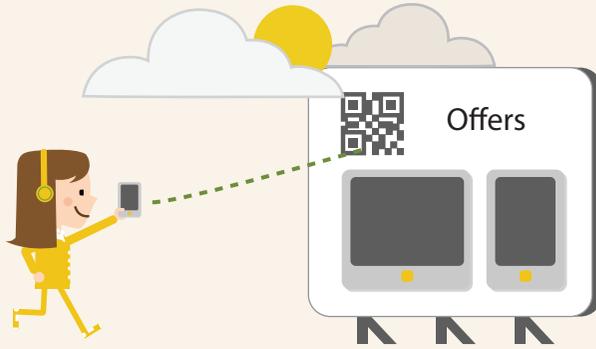




# MEET EMMA

A HIGH FLYING EXECUTIVE

Emma looks at the advertisement and takes a picture of QR code

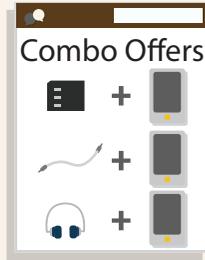


She browses the retailer's website on phone and feels excited



## eCOMMERCE

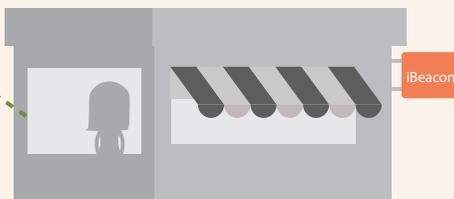
## MOBILITY



At home, using guided selling, she is able to find right smartphone for her and adds it to wish list. She also locates retailer's nearest store, using store locator, to experience the device before she makes a purchase

## INSTORE

Store manager receives Emma with all her profile information displayed along with her wish list



Once she reaches stores, she is notified of a special in-store promotion on the smartphone she was just thinking to buy

## clientelling

Store manager shows her the smartphone she was looking for, along with compatible smart watch which is available for pre-booking at a special combo price



Emma buys the combo, picks her smartphone at the store and orders the smart watch for home delivery

She receives a tracking ID with expected delivery date for her smart watch



## SELF SERVICE

## GO SOCIAL

Emma receives a notification that a copy of invoice & warranty entitlements are also available online



2 days later

Emma loves her new purchase and shares her experience with her friends over social networks

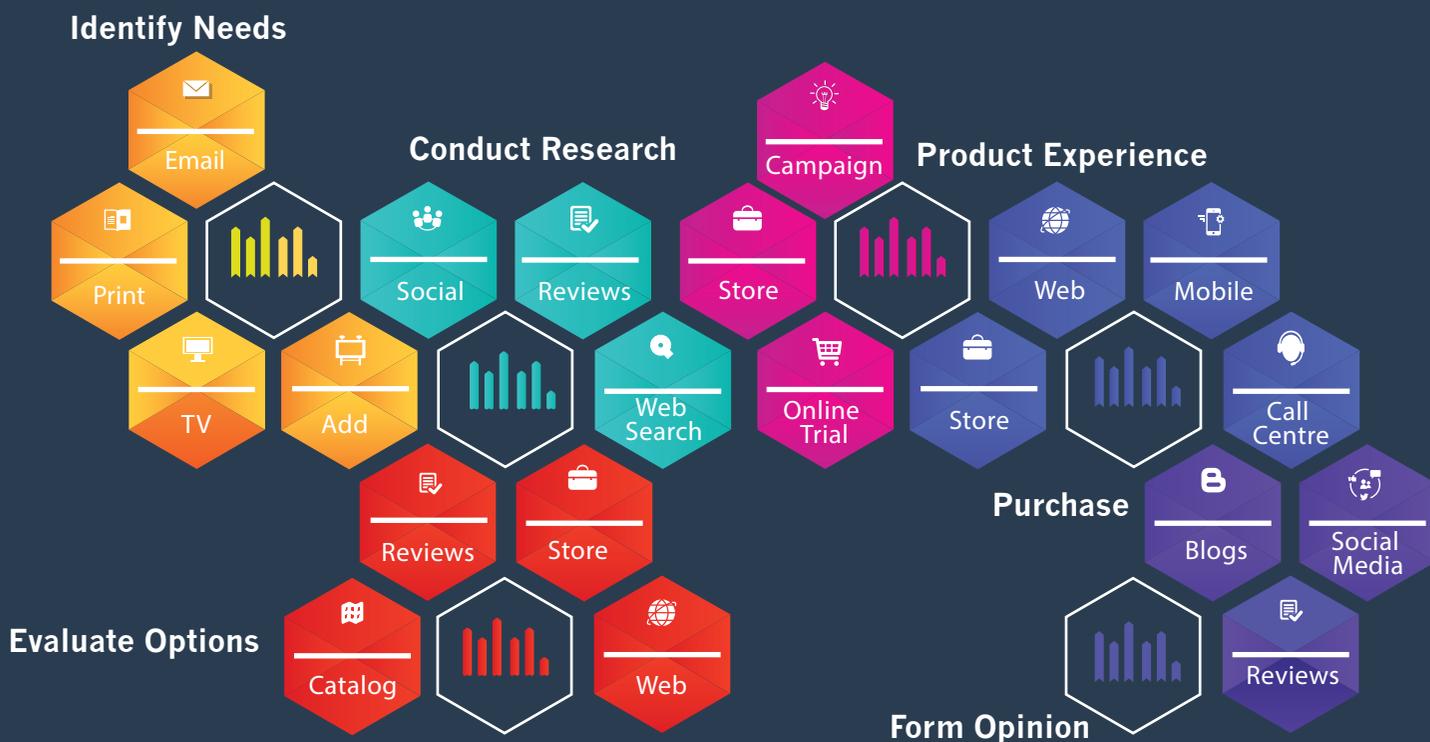


# WHY OMNI-CHANNEL

Digital technologies are changing the way customers interact with businesses including in the physical world. Today's customer is more informed and more demanding than ever. For a single purchase cycle today's customer likes to consult more than one channel, and that's simply not enough...

Customers want to script their own journey and therefore as businesses the best we can do is to be available for our customers, whenever they want us, wherever they want us and empower them with the information they need, which helps them in their decision making.

With customer's changing buying behaviour, physical stores are expected to be seen more as experience and service centres. Digital technologies like in-store kiosks, digital signage and mobile point of sale etc. are transforming the way customers engage with products and brands within the stores.



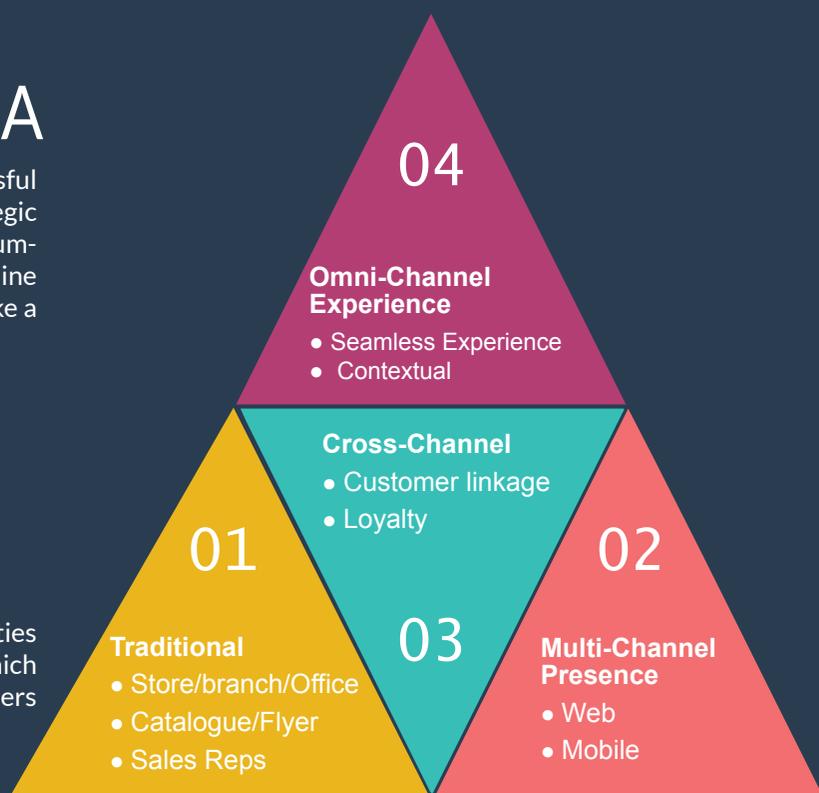
# RESOLVING THE ENIGMA

At Nagarro, we embrace all of these at the core of a successful Omni-channel digital commerce strategy. As a strategic partner to global leaders in retail, wholesale, fashion, consumer packaged goods and manufacturing, we provide both online and in-store digital commerce capabilities and help you take a leap into the digital era.

Our digital commerce offerings are built on four pillars

- Omni-channel commerce
- Self-service & personalization
- Digital marketing and
- In-store experience

Nagarro's service offerings give you end-to-end capabilities for your Omni-channel digital commerce needs, with which you can provide an unparalleled experience to your customers - 'anytime, anywhere'.



## HYBRIS (SAP)



As a Hybris partner, we help leading global retailers integrate digital and physical customer touch points onto a single platform – including online, mobile, point-of-sale, call centre, social media and print. We provide end-to-end services ranging from Omni-channel strategy & IT roadmap consulting to the full range of implementation, upgrade and post-production services in

**B2C Commerce** –To provide seamless and personalized experience to your customers at every touch point.

**B2B Commerce** – To provide B2C like experience through self-service, personalization and accurate product information to your customers anytime, anywhere.

Our ready to use frameworks and plugins help enterprises reduce time to market and implementation cost.

## RAYMARK



With Raymark’s Mosaic clienteling, we provide a robust set of customer engagement and commerce tools that guide retail associates through proven best

practices of effective relationship selling. This ensures effective customer outreach and personalized service leading to a dramatic increase in repeat business and average order size.

## ONEVIEW COMMERCE



With OneView Commerce partnership, we offer a mobile point of sale (mPOS) solution that merges the digital and physical experiences in store. OneView allows

the solution to work with your eCommerce platform to deliver a single source of commerce across the brand, which is capable of providing a truly Omni-channel experience to customers as they move across digital and physical channels.

## MAGENTO



If you want to leverage your existing enterprise application backbone and need strong frontend capabilities to extend your footprint to digital landscape, Magento offers a quick start and cost effective solution for SMB (small and medium businesses) and large enterprises alike. We offer a complete suite of eCommerce services that include digital strategy & marketing, Magento enterprise design & implementation (Both in B2B & B2C environments), mobility implementation including iOS, Android & other platforms, integrations to enterprise systems like ERP/OMS/Marketing, version upgrade migration, and post production support.

We specialize in enterprise class large scale Magento implementations in highly complex IT ecosystems with multi-country, multi-currency, multi-brand - B2C/B2B storefront solutions on a single Magento Enterprise installation.

## CLOUD SERVICES



Our cloud services help enterprises optimize their infrastructure needs for digital commerce applications by bringing in elements of automation, scalability and flexibility leveraging the strengths of both private cloud and public cloud. We are an Amazon Web Services Consulting and Reselling Partner.

## DIGITAL MARKETING



We offer a broad range of digital marketing services to global brands including but not limited to Creative services, UI (User Interface)/UX (User Experience) design, Interactive web design & Customer engagement strategies, Guided selling, SEO - Search engine optimization, Search marketing, Social media management and ORM – Online reputation management.

## ABOUT NAGARRO

Nagarro, a leading provider of IT services and consulting, focuses on its customers’ most strategic technology projects to deliver actionable competitive advantage. Recognized worldwide for our expertise in developing innovative software solutions and applications, Nagarro brings unmatched technical leadership, thought leadership, and a complete commitment to success to every project. With a quality-driven focus, Nagarro offers best practices, including: CMMi 5, ISO 27001, Six Sigma, and a Quality Management System (QMS) with well-defined and proven processes. Nagarro is part of Germany-based Allgeier Group and has offices in Germany, Sweden, Austria, the UK, New York City, Atlanta, Boston, Mexico, and Asia. Nagarro’s clients include industry leaders such as GE, Lufthansa, SAP, UBS, T-Systems, Mitsubishi, The Estee Lauder Companies, Pfizer, Infor, Bristol-Myers Squibb, Viacom, The McGraw-Hill Companies, Johnson Controls, DHL, and the City of New York.

## CONTACT INFORMATION

For more information on our services, please write to us at: [sales@nagarro.com](mailto:sales@nagarro.com)  
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