Empowering digital wholesale for a Global Cash-and-carry chain through a robust e-commerce platform

About the Company

The German-based multinational retail and wholesale chain, which operates membership-only warehouse clubs across 35 countries and employs more than 150,000 people worldwide. It offers business customers a world-class products across multiple categories - Fruits & Vegetables, Grocery, Dairy, Frozen & Bakery Products, Fish & Meat, Confectionery, Detergents & Cleaning Supplies, Health & Beauty, Media & Electronics, Household goods & Apparels, etc.
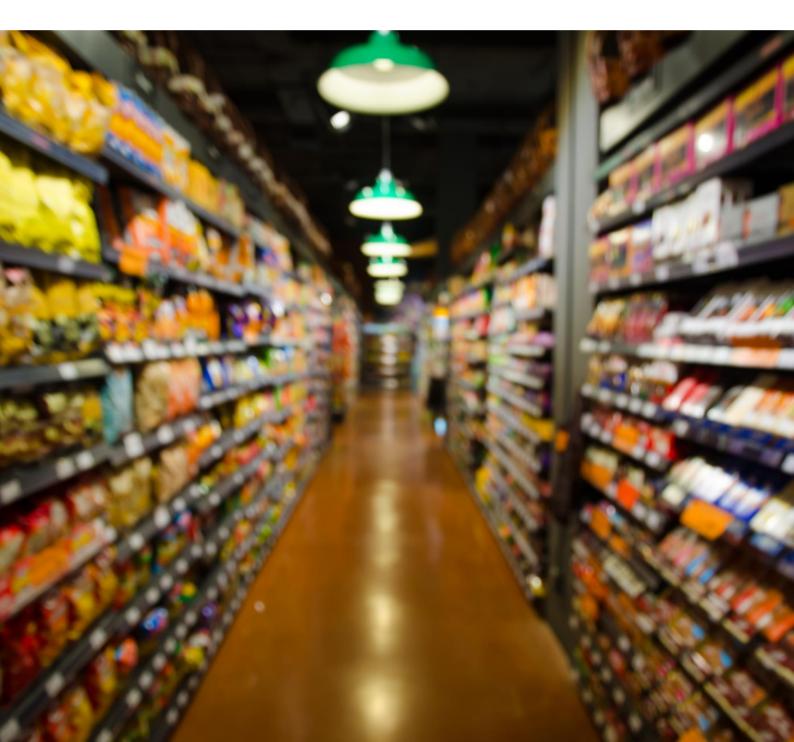
It is a specialist in the wholesale and food retail sector with international brands. The company provides custom solutions to meet the regional and international needs of its wholesale and retail customers.

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Business Need:
Establish the global online footprint

The wholesale MNC is primarily defined by its customer base and the unique business model. Registered business customers visit outlets to fulfil business needs, select their purchases and carry these back themselves instead of placing orders with multiple vendors. Every day at retail outlets across the world, more than 117,000 employees serve business customers with a wide assortment of up to 50,000 food and non-food products, available under one roof at wholesale prices.

The major drawback was its India business did not have an online channel to sell goods thereby losing a large market share as some of its competitors were already online.

Solution: A SAP Hybris B2B Accelerator, the driver to change

An omnichannel foundation that fully integrates web, customer service, mobile and social commerce. Hybris B2B Commerce Accelerator allows organizations to benefit from strategic growth across channels and regions by delivering industry-leading omnichannel solutions in less time and at a lower cost.

This solution empowers organizations with complex B2B requirements go-to-market faster, with all marketing and merchandising capabilities necessary to deliver an engaging customer experience.

Details of the modules, integrations and customized layers are

Modules

- Sales representative mobile app
- Customer E-commerce mobile app
- Order Management
- OCC based Web Services
- Inventory Management
- Solr Search
- Promotions Module
- Payment Integrations
- SMS Gateway
- Email Services

Integrations

- Oracle ERP
- Warehouse Management Service (supply chain)
- E-paylater
- Razorpay
- Google Distance API for delivery charge calculation
- Omni Commerce Connect (OCC) Services For Android APP

Customized layers

- Back-Office customization
- Promotion Engine Customization
- Hot Folder Customization to publish Promotions
- OMS Customization (splitting orders based on store)
- Dynamic delivery charges based on the distance calculated

The Benefits

- 24/7 online order booking facility for wholesale Customers with doorstep delivery

- Better control and visibility of store operations

- Increased revenue and customer satisfaction through multi-pricing options capability

- Enhanced stock management using Safety & Mutant Stock Algorithms

- Increased Productivity of sales representative via the online app

- Higher margins for owned brands through separate category promotions feature

- Single view of promotions across stores & online channels

- Increased customer satisfaction through better customer segmentation and personalization

WHY SONATA?

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 services firm focused on catalysing 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 500 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.

Right technology partner
One stop partner to cater for end to end Digital strategy

Expertise
- Experts in niche areas: Spartacus & Polyglot SCPI framework, CCV2& Hybris Accelerators
- First company in India to deploy SAP commerce on Google Cloud Platform

People
Unified engineers in-line with SAP roadmap

Framework & Assets
Accelerated implementation with various pluggable assets

Process
- Sonata's unique 7 step Platformation approach
- Sonata's proven Hybrid execution approach

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, Manufacturing , Distribution, Travel, services and Software industries, Sonata's solution portfolio includes its own digital platforms such as Brick & Click Retail Platform©, Modern Distribution Platform©, Rezopia Digital Travel Platform©, Kartopia E-commerce Platform©, Halosys enterprise development automation Platform©, and CTRM Commodity trading and risk management Platform©, KODO - AI powered customer experience(CX) Platform, Sonata's Platformation realization services have been specifically designed so that implementation of services on Microsoft Dynamics 365, Microsoft Azure, AWS, Cloud Engineering, Managed Services as well as on new digital technologies like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Block Chain and Cyber Security, deliver to the Platformation promise. 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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