RETAIL

Digital Retail – Redefining Boundaries

From Sonata Software, the Platformation™ Company

SONATA
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Crafting a personalized experience has been a significant differentiator for retailers. Today, customers expect retailers to go a step further and create a seamless experience across digital and physical spaces. The opportunity for retailers is, therefore, to redefine the boundaries of engagement with customers across their journey, from home to store to social-media.

With Sonata's expertise in developing and implementing digital solutions and enterprise applications across multiple segments, - Apparel & Fashion, Groceries & FMCG, and Hard Goods, retailers can chart and implement solutions that help converge the digital and physical realms, thus redefining the boundaries of digital retail.

SONATA'S OFFERINGS:

PLATFORMS:

Industry-ready retail platforms and partner solutions helps retailers realize value faster

FRAMEWORKS:

Platformation™ approach to build open, connected, scalable and intelligent systems accelerating digital transformation

SERVICES:

Design, develop and implement retail solutions leveraging deep expertise gained over two decades

INDUSTRY SEGMENTS

Though the core principles of digital transformation are common across retailers, each market segment has its specific needs and priorities. Sonata's solutions are customized to cater to the key drivers of each industry segment – Fashion & Apparel, Groceries & FMCG, and Hard Goods

Fashion & Apparel

- Experiential retailing with conversational interfaces and virtual trial rooms
- Consistent experience and dynamic promotions across touch points
- Smart merchandizing in line with fashion cycles, seasonality, and local needs

Groceries and FMCG

- Attractive product mix & configurations, and end-to-end quality tracking
- Channel optimization across supply chain reducing out-of-stock situations
- Efficient fulfillment with flexible delivery models - store / hub / warehouse

Hard Goods

- Engaging online product content and immersive & virtual experiences
- Optimized logistics network and warehouse operations for on-time delivery
- Multi-channel after-sales service for faster resolution and cross-sell/up-sell

> *Digital technologies offer retailers an opportunity to modernize our stores & channels. With Sonata's offerings, we can not only experiment with newer business models, but also bring in consistency to our in-store and warehouse operations.*

CIO, hardware goods retail chain

PLATFORMS

Sonata's industry-ready platforms help retailers across segments implement new-age digital solutions in a shorter time while also laying a foundation for faster innovation of business models.

Sonata Platform: Brick & Click
- Enable unified operations and digital engagement both in-store and online with an integrated digital retail platform

SAP Hybris
- Ensure personalized consumer experience with flexible, intelligent, and scalable commerce processes.

Retail Mobility
- Engage anytime anywhere with the ease and power of mobile & smart devices and enable retail associates in-store with enterprise mobility solutions

Retail Analytics
- Empower retailers with real-time and predictive business insights for faster and intelligent decision making in retail operations and customer engagement

CASE STUDIES

ACTIVE-WEAR RETAIL
TRANSFORMED EXPERIENCE AND OPERATIONS ACROSS B2C & B2B CHANNELS

The industry-ready 'Brick & Click' platform, with its digital capabilities, helped an active-wear retailer improve efficiency across in-store and online channels with a consistent customer experience.

20%

FEWER STOCKOUTS

With better forecasting

HARDLINE WHOLESALE
UNIFIED CUSTOMER & RETAILER EXPERIENCE ACROSS THE STORE NETWORK

A cloud-hosted solution enabled digital business processes for retail management across a wholesaler's network, thus delivering a consistent brand experience and streamlined onboarding of new retailers.

4400

RETAIL STORES

Across the globe

DUTY-FREE RETAIL CHAIN
IMPROVED SYSTEM READINESS FOR ANTICIPATED GROWTH IN FOOTFALL

A customized retail solution helped the retail chain bring efficiencies at customer touchpoints as well as to backend operations, thus ensuring readiness to manage a spurt in footfall.

25%

INCREASE

In customer transaction capacity

WHY SONATA

Industry ready retail platform integrated with partner solutions

Engaging online content and immersive & virtual experience

Optimized logistics network for on-time delivery

Certified on Microsoft Dynamics (Dynamics Inner Circle Member 2018/19)

ABOUT SONATA

Sonata is a global technology company that enables successful platform based digital transformation initiatives for enterprises, to create businesses that are connected, open, intelligent and scalable. Sonata's Platformation™ methodology brings together industry expertise, platform technology excellence, design thinking led innovation and strategic engagement models to deliver sustained long term value to customers.

A trusted partner of world leaders in the Retail, Distribution, Travel and Software industries, Sonata's solution portfolio includes its own digital platform such as Brick & Click Retail Platform©, Modern Distribution Platform©, Rezopia Digital Travel Platform©, RAPID DevOps Platform© and Halosys Mobility Platform©, best in class capabilities on ISV digital technology platforms such as Microsoft Dynamics 365, Microsoft Azure, SAP Hybris, Cloud Engineering and Managed Services, as well as new digital applications like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Block Chain and Cyber Security. Sonata's people and systems are nurtured to bring together the depth of thought leadership, customer commitment and execution excellence to make a difference to business with technology.

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