AN ACTIVE WEAR RETAILER

TRANSFORMED CUSTOMER EXPERIENCE IN STORES AND ON DIGITAL CHANNELS

With Brick & Click, an enterprise digital retail platform

BRICK & CLICK™
DIGITAL RETAIL PLATFORM

Microsoft
Dynamics 365
Certified

The only integrated digital retail platform that enables unified customer engagement till order fulfilment, helping you win in the dynamic digital age

From Sonata Software - The Platformation Company

SONATA
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Brick & Click platform helped a retailer to boost its operational effectiveness globally, across channels

Our client, a manufacturer & retailer of women's active wear, operates stores in Australia and the US, and distributes to stockists in 10+ countries.

OPPORTUNITY

As an apparel brand with specialty products, it was imperative for our client to provide consistent customer experience across channels. As the company grew, it faced challenges to deliver:

- Expected levels of customer service while managing operations efficiently
- Functional and scalability enhancements with the aging ERP system

SOLUTION

Client selected Sonata's Brick & Click solution platform for its demonstrated capabilities of integrated digital retail management across customer engagement and retail operations, and for the ability to extend the core ERP functionality provided by Microsoft Dynamics AX. Key solutions include:

- Customized Microsoft Dynamics AX POS suite and the core ERP modules
- Implemented the required components of Brick & Click platform for the client's retail operations and B2B specific modules for their wholesale business
- Rolled out the Brick & Click platform for trading operations in 7 countries - Australia, USA, New Zealand, China, Hong Kong, Singapore, and Netherlands, and for non-trading stockists across 10 countries.

With the new integrated digital retail platform, our client matched their uniqueness in offering specialty products for active wear with a superior customer experience across in-store and online channels.

Brick & Click platform rolled out for

- Trading operations in 7 countries
- Non-trading stockists in 10 countries

Modern POS rolled out at

- 300+ terminals in 200 stores

KEY SOLUTION COMPONENTS

- ❖ **Retail core** modules: PIM, Content management, Sales & Marketing, Inventory Management etc.
- ❖ B2B commerce modules for the wholesale business
- ❖ Integration with 15+ 3rd party systems including country specific payment gateways
- ❖ Support for localization and multi-currency including country specific statutory requirements
- ❖ Core ERP modules of Microsoft Dynamics AX

KEY RESULTS

TRANSFORMED CUSTOMER EXPERIENCE

In-store with an integrated modern POS & guided sales. Online with consistent & engaging product presentations and contextual interactions across channels

UNIFIED ENGAGEMENT & OPERATIONS

Anytime & anywhere access and multi-channel transactions for customers, and unified view of customers, products, inventory and orders across channels for business

IMPROVED RESPONSIVENESS

Business can now implement new functionality required for their organic & in-organic growth in shorter-time using the platform components as-is or with minor customizations

FUTURE READY DIGITAL BUSINESS

Business is better prepared with features such as integration with IoT devices for in-store recommendations, queue busting, contextual real-time recommendations etc.

CONNECTED   INTELLIGENT   OPEN   SCALABLE

| Ecosystem set-up for retail consumers, enterprise customers, suppliers and 3rd party solution providers | Contextual insights across customer touch points, merchandising, order & inventory management | Component based design and unified view across customers, products, orders and inventory | Supports large user base & transaction volumes; auto scaling through cloud deployment models |

UNIFIED CUSTOMER ENGAGEMENT

Increase consistency in product presentations | Transform customer experience

Enhance personalization | Improve conversions | Drive up customer loyalty & stickiness

Unified Commerce

Give customers a seamless shopping experience

Increase your revenue, customer satisfaction, and brand loyalty by delivering a consistent shopping experience across channels.

- Unified View: Customer & Loyalty
- Unified Channel: Digital Store, Online, Mobile, Call Centre

Digital Store

Transform your store to Digital stores.

Blend in the Online Shopping experience within stores to give a more personalized and immersive experience to your customers

- Mobile Assisted Browsing & Shopping; Digital Associate for Real Time Recommendation
- IoT interaction for Personalized Promotions
- Queue busting for quicker checkouts

Web & Mobile Commerce

Integrated B2B & B2C Store Fronts

Makes it easy to present consistent product, pricing, and promotion information across channels.

- B2C Commerce, Social Commerce, Modern Payments, Real Time Inventory locator
- B2B Buyer Organization Creation, B2B Contract Pricing & Management

UNIFIED RETAIL OPERATIONS

Enable unified customer engagement | Increase operational efficiency | Improve on-time delivery

Reduce days in inventory | Reduce fulfillment costs | Enhance employee productivity

Optimized Operations

Streamline your business through intelligent insights

Reduce fulfilment costs, improve inventory utilization, and efficiently manage your business by making smarter decisions using customer and operational insights.

- Optimize fulfillment and enable the right level of inventory at right locations
- Get a centralized and cohesive view of your entire operations

Effective Merchandise

Offer the right products in the right channels at the right prices

Improve your ROI and product demand by accessing a robust set of capabilities that help centrally manage your merchandising—including product information, categories, assortment, and pricing.

- Simplify sales and promotional efforts by centrally managing your products and promotions
- Attract more customers by managing your assortments by channel and personalized offers
- Drive revenue by creating and targeting catalogs across channels, customers, and seasons

Order Fulfillment

Improve on-time delivery and reduce days in inventory with unified view of orders and inventory

- Single View of inventory, Returns management, Reverse logistics

Leverages Microsoft Dynamics 365. Available on Microsoft AppSource.

Our 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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