



**I.B.I.S.** Inc.  
A Sonata Software Company



## CLIENT SUCCESS STORY: Leading Asian Retailer

By Properly Defining the Mobile Strategy, the Mobile Commerce for a Brick and Mortar Retailer is Launched in Record Time.

### Situation

A leading Asian retailer runs 100+ brick and mortar stores in India. They had close to 400,000 mobile numbers of customers that were not being used for any form of engagement. Following competition from the bigger online retailers, the retailer decided to launch online and mobile commerce to increase the customer reach and volume of business. However, being a tradition a brick and mortar retailer, there were no supporting IT systems to enable them to launch ecommerce or m-commerce. The key challenge was to launch the online and mobile commerce within a tight timeline.

### Solution

Sonata enabled the brick and mortar retailer to launch a mobile-first commerce solution for their consumers within a matter of 6 weeks. The m-commerce solution comprised native mobile apps for Android and iPhone devices as well as a responsive mobile commerce website. This ensured that both existing and new consumers would be able to engage in a mobile-friendly way with the commerce solution. They highlight of this solution was that the customer provides product related data and the mobile commerce

solution was able to offer additional commerce features without having to build them ground-up. This reduced the time to launch the mobile commerce solution by up to 50%. With a faster time-to-market, the costs of the development also reduced significantly by up to 40%.

### Benefits

The retailer could begin offering promotions directly to 400,000 customers on a daily basis and this helped them to start meaningful regular customer engagement.

New customers were added to the database, since many consumers started sharing the link to this app via the INVITE feature of the mobile app.

**The retailer was able to launch mobile commerce within 6 weeks compared to typical timelines of 3-6 months for the usual mobile commerce solution deployment.**

## FOR MORE INFORMATION

For more information on I.B.I.S., a Sonata Software Company products, services and Microsoft offerings call **770.882.0100** or visit **www.ibisinc.com** on the web.

