FEATURE SHEET

Quick Online Selling Capability through Kartopia Ecommerce

About Kartopia

Kartopia is a complete ecommerce suite, architected to enable organizations conduct business anytime and anywhere. This solution empowers businesses to sell their products online by providing an easy to use digital interface for both seller and the customer and allows to operate various business models - B2B, B2C, Marketplace, hybrid models etc.

Solution enables a digital ecosystem to collaborate among stake holders with its prebuilt connectors and an API integration suite. Further, solution leverages data for analytics and algorithms for enhanced loyalty.

Kartopia's best in class services can be availed through Subscription, Licensing or SAAS based model depending on your business needs.

Storefront and Ecommerce Website

- Page Builder with Visual Editor
- Theme Customization
- Checkout Customization
- Mobile Optimization
- Preview Before Publishing
- Site Loading and Speed
- SEO
- Faceted Search

Core Commerce Features

- Social Media Marketing
- Customized promotions and schemes
- Product Information Management
- Scalable Catalog / category management
- Merchandise management
- Cart Management
- Content Staging
- Order Management
- Inventory Management
- Payment Gateways
- Payment Wallets
- Refunds and Returns
- Price Management
- Reporting
- Customer Services
- Multi Language/Currency
- API Integrations for all core processes
- Coupons and Discounts

Cross-Channel Commerce

- Social Commerce/Social Media Integration
- Marketplace Integration (API)
- Brick and Mortar Stores (POS Integration)

Headless Commerce

- Headless Commerce

Site Management

- Multi Website and Store Control
- Customizable Design
- Website Content Management System

Checkout/Shipping

- One page Checkout
- Guest Checkout
- Tax Calculation
- Shipping
- Free/Flat rate Shipping
- Shipment tracking
- Order tracking

NFR's

- High Performance
- World Class Uptime
- Low Maintainability
- International Support
- Certified and Secure
- SSL Security Certified
- Backup and Restore
- Open and extensible to business change
- Built to scale for transactions and expansion
- Connect with any device or app, adapters to connect to major ERPs
- Data analysis for process intelligence and decision intelligence

List of all the features for B2B needs

- B2B Quote
- Replenishment and Fulfilment with various ERP's like SAP, Microsoft AX, Oracle
- Multi Region/Country/Store specific product catalogue
- Contract, Subscriptions, Slab & Store specific pricing
- Punch out integrations
- Sales representative APP
- Assisted service module
- Customer Groups
- Bulk Pricing
- Purchase Orders
- B2B Payments
- Advanced Search
- Advanced Account Management Tool

List of all features for B2C needs

B2C Features

- Customer Specific Promotions
- Cross sell – Up sell Recommendations
- Product Visualisation
- SEO
- Dropshipping
- Search, Filters and Sorting on Products
- Product Review
- Distributed Order Fulfilment
- Shipment Tracking
- Inventory Management
- Social Commerce
- Responsive Web
- Multi-site Management
- Cross Browser Support
- Reporting
- User Management
- Catalogue(PIM) Management
- Order Management
- Order Splitting
- Promotion, Loyalty Configuration
- Warehouse Management
- Delivery Documentation
- Role based access
- Approvals on Product Review
- Dashboard and Report Generation
- Refunds/Returns Tracking

List of all features for Marketplace needs

Marketplace Features

- Product Multimedia Management
- Vendor Registration
- Vendor Order Splitting
- Multiple Vendor Selection
- Seller Specific Promotion
- Product Pricing Management
- Manage Shipping
- Vendor Product Management
- Product Visualization by Vendors
- Promotion configuration on Vendor
- Independent Order Fulfilment
- Product Specific Promotion
- Returns Management
- All Payment Methods
- Three level navigation menu

Automotive Component Manufacturing Industry Features

The prime importance of selling online for Automotive Component Sheets is to make genuine component available to the customer. With changing and upgrading vehicle model every year it's hard for a retailer to maintain adequate stock of each component. Ecommerce overcomes this barrier and allow customers to shop the right component with a variety of filters search and get it delivered or pick from the nearest store himself.

Some of this industry's unique features include

- OEM & Model specific product listing
- Unique transaction flows for Distributors, retailers, mechanics, internal users etc.

- Promotional Materials Catalog Management for distributors
- Customer Specific Pricing based on roles and customer groups.
- Diversified Loyalty schemes for distributors, retailers and mechanics
- Specialised ACM sales target review
- Locate a nearby dealer
- Parts Finder (Make/Model/Year)
- Wholesale Order Tracking
- Page Builder Visual Editor
- Theme Customization
- Checkout Customization
- Mobile Optimization
- Preview Before Publishing
- Coupons and Discounts
- Site Loading and Speed
- Merchandising'
- Different Payment Wallets
- SEO friendly
- Product Search and Filters
- Customized promotions and schemes
- Inventory Management
- Product Information Management
- Refunds and Returns
- Reporting
- Price Management
- Social Media Marketing
- Payment Gateways
- Order Management
- Cross sell – Up sell
- Customer Services
- Cart Management
- Multi Language/Currency

Food and CPG distribution Industry Features

The food and beverage industry has to be very cautious on it's deliveries. The customers should receive their ordered products in time and appropriate packaging to deem fit for consumption. The promotion and offers needs to be personalized for customer retention as customer loyalty plays a vital role in ensuring high sales number here.

Some of this industry's unique features include

- Personalized Order Guide for quick ordering
- Expiration Date Management
- Subscription and replenishment order support
- Multiple UOM support on products
- Pick up from store option
- Account Manager Support
- Real-time Inventory Information
- Integration of packaging management
- Fully Customizable E-catalog
- Easy Integration with Logistics
- Content Marketing
- Pricing tool powered pricing-per-customer
- Page Builder Visual Editor
- Theme Customization
- Checkout Customization
- Mobile Optimization
- Preview Before Publishing
- Coupons and Discounts
- Site Loading and Speed
- Merchandising'
- Payment Wallets
- SEO
- Faceted Search

- Customized promotions and schemes
- Scalable Catalog
- Staging Environment
- Inventory Management
- Product Information Management
- Refunds and Returns
- Reporting
- Price Management
- Social Media Marketing
- Payment Gateways
- Order Management
- Cross sell – Up sell
- Multi site, Multi lingual and Multi currency
- Customer Services
- Cart Management

Fashion Retail Features

The customers need a wide variety of options when it comes to fashion apparels and accessories. The reduction and addition of stock being sold out and newly added should reflect real time for a seamless buyer experience. The product information made available should remain stand true to the actual product to ensure less returns.

Some of this industry's unique features include

- Pre-order option
- Size Guides
- Color Swatches
- Detailed Material Description
- Washing/Dry Cleaning Instruction
- Accessories and Matching Price Suggestion
- Estimated Delivery Time
- Similar Styles
- Customer Reviews
- Marketplace Support
- Trending Brands
- Editor's Picks
- Popular Items
- New Arrivals
- Product Info Page
- Make Shopping Lists
- Product Demo Video
- Multiple Warehouse Ordering
- Page Builder Visual Editor
- Theme Customization
- Checkout Customization
- Mobile Optimization
- Preview Before Publishing
- Coupons and Discounts
- Site Loading and Speed
- Merchandising'

- Payment Wallets
- SEO
- Faceted Search
- Customized promotions and schemes
- Scalable Catalog
- Staging Environment
- Inventory Management
- Product Information Management
- Refunds and Returns
- Generate Reports
- Price Management
- Social Media Integration
- Payment Gateways
- Order Management
- Cross sell – Up sell
- Customer Services
- Cart Management
- Multi Language/Currency

Benefits and Advantages

- Build a smarter, efficient and world class online selling solution through
- Increased Digital Presence through Multi Channels
- Product innovation and enhancements through Customer data Insights
- Built-in API Integration for quick and easy implementations
- Market Penetration through targeted Social presence
- Various Customer groups to offer and manage promotions
- Efficiently manage fulfilment through simplified Order Management System
- Customer conversion and retention through personalized experiences
- Highly scalable to your business growth

About Sonata Software

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 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©, Kartopia E-commerce Platform©, Halosys Mobility Platform©, and Commodity CTRM 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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