



## A HEALTH & BEAUTY RETAILER INCREASED ITS ONLINE & IN-STORE CUSTOMER BASE

With Kartopia, a multi-model digital commerce platform



**KARTOPIA™**  
DIGITAL COMMERCE PLATFORM



**A modular ecommerce platform that enables  
growing businesses to grow faster through  
digital transformation.**

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



# Kartopia helped a health & beauty retailer to introduce multiple digital channels for customer engagement and online sales

Our client, a leading retailer of health and wellness products in Asia, operates a network of 120 stores in 5 large cities selling products of more than 300 brands.

## OPPORTUNITY

Shifting expectations of consumers to purchase products on web and mobile channels while enjoying the intimacy and convenience available in physical stores, necessitated our client to:

- Set up digital touchpoints for customers, and leverage existing customer database built over the years through in-store engagement
- Market new products, that are continually being introduced by brands, better and faster across channels based on customer preferences

## SOLUTION

With Kartopia, a multi-model digital commerce platform, Sonata implemented multiple solutions to leverage the business opportunities:

- **Mobile First** solution with native mobile apps for consumers and marketing modules to leverage available customer contact details
- **Scalable and flexible e-commerce** platform with modules to support multi-channel engagement and delivery operations
- **Analytics solutions** to derive insights from data across customers, operations, sales and channel distribution.

**Sonata helped the retailer to introduce the new digital channels within short period of time and continued enhancing the solution extending the features of the Kartopia digital commerce platform.**

## KEY SOLUTION COMPONENTS

- Native mobile apps for iOS and Android
- Web content management system
- Online promotion engine
- Multi-channel order fulfillment solution
- Integration with multiple backend systems
- Reporting and analytics engine

6 weeks

## TO IMPLEMENT

The digital commerce platform by leveraging the readiness to deploy and ease of customization of the Kartopia platform

## KEY RESULTS



### M-COMMERCE LEVERAGE

Native mobile apps helped to quickly connect with 400K+ customer contacts available in the database and increased the reach to a larger customer base.



### INCREASED CHANNELS OF ENGAGEMENT

Online commerce and mobile apps complemented the strong network of 120+ physical stores while providing consistent shopping experience across channels



### FASTER ORDER FULFILLMENT

Stores enhanced to become delivery centers increased the convenience for the customers in product pick-up while enabling operations to fulfill orders in a shorter time



### INTELLIGENT OPERATIONS

Real-time visibility of customers, orders, and sales across channels enhanced business operations transparency and quality of decision-making



**CONNECTED**



**INTELLIGENT**



**OPEN**



**SCALABLE**

Ecosystem with multiple channels of engagement and models for retailers, suppliers, and customers

Customer insights and operational reports to provide decision support intelligence to the retailer

Easily extensible through open standard integrations to expand & enhance business functionality

Designed to scale for multiple business models and large number of users and transaction volumes.

## DIGITAL CUSTOMER ENGAGEMENT

Build engaging user experience | Serve customers across channels | Build varied e-commerce models with a single stack

<b>Digital Storefront</b>	Unlimited stores, catalogs, categories and products, Cross-sell and upsell products, Web content management, Customer portal	Pricing rules and discounts, Online store promotion engine, Payment gateway integration, Express checkout
<b>Customer-Centric Experience</b>	Product Reviews, Product Visualisation, SEO, Personalisation: Customer Specific promotions, Cross Sell & Up-Sell Recommendations	Unified customer experience, Shipment tracking, Returns & refunds, Internationalization: Multi-currency, multi-language and regional pricing
<b>Multi-Model, Multi-Channel</b>	B2B Buyer Management, B2B Contracts & Pricing, B2C storefront, Marketplace ecosystem	Store Locator, Out of the box Point of Sales (POS), Responsive web & mobile commerce, Customer Service channels

## RETAIL OPERATIONS

Single view of retail data | Simplified product search | Centrally manage order processing

<b>Product Catalog Management</b>	Multiple stores and multiple catalogs, Advanced product attributes, Advanced search using facets, SEO enablement from PIM	Segmented pricing, Online store promotion engine, Payment Gateway Integration, Keyword search capability
<b>Marketing Management</b>	Lead and Sales Opportunity Management, Sales Forecasts Management, Sales opportunities tracking	Customer Service and Case Management, Marketing campaign management, Tracking code reporting
<b>Order Management</b>	Quotes, Order Entry & Management, Pick-pack-and-ship Functionality, Real time stock availability by Store	Distributed Order fulfilment (warehouse, store, vendor drop ship), Returns & Refunds, Shipment Tracking
<b>Inventory Management</b>	Multiple warehouses & inventory locations, Serialized & non-serialized inventory, Lot management	Shipment Integration, Pick list and package management, Receiving, Returns

## PLATFORM COMPONENTS

Deploy quickly within the ecosystem | Integrate faster with ERP systems

<b>Integration and Interfaces</b>	Multi-site management, Responsive UI, Cross-browser support	Rich set of APIs for integration to IT systems, Inbuilt security features
<b>Data &amp; Insights</b>	Customer & Business Insights	Reporting Analytics

*Includes out-of-box components with basic functionality for Accounting, and CRM.*

*Kartopia is available on Microsoft App Source.*

## WHY SONATA?

Our niche 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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