

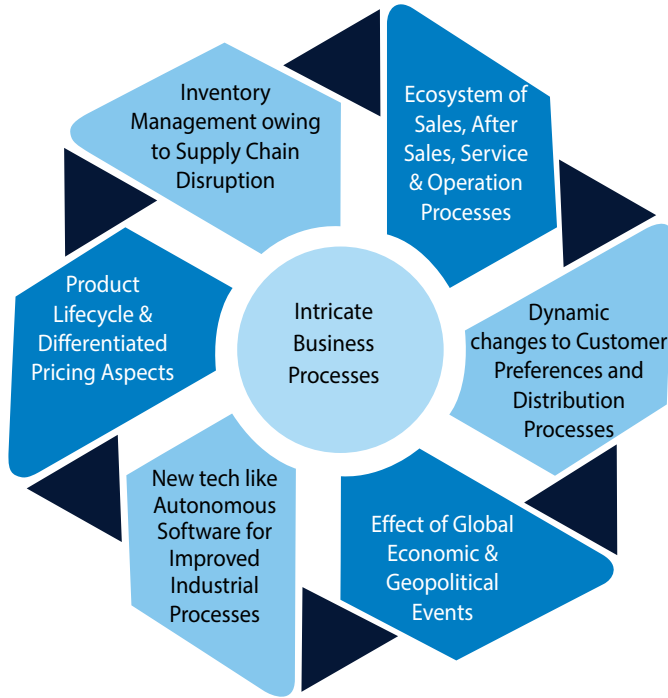
ACCELERATE  
DIGITAL  
ADOPTION FOR  
MANUFACTURING:

INFOSYS  
B2B COMMERCE  
SOLUTION,  
DRIVEN BY  
COMMERCETOOLS

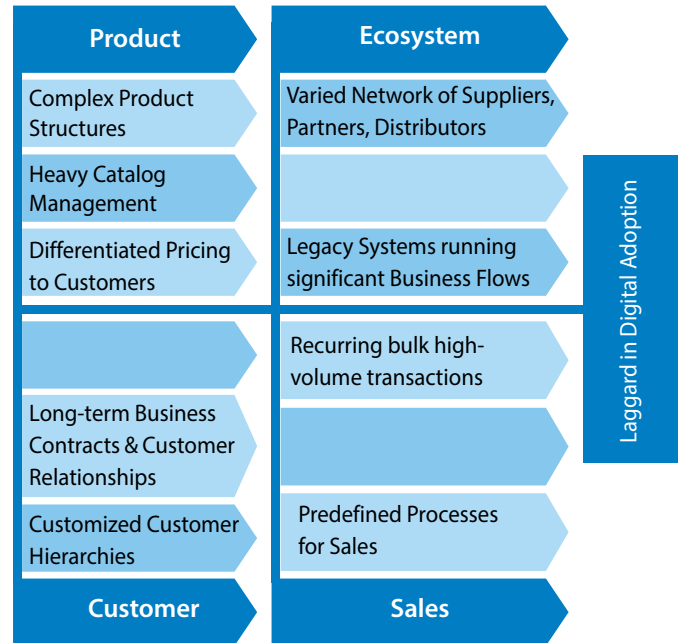
Infosys  
cobalt



## What is unique to the Manufacturing Industry?



## Key Challenges in Digital Adoption for Industrial Manufacturing



Industrial Manufacturing has a unique opportunity to accelerate e-commerce growth by targeting operational efficiency and increased sales leveraging the following levers:

- Emerging unique business value chains and models
- Enhanced Product Portfolio
- Leverage real-time data to Upsell & Cross-sell

- Newer Customer Touchpoints
- Improved Inventory Management, Shipment packaging, tracking
- Personalization & Targeted Promotions with 360° view of customer

## commercetools as B2B Commerce Platform

B2B Commerce is unique to every manufacturing business and needs a flexible platform tailored to business prerogatives. Choosing **commercetools Composable Commerce** as a Commerce platform future-proofs your business while ensuring experience-driven growth at scale.

- MACH based Architecture
- Highest flexibility to adapt to customer requirements
- Seamlessly integrates with newer touchpoints, systems in the B2B landscape
- Powerful extensibility and customization

**commercetools B2B - Prominent Out-of-the-Box Features as Infosys offerings**







- Complex Product Catalogs defined using the flexible product types and data types
- Product assortments using Product Selection feature
- Negotiation process represented using Quote Requests
- Business Units to model companies or departments representing the structure of business and the access rights required for their users
- Ability to define Complex User Hierarchies and User Roles
- Quick Order Creation with smooth Cart & Checkout Journey

# Accelerating your B2B commercetools implementation with Infosys accelerators






Infosys has extended commercetools to help manufacturing customers accelerate their B2B commerce implementation. Key capabilities required for MVP launch have been built as micro-services. Infosys can ensure faster time to market in a predictable delivery schedule leveraging these accelerators.

Read below for a detailed overview of Infosys accelerators and offerings that provide a headstart for your B2B Commerce solution and help you in your MVP launch. This can be enhanced for additional features delivering a state of the art B2B commerce experience to your customers encompassing the latest and greatest capabilities suited to your unique business requirements.

## Head Start B2B Commerce

|  Checkout Journeys   |  Merchandising  |  Admin Console & Dashboards  |  Operationalize & Hosting                                     |  Customer Experience  |  Account Management & Integrations                              |
|---|--|---|--|--|--|
| <ul style="list-style-type: none"> <li>Quote approval workflow between customer and seller</li> <li>Synchronized orders with line-item level delivery</li> <li>Order approvals</li> <li>Taxes supporting most international tax requirements</li> </ul> | <ul style="list-style-type: none"> <li>Customer specific pricing</li> <li>Customer specific catalogue</li> <li>Pricing hierarchy with inheritance support</li> <li>Products, product types and attributes</li> </ul> | <ul style="list-style-type: none"> <li>Order Admin Console displaying detailed overview of the order total, taxes, and discounts</li> <li>Merchandising Admin Console giving a summary of all products, prices, category hierarchy</li> </ul> | <ul style="list-style-type: none"> <li>Cloud-native platform deployment and high availability</li> <li>Personalized marketing video</li> </ul> | <ul style="list-style-type: none"> <li>Decoupled front-end for an enriched end-to-end B2B customer journey</li> <li>Mandatory authorization to access site</li> <li>My Account &amp; Account Summary features</li> </ul> | <ul style="list-style-type: none"> <li>Hierarchical customer organization with inheritance support</li> <li>Customer account management</li> </ul> |

## State of the Art B2B Commerce

|  Checkout Journeys   |  Merchandising   |  Admin Console & Dashboards  |  Customer Experience  |  Account Management & Integrations   |
|---|---|---|--|---|
| <ul style="list-style-type: none"> <li>Shipping with tracking codes</li> <li>Product, location and customer specific tax</li> <li>Multiple carts per customer</li> <li>Order forms &amp; order replenishment</li> </ul> | <ul style="list-style-type: none"> <li>Inventory management</li> <li>Tiered pricing with unlimited currencies and country-specific pricing</li> <li>Digital asset management</li> </ul> | <ul style="list-style-type: none"> <li>Sales Dashboard that provides an overview of all sales</li> <li>Store and channel management helps define and maintain complex shipping logic</li> </ul> | <ul style="list-style-type: none"> <li>Responsive website with SEO &amp; self service</li> <li>Enhance CX by configuring from a rich library of templates and widgets</li> <li>Auto assistance via chatbot</li> <li>Hosted payment &amp; fraud engine</li> </ul> | <ul style="list-style-type: none"> <li>Inventory management with ability to integrate 3rd party ERP systems</li> <li>Promotions with easy integration with any external promotion engine</li> <li>PunchOut integration</li> <li>Consent management &amp; account closure</li> </ul> |



## Benefits of Infosys B2B commercetools Solution

Infosys commercetools accelerators built to enable quicker delivery with extensible microservices - resulting in effort savings by ~20%

Enable customer-centric experience attained with a readily available frontend and Infosys workbench saving development efforts by ~15%

Delivery excellence with over 15 years of deep commerce & manufacturing expertise

Expand innovation with Infosys Cobalt Cloud community by accessing and leveraging any of the 14,000 available cloud assets

Access to Infosys vendor & innovation ecosystem to help build a comprehensive E2E digital platform to differentiate in the market



**Infosys Cobalt** is a set of services, solutions and platforms for enterprises to accelerate their cloud journey. It offers over 35,000 cloud assets, over 300 industry cloud solution blueprints and a thriving community of cloud business and technology practitioners to drive increased business value. With Infosys Cobalt, regulatory and security compliance, along with technical and financial governance comes baked into every solution delivered.

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

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Navigate your next

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