillment, SVol, Planning, Forecasting</li> <li>Upgrade Foundational Systems, Tighter Biz IT Alignment, Agile Soln Dev</li> </ul>

# Solutions with strong business focus

We bring in a sound understanding of core retail challenges and pain points



## Our Experience Spans the Industry Value Chain Across Product Development, Sourcing and Merchandising and Store Operations ...




# Business friendly solutions for Retail businesses

## Retail Customer Experience

- Strategy to Execution Customer Experience Framework for Retail
- Solutions to deliver superior customer experience through targeted offerings (promotions)
- Auto ID enabled Magic Mirror
- In Store shopper identification and personalization solutions
- Consumer Connect Portals and Mobility based solutions

## Retail Loyalty Solutions

- Comprehensive Loyalty Roadmap & Business Case definition
- Aligned to Siebel Loyalty as a technology stack, replicable
- CRM/ Loyalty as a Service (PLUM)
- Retail Loyalty Benchmarking (process-data) Survey data

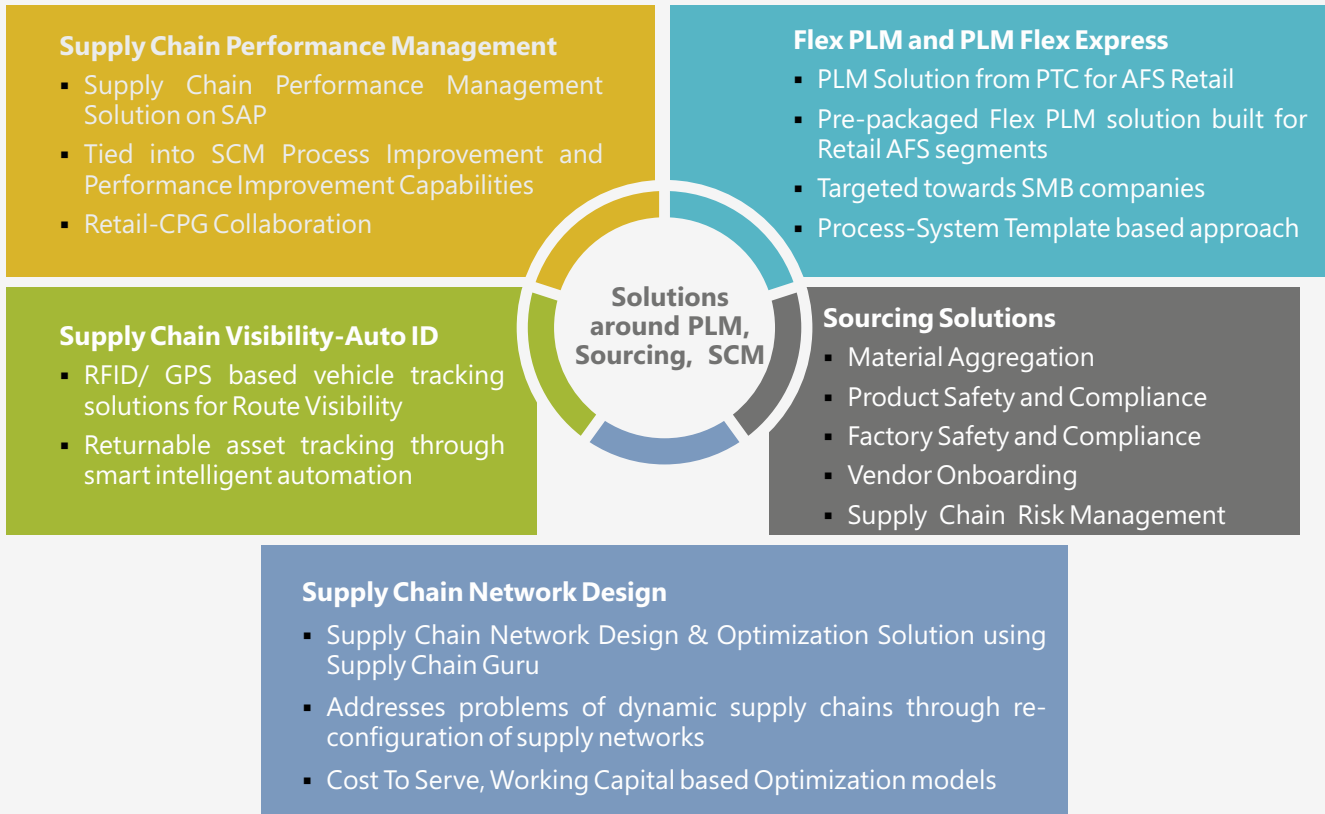


## Solutions around CX and Analytics

## Category Analytics and Marketing Insights

- Category Analytics Reference Model
- Comprehensive BI/ Analytics requirements modelling tied to Retail EPM model
- Concept Dashboards
- Style Performance Analytics
  - Built on Flex PLM
  - Attribute based analysis of styles and products
  - Ties back into Retail BI/ Systems to provide analysis on styles performance



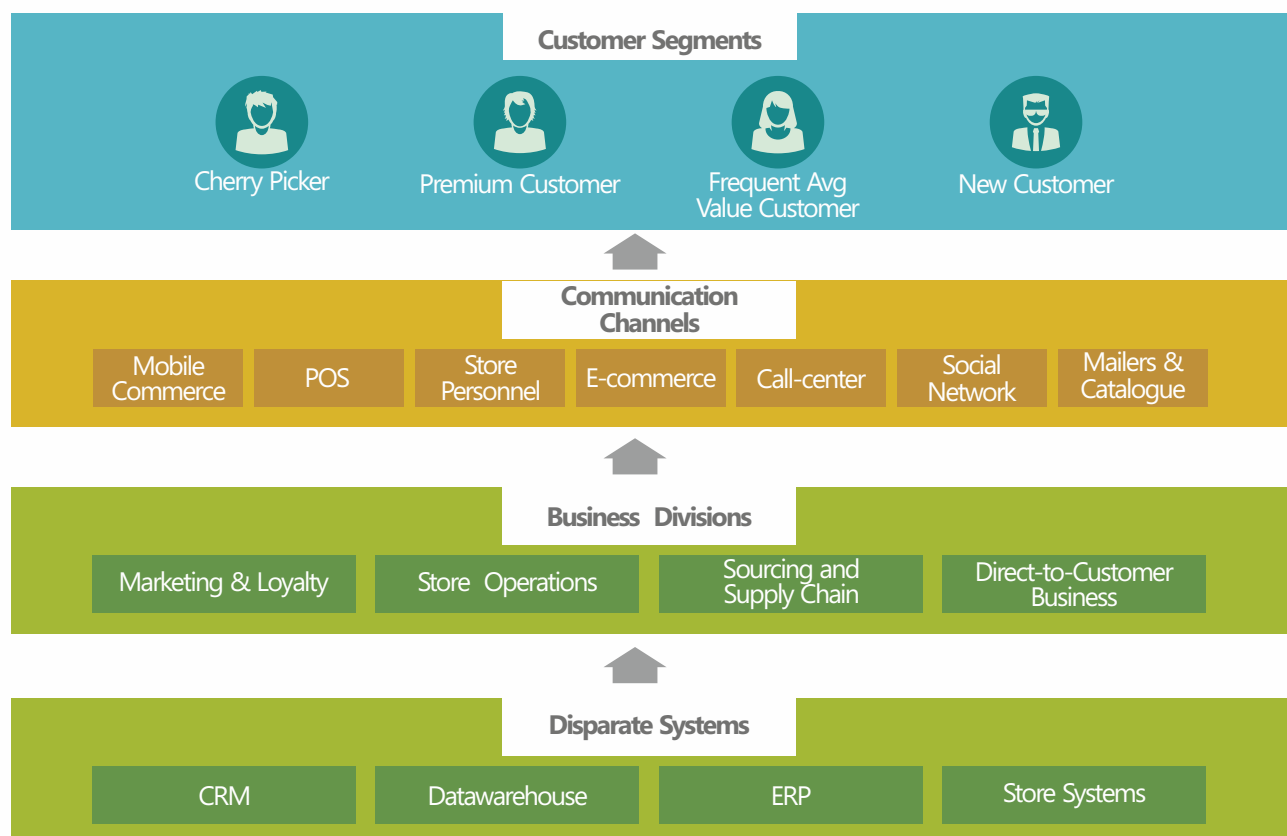


# STRONG FOCUS ON DEVELOPING ACCELERATORS AND SOLUTION FRAMEWORKS

## 1 Retail Customer Experience

We bring our solutions capabilities together to drive key retail needs like CX

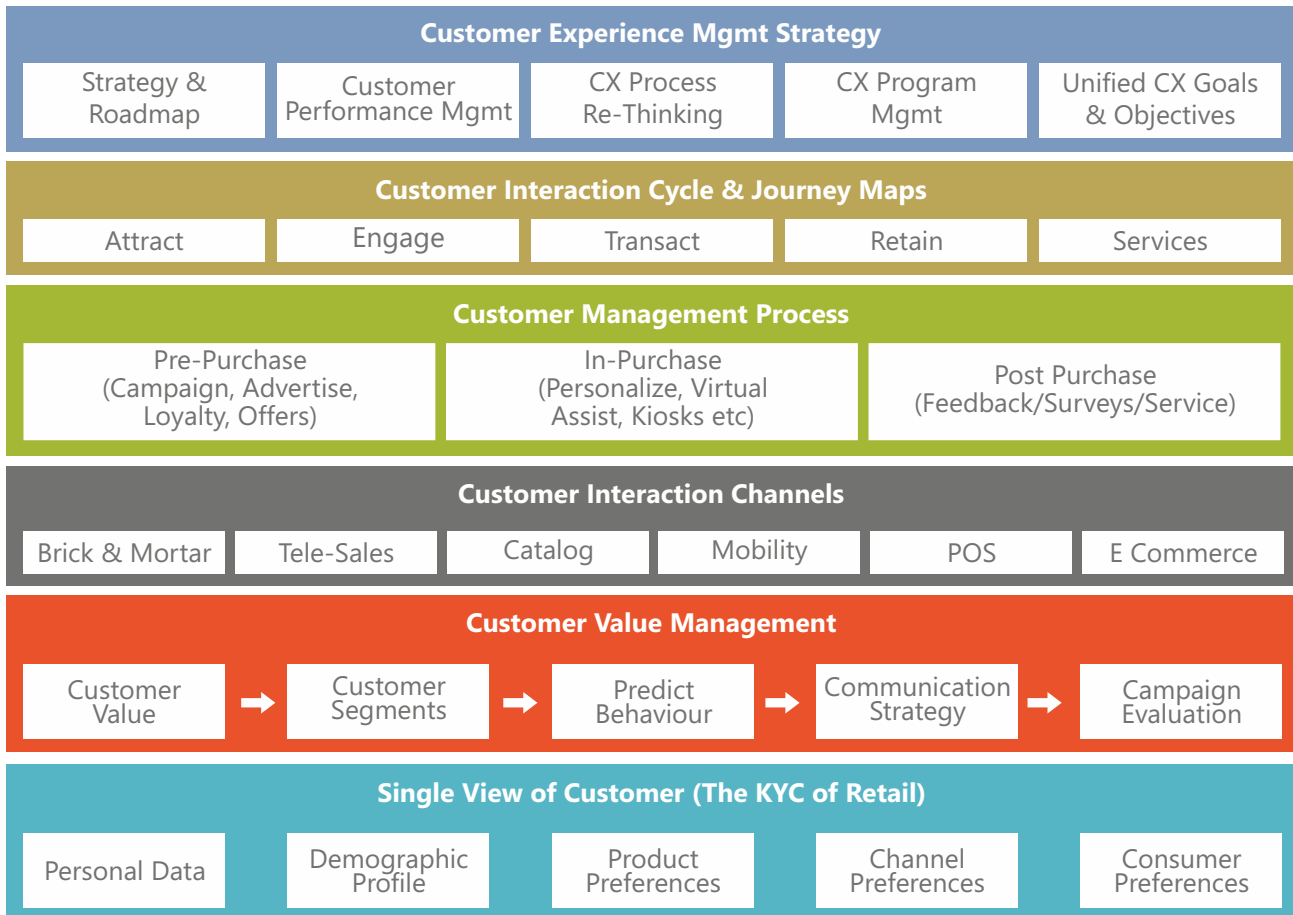
Key Question: How do we facilitate more relevant, customer centric interactions?



### Key Challenges

- Inability to differentiate services/ products based on Customer Segments
- Inability to be Customer-Aware at all touch-points
- Unable to understand Customer Behavior, Value & Performance
- Siloed, Internal Process centric Approach
- Inflexible, Siloed, Legacy Technology & Architecture

# We use our client tested framework to help deliver CX needs for our customers



## Leading Foods & Apparel Retailer in South Africa – CX Strategy & Roadmap

Defined Strategy, Business Case & Roadmap for Customer Experience Transformation. Subsequently defined Single View of Customer, Loyalty & Campaign mgmt Roadmap & Solutions

- Enhances customer loyalty by engaging with customers with differentiated in-store experience
- Enhances exposure to social networks
- Integrates latest technology advancements with store

## Leading Multi-Banner Retailer in Middle East – Loyalty Strategy

Defined Strategy, Business Case & Roadmap for Loyalty Program  
Strategy included Structural, Functional & Financial changes required to steer the Program to Profitability

## Food Supplement Retailer in UK – Customer Value Mgmt

Customer Segmentation based on need & behavior and Campaign Strategy to extract maximum value from each Segment

## Next Generation Retail Experiences with ITC Infotech's Mobility CX Solution

- Channel to connect with Next-Gen Shoppers

**Leading US Fashion Retailer – Loyalty Program Definition Defined loyalty program** – feature, functionality, performed competitive benchmarking, created program structure and mechanics and program value-realization roadmap

# 2


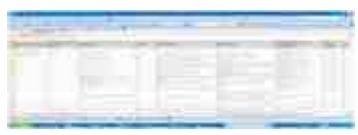




## Retail EPM and Analytics

Enterprise performance management (EPM) refers to an integrated management approach that links strategic goals directly to the operational and financial activities necessary to reach those objectives

### The EPM Roadmap

MEASURE	MANAGE	OPTIMIZE
<ul style="list-style-type: none"> <li>▪ <b>Metrics Model</b> (Aligned with strategy, roles, linked logically balanced)</li> <li>▪ <b>Dashboards</b> (Analysis Pattern, Security Model) <b>BI Platform</b>(Multi-dimensional Analysis, slice/dice, drill down/roll-up etc)</li> <li>▪ <b>Data Integration projects</b> to ensure data availability (EDW, MDM, EAI, SOA etc)</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Next Generation Dashboard</b> (Benchmark Metrics, Threshold limits, Exceptions, Alerts, Hints)</li> <li>▪ <b>Change Management Program</b> (Shift to culture of Management by Fact &amp; Exception, Training, New Governance Models)</li> <li>▪ <b>Collaborative EPM</b> ( Involve partners in EPM framework)</li> </ul>	<ul style="list-style-type: none"> <li>▪ <b>Knowledge based intelligence</b>(Hints from a knowledge base/repository)</li> <li>▪ <b>Statistical Analytics/Data Mining</b> (Prediction, Segmentation, Discovery, What-If)</li> <li>▪ <b>Dashboard Triggers</b> ( Ability to automatically trigger optimization processes from key metrics limits)</li> </ul>

## Retail EPM/ Analytics Solution Components

Solution Definition Components		
Retail EPM Framework	Metric Model	Analysis Paths
 <ul style="list-style-type: none"> <li>▪ Aligning Metrics to strategic goals</li> <li>▪ Balanced Scorecard Framework</li> <li>▪ Strategy Map</li> </ul>	 <ul style="list-style-type: none"> <li>▪ Retail Metrics at Strategic, tactical &amp; operational level covering category, store and supply chain performance</li> </ul>	 <ul style="list-style-type: none"> <li>▪ Pre-defined Root cause/causal analysis of some known/targeted problem areas (Ex. Lost sales analysis. Store Performance Analytics)</li> </ul>
Solution Implementation Components		
Information Model	Sample Dashboards	Data Model
 <ul style="list-style-type: none"> <li>▪ Information Model</li> <li>▪ Sample Dashboards</li> <li>▪ Data Model</li> </ul>	 <ul style="list-style-type: none"> <li>▪ Designed for Merchandisers</li> <li>▪ Large repository of sample Dashboards by role</li> <li>▪ Alerts &amp; exceptions</li> </ul>	 <ul style="list-style-type: none"> <li>▪ Retail data model supporting the metrics model</li> <li>▪ Data Flow diagram &amp; ERD</li> <li>▪ Extensive documentation</li> </ul>



# Retail IT Strategy Solutions

## IT Strategy Related Solutions

### Addressing CIO Needs

Strategic Technology Advisory Services group (STAS) will work with CIOs and business leadership to create a more effective IT organization.

Our services will allow IT to drive technology and process efficiencies throughout the organization and better support and deliver transformational business change

### Strategic Technology Advisory Services



#### TRANSFORM

- Business IT Alignment
- Enterprise Architecture Refresh/ Definition
- Strategic Information Management
- Technology Evaluation & Selection



#### OPTIMISE

- Demand Management
- Spend Analysis
- Application Portfolio Optimisation
- Legacy Modernisation

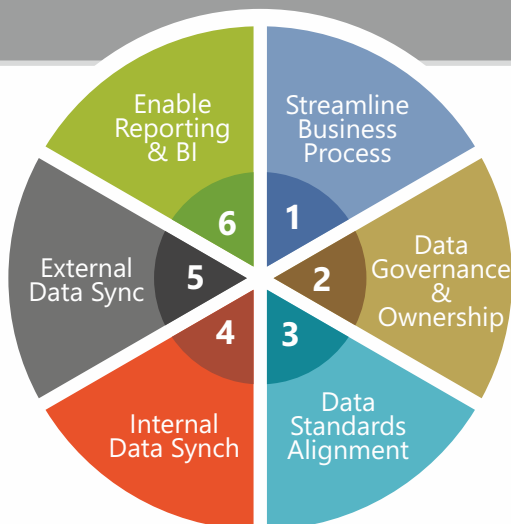


#### GOVERN

- Organisation Design
- Program Management
- Service Delivery Management
- IT Sourcing Advisory

## Retail IT Strategy Solutions

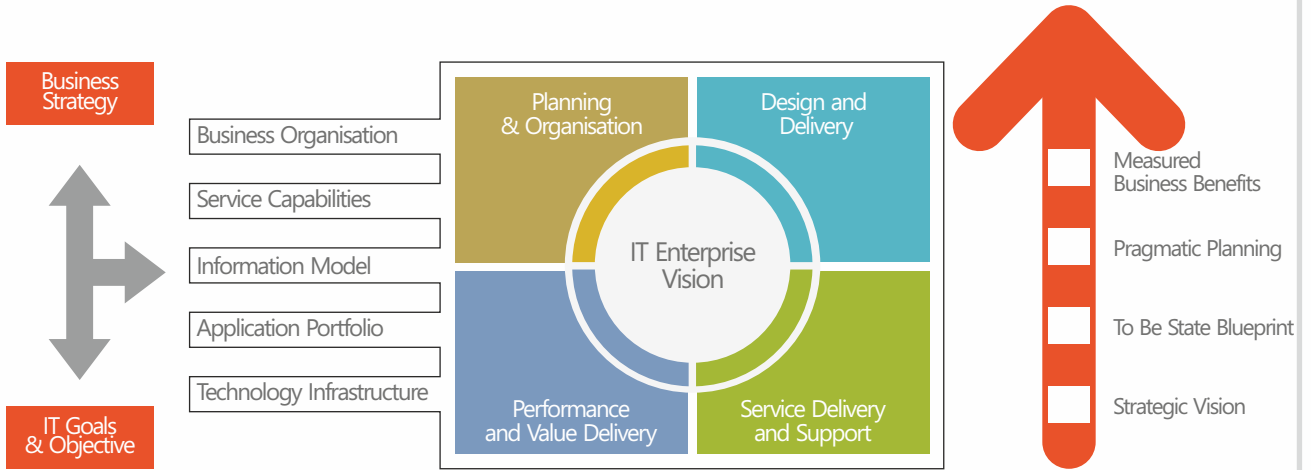
### Retail MDM



**A Master Data Management (MDM)** solution enables the acquisition, synchronization & distribution of core reference entities across an enterprise



## Business IT Alignment



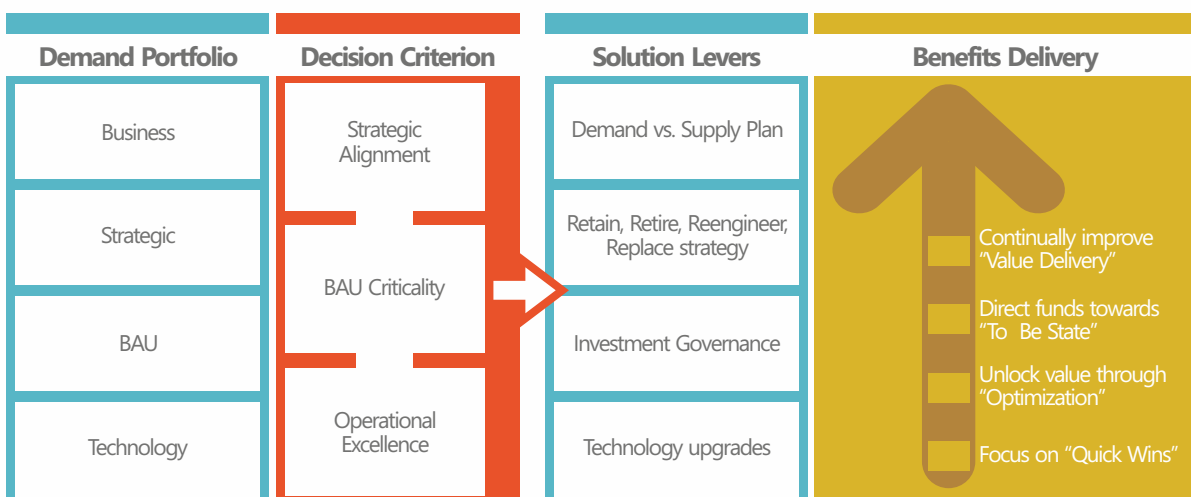
### “IT Strategy”

Formulate the Enterprise IT strategic plan addressing business needs, financial constraints and organization skills

### “Enterprise Architecture”

Define the business and technology blueprint that drives business value delivery

## Application Portfolio Optimization



### “Application Portfolio Optimisation”

Focus on TCO and rationalize Application portfolio and support services

### “Legacy Modernisation”

Balance technology upgrades with long term view on TCO, business criticality and technology lifecycle

# 4

## Product Life Cycle Management Solutions for AFS Retail

### PLM ++

Solutions Value Added Solutions around a core PLM Implementation



**Material Aggregation**

- Accurate visibility of total material consumption during early stages of PD Cycle
- Help designers make more informed decisions during the early design stage
- Better power to negotiate fabric prices
- Minimise Development lead time and costs.
- Help minimise the hidden costs involved with off shore textile sourcing
- Reduces Risk arising due to Over/ Under Commitment to the Fabric Mill.

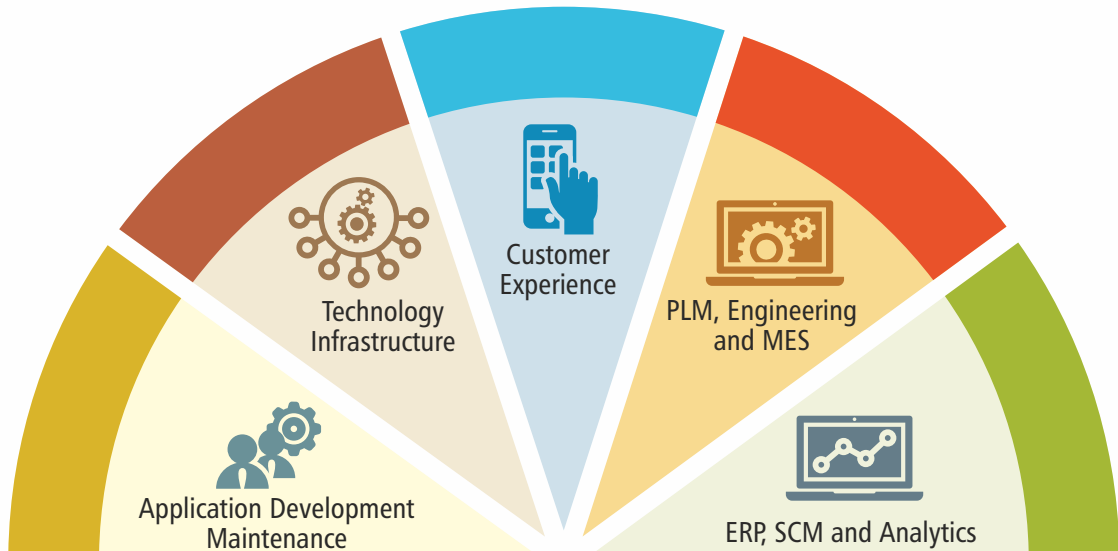
**Vendor Scorecard**

- Easy accessibility of vendor data on single platform
- Enhanced pricing/promotion/planning effectiveness
- Increase Automation & Reduce manual / duplication of effort
- Minimise Development lead time and costs.
- Visibility across divisions/ categories Optimal utilization of product vendor's capacity & capability
- Increase data accuracy - "One version of truth"

Built around the PTC FlexPLM platform, these solutions drive additional business value for business.

# ISV & TECHNOLOGY PARTNERSHIPS

While working with a bunch of leading technology partners to help deliver the required capabilities ... with a specific focus on Retail Industry




# A Few Case Examples

## Business IT Alignment Strategy to support business growth needs



### CLIENT

- The client is one of the leading apparel retailer in India



### BUSINESS NEED

- Simplify business processes and reduce complexity by standardization and automation to manage growth
- Improve scalability of technology backbone to better meet increased business volume from wider geography and larger product lines
- Increase flexibility of current business processes by providing faster transition to newer processes
- Incorporate global best practices with relevant industry and business model context to lay the platform for next phase of business growth



### OUR SOLUTION

- Assessed current Movex implementation and its adequacy to support future business scale and scope needs.
- Helped to define the enterprise Business-IT roadmap for the client through detailed process analysis and technology selection processes.



### BUSINESS BENEFITS

- Assessed current application landscape and found the need to migrate to a new sophisticated application landscape.
- Identified the need for change at an enterprise application portfolio level.
- Conducted process analysis and developed TO BE process templates for the business.
- RFP for enterprise application vendors designed and facilitated the client in the RFP process.

## Enterprise Architecture Impact Assessment for a Leading US Retailer



### CLIENT

- One of the leading specialty retailer of upscale home products in United States



### BUSINESS NEED

- Analyze As-Is Enterprise Architecture (Business, Technology, Data, Infrastructure)
- Analyze Change Impact in terms of People, Process, Technology, Data
- Identify key gaps against Best Practice Retail Enterprise Architecture , challenges and pain points
- TO BE" Integrated" Post PLM Enterprise Architecture to support faster Concept to Market Lead Time, Order to Store Lead Time



### OUR SOLUTION

- Understand PLM Solution Architecture
- Define post PLM implementation Enterprise Architecture changes
- Identify key gaps against Best Practice Retail Enterprise Architecture , challenges and pain points aligned with Org Objectives of Scalability, Flexibility, Cost.
- Design To-Be " Integrated" Post PLM Enterprise Architecture ( to support faster Concept to Market Lead Time, Order to Store Lead Time)
- Define key integration needs around PLM and Item Lifecycle management processes



### BUSINESS BENEFITS

- Impact assessment on PLM architectural changes completed.
- TO BE definition of the Integrated post PLM enterprise architecture in progress.



## Designing & Developing a Supply Chain Strategy Map for a leading South African Retailer



### **CLIENT**

- The client is one of the leading retailers in South Africa



### **BUSINESS NEED**

- The client was looking to define a comprehensive Supply Chain Performance Management Model, which would help them:
- Align Supply chain strategy map with corporate balanced score card objectives
- Get better visibility of the supply chain performance through definition of a Supply Chain KPI Model
- Identify supply chain performance issues and challenges



### **OUR SOLUTION**

- Developed a Supply Chain Strategy Map aligned to Corporate strategy map.
- Provided list of Supply chain improvements based on analysis of operations and key improvement areas.
- Created a Supply Chain metrics model based on current and future KPI needs.



### **BUSINESS BENEFITS**

- Aligned SCM Strategy Map to Corporate Strategy Map

## Development of E-Retailing Portal for one of India's leading retail chains



### CLIENT

- The client is one of India's foremost retail chains selling a wide variety of merchandise.



### BUSINESS NEED

- The client had earlier developed and implemented its e-retailing portal, but started facing serious problems with the same at the start
- The existing solution had to be re-architected



### OUR SOLUTION

- The web portal was redesigned, re-architected and upgraded on Microsoft technologies. The new design helped users to transact based on specific categories and stores
- Online bookings and fulfilment of the orders were supported by the new system. The new system also supported active content management where new categories and stores can be included, on demand



### BUSINESS BENEFITS

- Reduction of time (from 5 to 1 day) required to setting up new stores and features.
- More than 1500 simultaneous transactions
- More number of stores could be added (16 in comparison to only 4 stores in a similar period)
- Improved centralized store administration

## Designing and implementing an enterprise PLM solution for a Marquee Sourcing & Distribution Company



### CLIENT

- One of the leading Sourcing & Distribution company



### BUSINESS NEED

- Need for a standard PLM solution to support client for all its apparel, accessories and home divisions.
- Drive process standardization and improvements to help set up a scalable process and system solution that would support new business acquisitions.
- Provide support and enablement for client designers working closely with client customers.



### OUR SOLUTION

- Implemented FlexPLM from PTC
- Consulting for process standardization
- User support for client customers



### BUSINESS BENEFITS

Single PLM solution now in place to support client US Operations.

- Standardized process-system solution designed and implemented.
- PLM Solution supports areas such as :
  - Line Planning
  - Concept Development
  - Season/ Color Palette/ SKU/ IPR Management
  - Bill of Material Management
  - Specification Management
  - Sourcing Management

## Warehouse & Store Automation for one of India's leading retail chains



### CLIENT

- The client is one of India's leading apparel retailer



### BUSINESS NEED

- Increase in productivity & speed
- Reducing errors & material handling
- Enhancing customer service & in-store experience
- Improving supply chain efficiencies and thereby shorter time to market providing extra selling window in the stores
- Improving operation speed & inventory velocity enabling lesser stock-out situations



### OUR SOLUTION

- RFID Technology consulting incl. Equipment, Tag selection and enablement at item level
- Design and Development of Tunnel-Conveyer system with integrated RFID system to monitor both inward and outward movement at warehouse
- Seamless integration of inwarding & outwarding information exchange with ERP
- POS Automation with RFID enabled item recognition & integration with ERP



### BUSINESS BENEFITS

- Reduction in inwarding and outwarding time by upto 85%
- 8-9 times increase in Labor Productivity
- 50% reduction in Billing Time at POS
- Reduced Time To Market (10 days extra selling window)
- Efficient use of Existing Warehouse Space
- Reduced Manual Errors (0.1% error rate): Seamless ERP integration, thus eliminating all manual processes. Reduced material handling time

## POS & Loyalty Backend Integration Enhancing Customer Experience



### CLIENT

- The client is one of the leading retailers in the Middle East region



### BUSINESS NEED

- The retail customer has experienced a strong CAGR of over 20% as of 2012, they were keen to enhance share of wallet by customer and also cross leverage their increasingly diverse set of brands.
- While they had rolled out a fledgling loyalty platform, they were looking for a strong partner with both the business and technology experience to bring stability to the Loyalty implementation and help them scale their loyalty platform



### OUR SOLUTION

- Conducted technical and process audits on as-is state and provided recommendations for application and business process improvements
- Introduced major enhancements, Level 2 & 3 support from offshore: Bug Fixes, Operational Support, Technical Consultancy, Release Management, Quarterly Releases
- Developed web services and fixed issues to facilitate Member Portal Website re-launch
- Extended services to major developments: Instant loyalty redemption enabled by integrating Siebel Loyalty in real-time with the legacy POS system



### BUSINESS BENEFITS

- Superior customer experience by integrating POS with the loyalty engine
- Improved effectiveness of the loyalty program by providing customers a complete real-time view of point accrued & the ability to instantly 'earn & burn'
- Increase in operational efficiency and process enhancements lead to 70% reduction in support costs
- The Loyalty program current supports 2 million members across 7 countries and over 900 outlets



## Transportation Support & Maintenance for leading US Retailer



### CLIENT

- The client is one of the World's largest retail chain



### BUSINESS NEED

- Transportation AMS project is to provide support and maintenance service to Fleet and Traffic systems.
  - Fleet - Manages all drivers & outbound flow of products to stores
  - Traffic- Manages inbound flow of products to DC's & manages 3rd party carriers
- Customer was looking for a reliable support partner who can stabilize their systems so that they can focus on implementing next generation applications



### OUR SOLUTION

- Scope consists of
  - 250+ Client Server systems,
  - 800 M/F batch programs & 150 CICS screens,
  - Newly developed BI systems
- Completed transition in less than 2 months
- Fine tuned resource intensive applications
- Provided permanent fixes using RCA.



### BUSINESS BENEFITS

- Freeing up SMEs time, they could focus more on strategic initiatives
- Providing 24X7 support with lean-on-site & predominant offshore teams
- Lowering the TCO of the applications
- Providing proactive and preventive maintenance
- Provided a monthly savings of upto 15 MIPS of Mainframe CPU time by fine tuning CPU intensive programs.

## SOA Based Membership Tracking Portal for one of the leading US Retailers



### CLIENT

- The client is one of the World's largest retail chain



### BUSINESS NEED

- Currently customer's club uses PC based Membership tracking application 'MTracks', which has been developed using C/C++ and other older technologies to manage memberships. Some of the limitations are:
  - Difficulty in incorporating new requirements
  - Need new installation of the application for each user on desktop
  - Upgrade & rollout of new changes are time consuming and involves lot of cost
  - Inconsistent user interface, Scalability and Reliability were of major concern



### OUR SOLUTION

- ITC Infotech developed and implemented the end to end membership management system using cutting edge SOA based web technologies:
- The following Tools & Technologies were used
  - JSF, Spring, JAX RPC, ITEXT & I CHART, WAS7.5, RSA 7.0, SONAR, HPQC, QTP, and JTWAIN 9.0



### BUSINESS BENEFITS

- Quick turn around time to market new features.
- Easy to scale the application for growing number of users.
- Provide intuitive user interface to the end users.
- Leverage cutting edge technologies like SOA (service oriented architecture) to reuse the services



## **ITC INFOTECH**

ITC Infotech is a specialized global full service technology solutions provider, led by Business and Technology Consulting. ITC Infotech's Digitaligence@Work infuses technology with domain, data, design, and differentiated delivery to significantly enhance experience and efficiency, enabling our clients to differentiate and disrupt their business

The company is powered by a growing portfolio of specialized solutions addressing critical business challenges, including: Industry 4.0 solutions (PLM, IoT and Embedded), Customer Value Management, Loyalty, Trade Marketing & Distribution, Supply Chain Optimization, Data Engineering and Analytics, Digital Banking solutions and Digital Agriculture solutions. The company provides solutions to enterprises in Supply Chain based industries (CPG, Retail, Manufacturing, Hi-Tech) and Services (Banking, Financial Services and Insurance, Airline, Hospitality) through a combination of traditional and newer business models, as a long-term sustainable partner.

ITC Infotech is a fully owned subsidiary of ITC Ltd, one of India's most admired companies.

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