



Fashion | Electronics | Consumer Goods | Groceries



# DIGITAL READY RETAILING

## for Microsoft Dynamics® AX

Brick & Click is the retailing platform of the future to get the best of both Store & Digital retail, drive superior customer experience and win in the new economy.

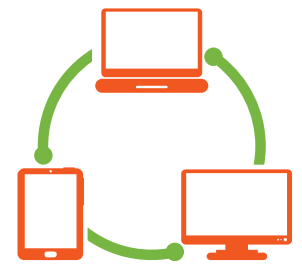
The retail industry is witnessing significant changes in the business environment. Customers are becoming more demanding and expect their in-store and online shopping experiences to be consistent and value enhancing. Retailers can achieve this only by engaging with a technology Partner who provides a seamless and personalized shopping experience across multiple channels.

## BRICK & CLICK SOLUTION OVERVIEW

### Superior Customer Experience

Seamless | Personal | Connected

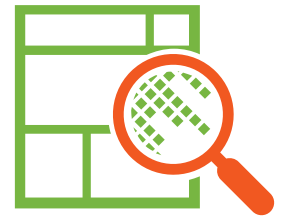
- ✔ Omni-Channel - Web, Mobile, Store, Tele
- ✔ Customer shopping app
- ✔ Flexible fulfillment & delivery
- ✔ Ease of returns & exchanges
- ✔ Gift cards and loyalty programs
- ✔ Reviews & Ratings
- ✔ Personalization, Recommendations
- ✔ Sophisticated promotions engine
- ✔ Assisted shopping
- ✔ Integrated modern payments  
*(Banks, Cards, Wallets, Digital currency, CoD)*



### Smart Multi-Channel Operations

Cross Channel Visibility | Flexible Fulfillment | Efficient Delivery

- ✔ 360 degree view of customer
- ✔ Assortment & Catalog mgmt
- ✔ Efficient order mgmt
- ✔ Supply chain optimization
- ✔ Accounting & Finance mgmt
- ✔ Single view of inventory across channels
- ✔ Real-time shipment tracking
- ✔ Merchandising & Planning
- ✔ Reporting, Insights & Analytics
- ✔ Case & Ticketing mgmt



### Next Gen Technology

Future Ready | Best-In-Class | Ready to Use

- ✔ Truly integrated solution
- ✔ Mobile and Bigdata ready
- ✔ NFC & IoT enabled
- ✔ Best-in-class CDM / MDM, PIM
- ✔ Cloud, On-premises, Hybrid
- ✔ Localization & Globalization
- ✔ Stable, Secure & High performance
- ✔ Faster deployment
- ✔ Managed IT services



# INTEGRATED TECHNOLOGY PLATFORM:

The Brick & Click platform is a pre-integrated technology solution spanning e-commerce, mobile engagement, retail operations and business insights.

## United Store Fronts

E-Commerce  
Mobile Commerce (App, Web)  
Advanced Store POS  
Tele-Commerce  
Social Engagement

## Retail Operations

Order Management  
Merchandising Management  
Inventory Management  
Customer Service  
Financial Management

## Mobile Engagement

Mobile Consumer Applications  
Mobile Business Operations  
Location and Sensor Enabled

## Insights & Reporting

Customer Analytics  
Operational Analytics  
Web, Mobile Analytics  
Sales Reporting

## WHY BRICK & CLICK RETAIL PLATFORM?

- ✓ Fully integrated Store & Digital commerce solution from engagement to fulfillment
- ✓ 3A Engagement - Anytime, Anywhere, Any Device retailing
- ✓ Best-in-class solution providing single view of customer, inventory & orders
- ✓ Multi-channel ordering, modern payments, flexible fulfillment & efficient delivery
- ✓ Optimized supply chain operations for greater profitability
- ✓ Actionable insights & recommendations into customer engagements & business operations
- ✓ Faster go to market with pre-built platform enabled functionalities

### Enabling Customer Engagement for a global retail leader

One of the largest hypermarket chains in the world wanted to extend their strong store presence to enhance digital engagement with customers. Sonata enabled solutions across multiple areas such as 360 degree view of customers, cross channel ordering & fulfillment and loyalty program management to ensure new age technologies were leveraged for business readiness.

### Sonata's Retail Expertise

- ✓ 10+ years of experience working with Fortune 500 companies and 200+ successful implementations
- ✓ Experience with leading retail technologies – hybris, SAP, Microsoft Dynamics AX, Oracle, JDA
- ✓ Integrated solutions across Omni-Channel Commerce, Mobility, Social Commerce, Analytics & Cloud.
- ✓ Industry ready solution assets that reduce TCO and time-to-market
- ✓ Proven large scale implementations
- ✓ Global delivery model: Reach, Quality & Cost of service

### Seamless customer experience across a multi-channel retail environment

A leading transit retailer wanted to provide integrated operations across complex airport retail environment via a single IT platform. Sonata provided next-gen ERP package implementation and customization to improve consistent experience and operational efficiency across retail formats and locations.

## ABOUT SONATA SOFTWARE

Sonata Software is a global IT services firm focused on catalyzing 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 products development and enterprise business segments, Sonata seeks to add differentiated value to leaders who want to make an impact on their businesses, with IT.



## Microsoft Dynamics® Strategic Development Partner

I.B.I.S., Inc., a Sonata Software Company, is a member of the elite Microsoft Dynamics® Strategic Development Partner program, an honor reserved for those Partners who have demonstrated deep industry and functional expertise. I.B.I.S. has that expertise in global supply chain and retail management.



+1.770.368.4000

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