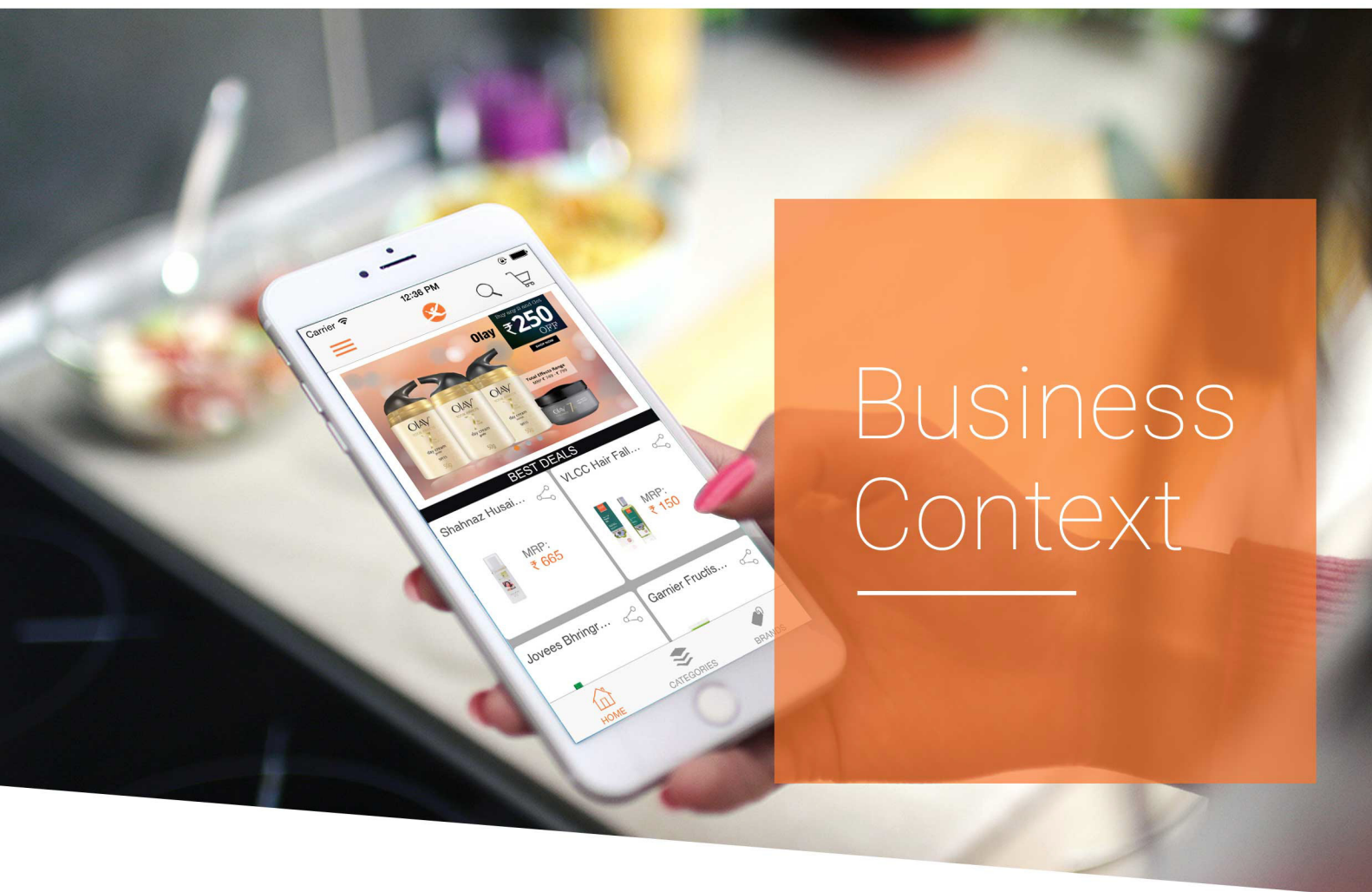




Case Study

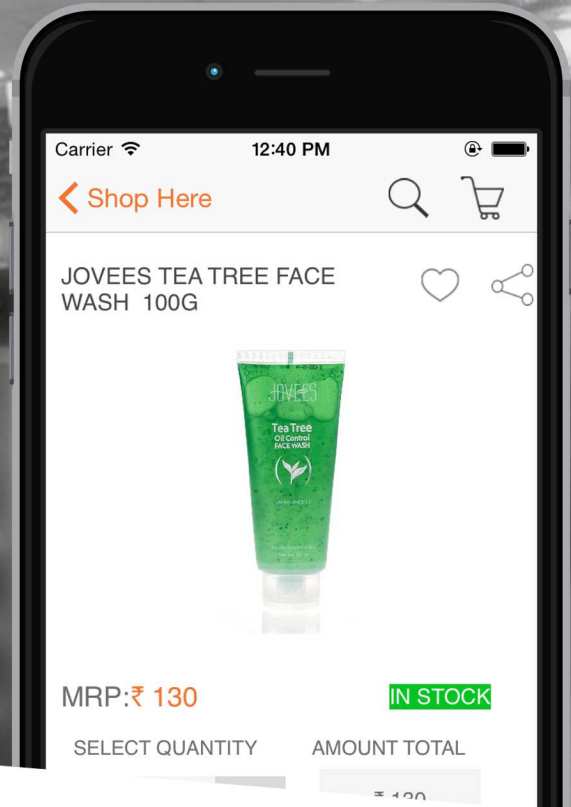
Defining the Mobile Strategy
and Launching Mobile
Commerce for a Brick-n-Mortar
Retailer in record time!



Business Context

A leading Asian retailer runs 100+ brick-n-mortar stores in India. They had close to 4 lakh mobile numbers of customers that were not being used for any form of engagement. Following competition from the bigger online retailers, the retailer decided to launch online and mobile commerce to increase the customer reach and volume of business. However, being a traditional brick-n-mortar retailer, there were no supporting IT systems to enable them to launch ecommerce or m-commerce. The key challenge was to launch the online and mobile commerce within a tight timeline.

Solution

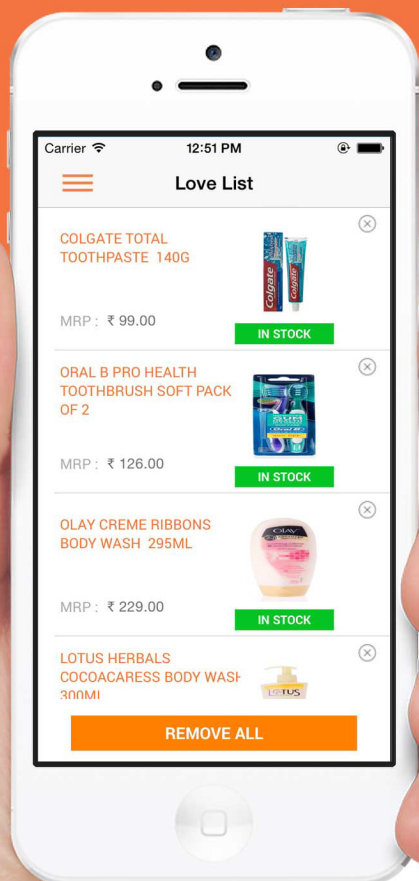


Sonata enabled the brick-n-mortar retailer to launch a mobile-first commerce solution for their consumers within a matter of 6 weeks. The m-commerce solution comprised native mobile apps for Android and iPhone devices as well as a responsive mobile commerce website. This ensured that both existing and new consumers would be able to engage in a mobile-friendly way with the commerce solution. The key highlight of this solution, was that the customer provided product related data and the mobile commerce solution was able to offer additional commerce features without having to build them ground-up. This reduced the time to launch the mobile commerce solution by up to 50%. With a faster time-to-market, the costs of the development also reduced significantly by up to 40%.

Impact



Business was able to launch mobile commerce within 6 weeks compared to typical timelines of 3-6 months taken for the usual mobile commerce solution deployment.



The retailer could begin offering promotions directly to 400,000 customers on a daily basis and this helped them to start meaningful regular customer engagement.

New customers were added to the database, since many consumers started sharing the link to this app via the INVITE feature of the mobile app.

ABOUT SONATA SOFTWARE

Sonata Software is a global IT services firm focused on catalyzing transformational IT initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative new solutions for Travel, Retail and Consumer Goods industries by integrating technologies such as Omni-Channel Commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 100 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leaders who want to make an impact on their businesses, with IT.



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