

A SOLUTION PERSPECTIVE TO UNIFIED COMMERCE

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Executive Summary

In order to keep up with today's rapidly evolving marketplace, businesses are competing determinedly to provide better user experience. They are now exploring the possibility of introducing real time integration across multiple divisions of an enterprise organization and incorporating AI based real time insights into the entire business.

Most businesses do not typically have access to relevant business insights and inventory visibility, which hurts profitability and ROI. In order to be successful, it is imperative that businesses have end to end integration across all channels and devices. Implementing seamless integration between user interface, backend as well as legacy systems helps businesses provide enhanced shopping experiences to customers.



What is Unified Commerce?

Unified commerce is a method of delivering the omnichannel experience by leveraging a seamless integration of retail processes/systems to manage all customer communications and facilitating superior customer experiences across all their channels and devices.

Unified commerce prioritizes customer experience by harnessing a single, centralized, real-time commerce platform for all customer touchpoints and eliminating the need for multiple internal channels that operate in silos.

Now more than ever, it is imperative for C-level executives, retail managers and solution architects of emerging retail businesses to delve deeper into how they too can design and develop a platform that leverages unified commerce to offer significantly enhanced customer experiences and subsequently, increase sales.

Unified Commerce brings cohesion to the shopper's end to end commerce experience - right from marketing, shopping, personalized product recommendations to fulfilment, customer service, follow-up marketing, and retargeting.

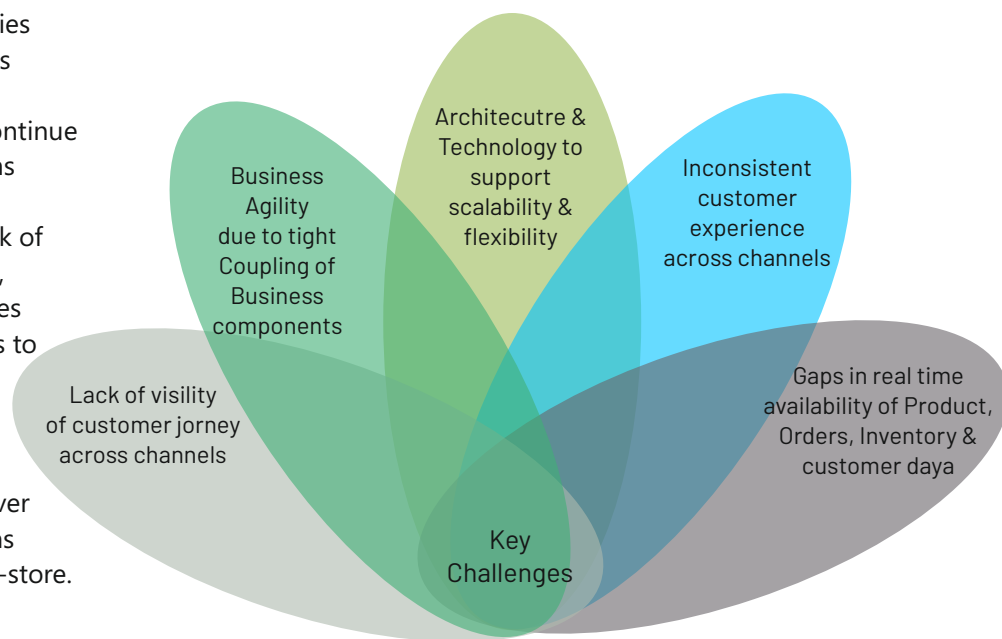
Benefits of Unified Commerce



Key Business Challenges

The traditional approach to extending commerce capabilities can't keep up with the rigorous demands of today's retail environment. Most retailers continue to operate stand-alone systems causing information for each channel to become siloed. Lack of integration and resulting gaps, inconsistencies and inaccuracies make it impossible for retailers to deliver effective customer experiences.

Ex: Leveraging ecommerce personalization engine to deliver personalized recommendations when customer is shopping in-store.



Unified Commerce vs Omni-channel commerce

In the unified commerce world, all systems are connected in real time – including the web, mobile and the store, through one robust platform. Unified commerce guarantees a single version of truth as far as data is concerned. Making data accessible in real-time, whenever and wherever, allows both customers and merchants to rely on it for effective decision-making. This is the primary incremental value unified commerce offers over omni-channel.

Key challenges of traditional omni-channel commerce systems



Lack Real time Inegration Traditional ecommerce systems will not have integration across all the applications in real time.



Lack Usre Experience/Engagement Different platforms contains different user interfaces causes lack of shopping experience.



Limited Delivery Options Ecommerce application head less delivery options as shoppers required multiple delivery options in today's dynamic world.

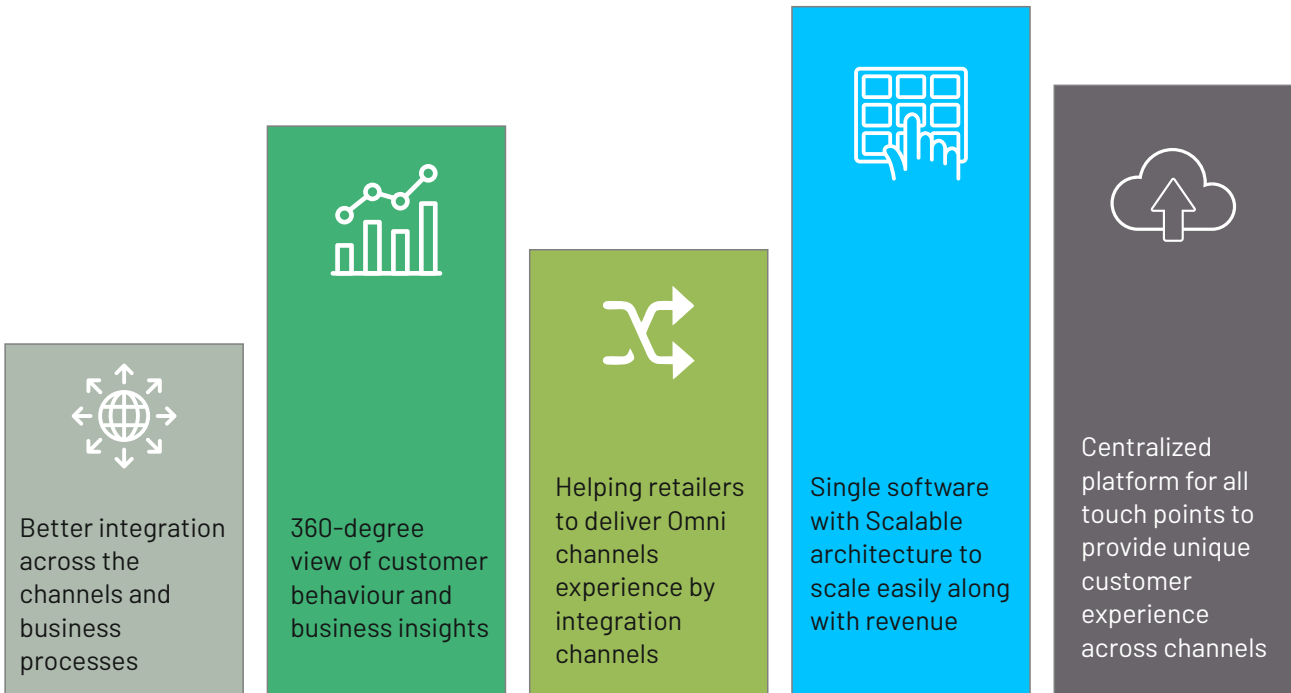


Lack of Visibility of Business Insights Non availability of real time business intelligence reports will impact Inventory, sales and revenue.

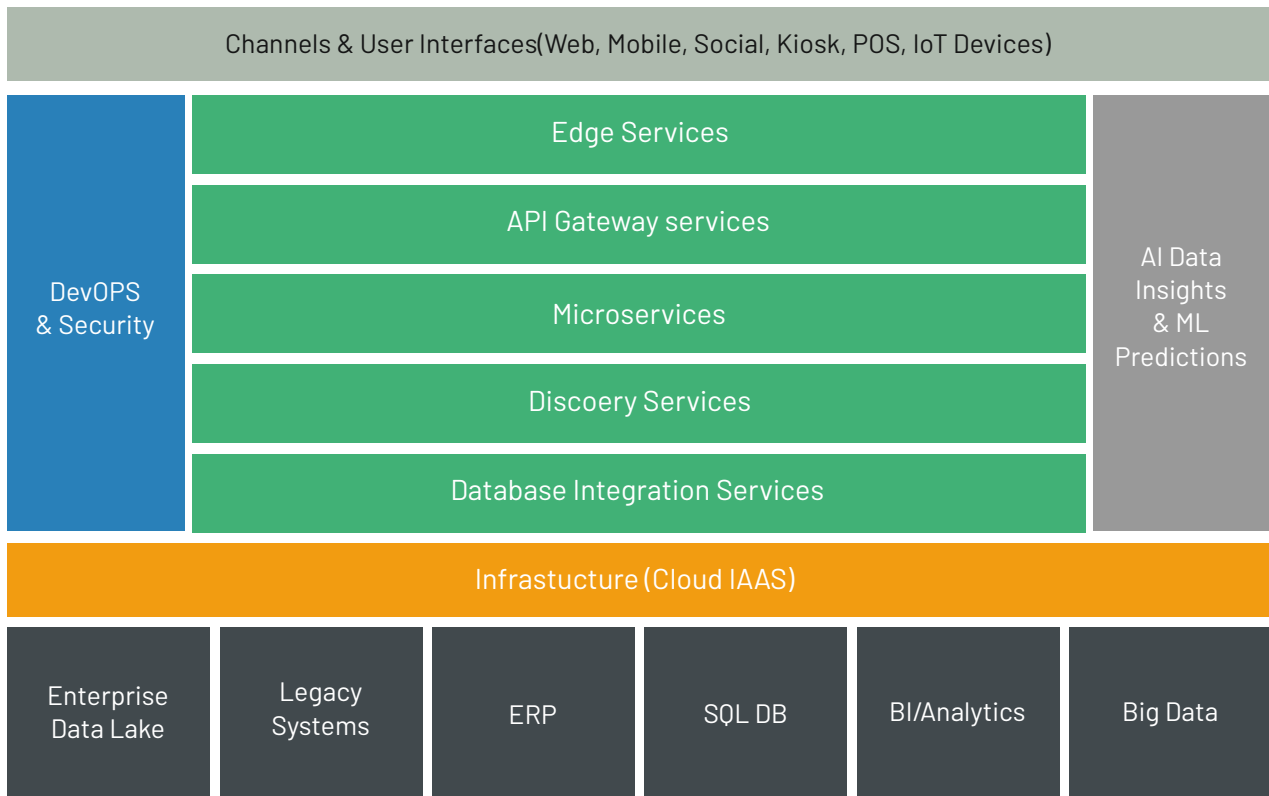
Unified commerce reference architecture

Unified commerce end state architecture should capture all customer experience components in each silo-ed channel, to be made available for all other channels on a real time basis. An architecture that allows abstraction of cross-channel capabilities from each channel and delivering these capabilities in a channel agnostic way is ideal. While the roadmap and approach to reach the end state will remain very contextual to each retailer, considering their current state of architecture and channel gaps, the end state customer experience expectations are clearly driven by market and competition.

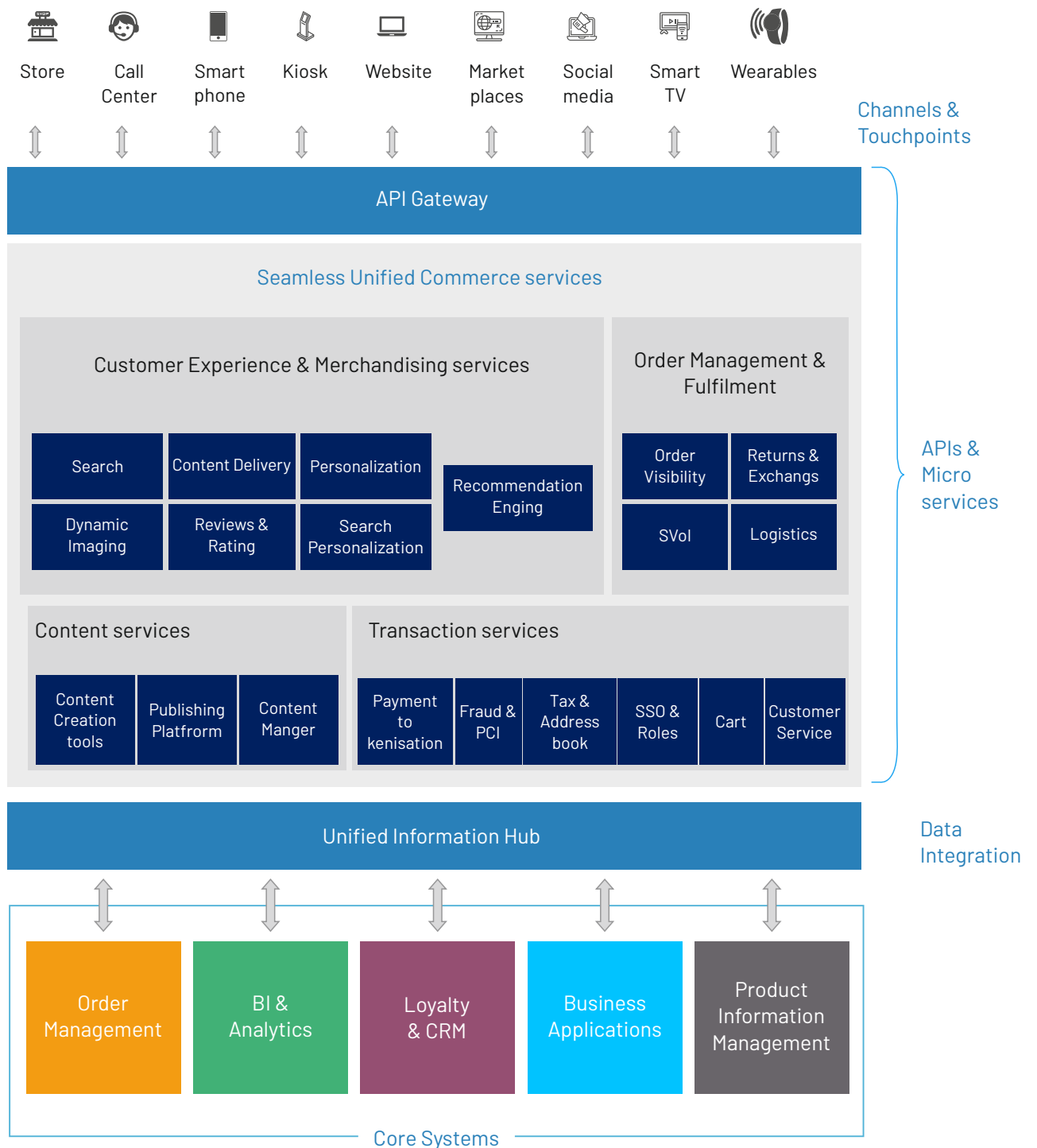
Principles of Unified commerce



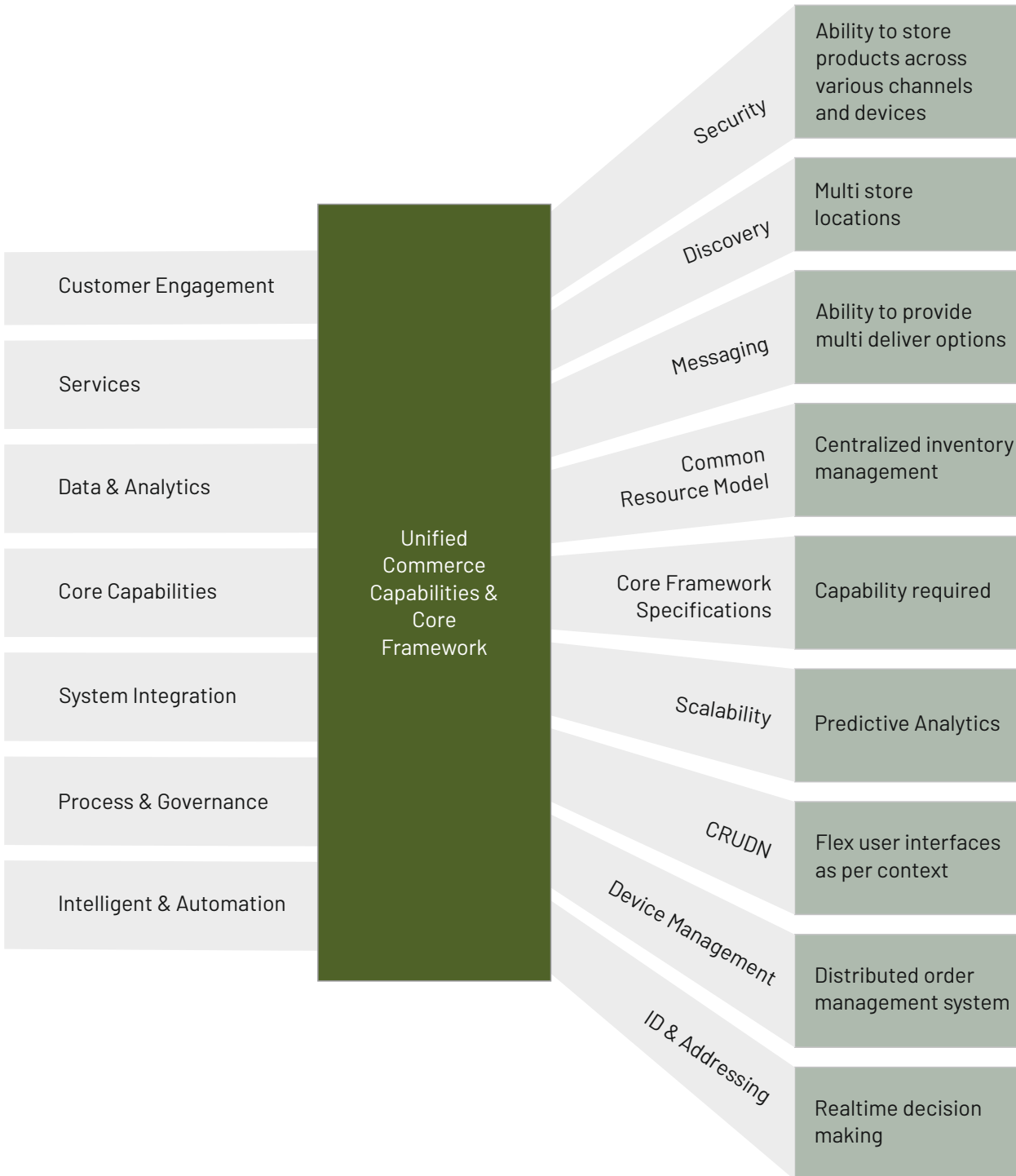
Architecture Building blocks



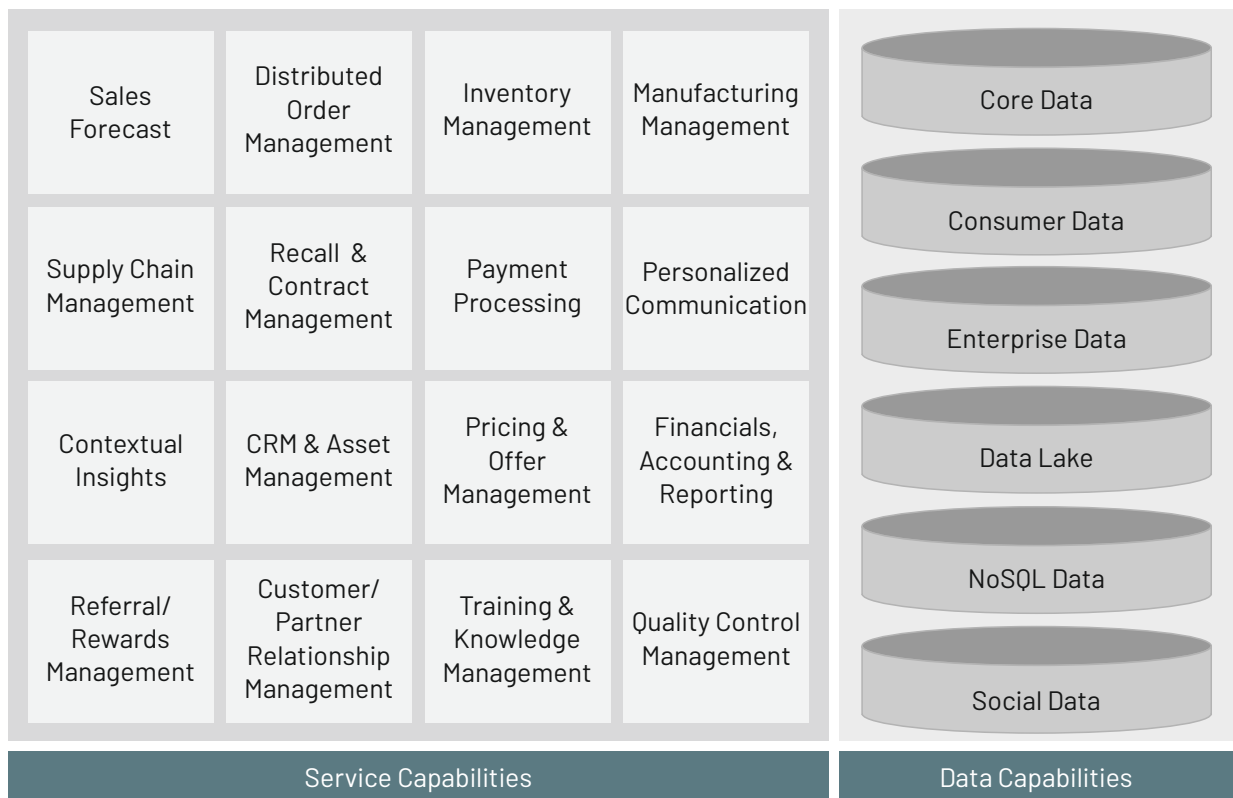
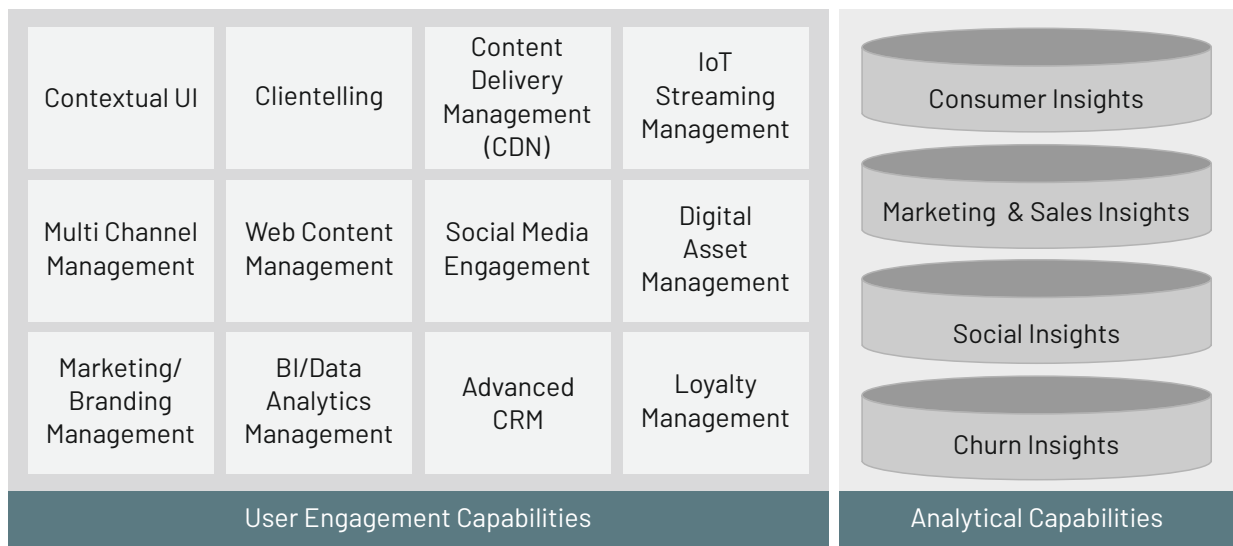
Typical Reference Architecture



Unified commerce core framework specifications & capabilities



System Integration Real time integration across multiple systems	Process & Governance Better processes and guidelines to develop better system	User Engagement Better engagement of customers	Analytics Real time business intelligence for better sales and revenue
<ul style="list-style-type: none"> • People Integration (Portal, Multi-Channel) • Information Integration (BI, Master Data Management) • Process Integration (BPM, Integration Brokering) 	<ul style="list-style-type: none"> • Development and Lifecycle Management Platform Services • Monitoring and Administration Platform Services 	<ul style="list-style-type: none"> • Clientelling • Loyalty Management • Referral Management • Marketing (Campaign) Management 	<ul style="list-style-type: none"> • Customer Insights • Predictive Analytics • Real-time Business Intelligence • Churn Analysis



Approach to Adopt Unified commerce

ITC Infotech believes there are three core considerations for adopting Unified Commerce:

Irrespective of the technology or framework to be used retailers will need to identify customer centric goals and objectives to deliver unified commerce. Business imperatives may include:

- Improvement in personalized and contextual customer interactions: Calculate and baseline "Personalization Index", establish realistic goal for improvement
- Improvement in revenue by the means of improved fill rates: Baseline current fill rates, identify the challenge categories, geographies, define target fill rates
- Improved order processing capability: Identify the weakest link in the supply chain; estimate the peak order volume and corresponding capability required
- Reduce cost by the means of reduced technology cost: Estimate realistic TCO - including license fees, infrastructure, maintenance and support
- Reduced order service time: baseline average service time, identify the outliers on either side, and establish realistic target service time
- Create new business models for inventory proliferation and new sales channel servicing

Institutionalizing customer centric Unified Commerce capabilities starts with prioritizing and creating capability blueprint. This ensures that the money is wisely spent by prioritizing more remunerative opportunities. For the purpose of blueprinting, the key aspects is to establish value proposition for each of the proposed initiatives, create a cost case and finally to establish a blueprint for the capability build over a period of time.

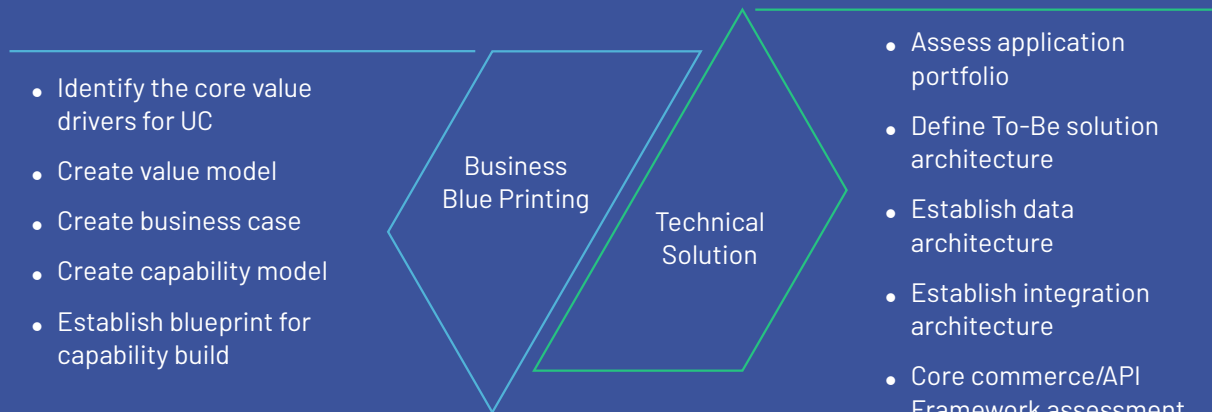
Unified Commerce is about technology synchronization, to connect all the systems in real time with unified technology architecture, facilitating real time information sync, and eliminate the systems and processes which no longer add value. A dynamic integration architecture, which is often micro services / API based: for the real time information flow, coupled with data architecture enabling single version of truth is the way forward to achieve Unified Commerce. The assessment needs to be done at multiple levels:

- Enterprise architecture diagnostics
- Application functionality and architecture inspection
- Integration assessment
- Infrastructure screening and examination
- Data model evaluation and design



ITC Infotech Competitive Advantage in Unified Commerce

We offer an evolved methodology that is founded upon a rich experience of business and technology consulting, to help customers in their journey to implementing a results-driven Unified Commerce framework. We have created, JANA, an API lifecycle management platform for accelerating the transition to unified commerce. JANA provides both business & technical offerings. Following are the various services and solutions offered by our industry leading domain and technology experts.



Conclusion

Well designed and developed unified commerce is bound to have significant impact on enhancing the shopping experience and providing interoperability with high security and customization of application. Unified commerce offers the development of personalized communications through the customer's favorite shopping channels. Shoppers will have the convenience of multiple deliver options and can pick items based on their preferences across multiple channels.

Personalization will enable retailers to forge and maintain deep and meaningful relationships with their loyal customers, provide them incredible customer experiences, and create opportunities to cross-sell and upsell new products. Predictive analytics provides a 360-degree view of shopper behavior right from the distribution center to checkout and beyond.

Real time integration of all systems within the organization facilitates inventory accessibility across all channels which helps retailers obtain accurate, up-to-date information and eliminate any information gaps. Most importantly, retailers will have the opportunity to provide exceptional customer experiences and service tailored closely to every customer's individual needs and desires. Further, they will have 24/7 access to real-time data and key performance indicators for the entire company.

About ITC Infotech

ITC Infotech is a specialized global technology services 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 its clients differentiate and disrupt the business.

The company caters 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.

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