



Birlasoft CXMOVE Commerce
Qualified Partner-Packaged Solutions for SAP® Commerce Cloud

Certain Outcomes in Uncertain Times



40% - 60%

Reduction in
migration Time



100%

Remote
Delivery Model



50%

Reduction in
Project Costs

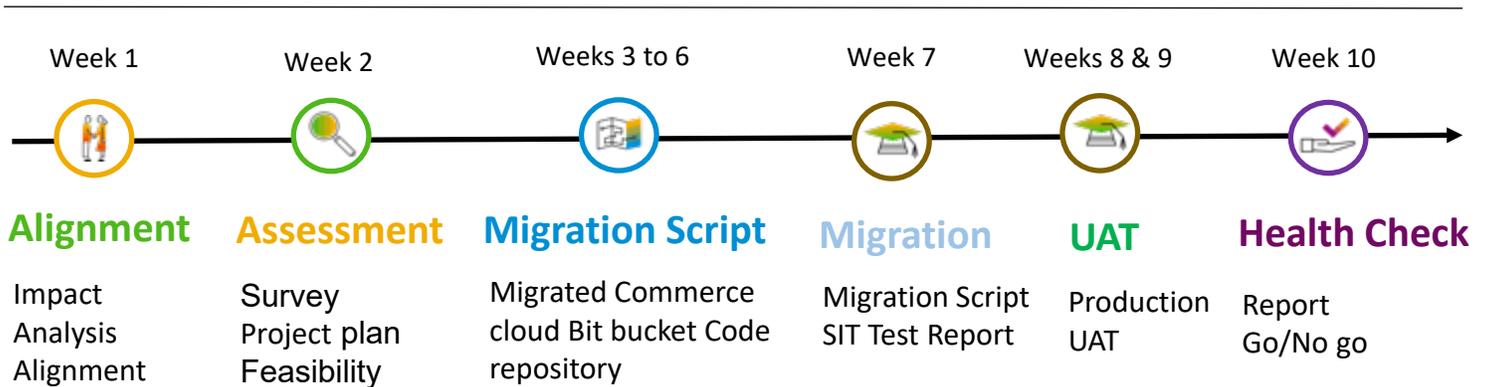
Speed to Value with Maximum Impact in Minimal Time

Digital Commerce is changing more than ever with new trends like Voice Search, Omni-channel Retail, Social Commerce, and Personalization. To ensure your customers keep coming to your storefront, it is critical that your Platform allows new features quickly.

Birlasoft's **CXMOVE** Commerce service enables organizations to move their Hybris On-Premise Commerce solution to the state-of-the-art secure SAP Commerce Cloud. Our suite of accelerators deliver quick ROI and offer a consistent and dependable approach to migrate your code base, wireframes and data to Commerce Cloud, enhancing the customer experience.

SAP Commerce Cloud Migration Approach

Timeline and Milestones



Key Value

- Future Proof E-commerce
- SAP Alignment
- Customer Experience

DIFFERENTIATORS

- Version Aware
- Pre-built migration Scripts
- Reduce manual Testing

BENEFITS

- Drastically cut cost
- 100% Security with automatic deployed on commerce cloud
- Increased productivity

Birlasoft is an authorized partner of SAP's MOVE program.

Pre-Defined Solution

CXMOVE Commerce



Budget: Fixed Price

Scope: Fully Migrated and Operational in less than **12 Weeks**

Approach: Best Practice SAP® Methodology leveraging Birlasoft's Unique Tools and Accelerators

COMMERCE MODULES

PRODUCT CONTENT MANAGEMENT/DAM	ORDER MANAGEMENT	UNIFIED CUSTOMER EXPERIENCE	ERP/CRM INTEGRATION
PRODUCTS & VARIANTS	SHOPPING CART/CHECKOUT	RESPONSIVE MOBILE	USER/ACCOUNT MANAGEMENT
PRODUCT BROWSE/SEARCH & FILTERING	PRODUCT REVIEWS/CHAT/ASSISTED SERVICE	STORE LOCATOR/BOPIS	SOCIAL MEDIA/ANALYTICS INTEGRATION
PROMOTIONS/CROSS-SELL/UPSELL	PAYMENT/TAX/SHIPPING INTEGRATION	WEB CONTENT MANAGEMENT	MARKETING/PERSONALIZATION
SCHEDULED ORDER REPLENISHMENT	INVENTORY MANAGEMENT	WISH LIST/QUICK ORDER UPLOAD ORDER	TRAINING & POST GO-LIVE SUPPORT

What's Included

- User experience recommendations to increase traffic.
- Optimization Services to improve business processes
Eg. product taxonomy, visit conversion, and customer service.
- Migrated Feature-rich online store delivered with reduced risk, cost, and timeline

- Connectivity and Integrations for Payment, Tax, Geo-location, Address Verification, etc.
- Migration Planning
- Your configuration and data, including look and feel to reduce training and change management costs
- 4 online personalized training sessions of 2 hours

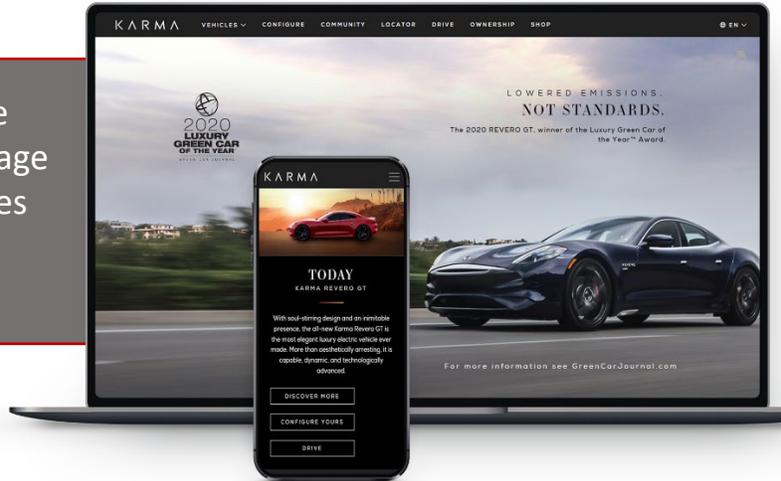
- Solution testing for quality/regression/performance testing
- CXMOVE HyperCare warranty support – 10 days post-launch included
- Application performance analysis
- Optional: Birlasoft CX SmartAMS for maintenance, enhancements and optimization

Simplified Experiences

Harmonizing the Customer journey with integrated back-end processing

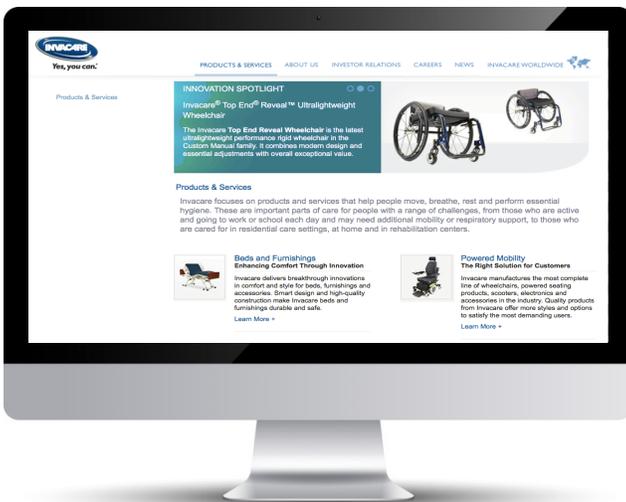
Developed B2B/B2C commerce for Karma Automotive to manage personalized buying experiences and support future growth for their new business model.

KarmaAutomotive.com



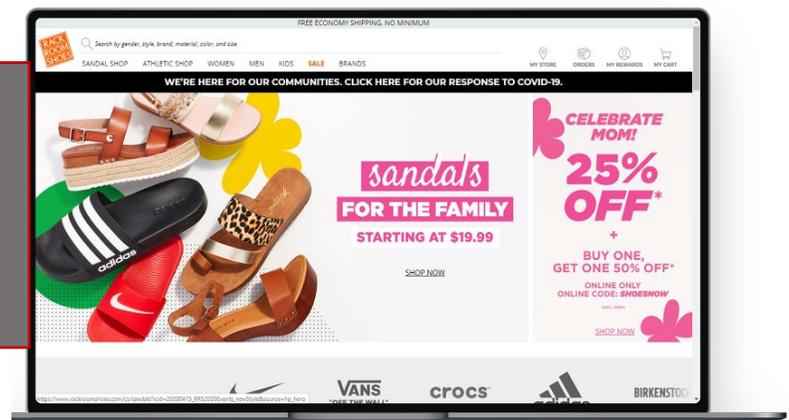
Invacare, the world's leading manufacturer of homecare products, deployed SAP Commerce as a part of their world-class strategy of an enterprise-wide SAP customer experience platform.

AfterMarketGroup.com



Rack Room Shoes improved the B2C shopping experience, simplified complex integration, increased average order values while decreasing support/maintenance costs.

RackRoomShoes.com



The Birlasoft Difference

100+ CX projects and Counting	200+ Consultants Worldwide	SAP S/4HANA and ECC End-to-End Integration	Proven Results with Deep UX/UI Domain Expertise	25 Year Footprint Across the SAP Landscape
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Global Deployment Capabilities

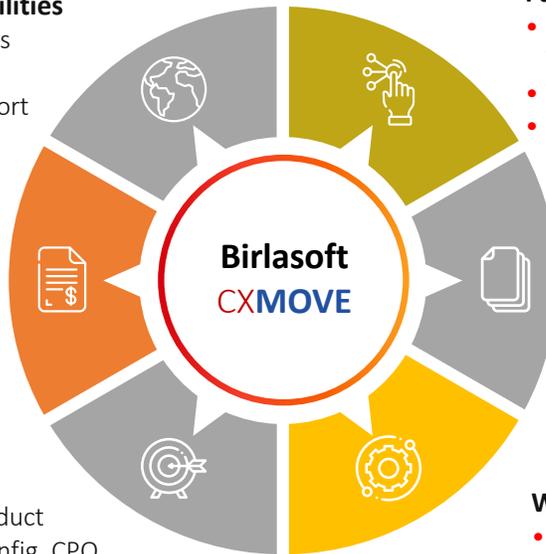
- Multi-country deployments
- Local country resources
- Award Winning AMS Support

Strong Value Prop

- Cost effective onshore/offshore model
- 16 yr. SAP relationship
- Innovation, IP and offshore COE
- Dedicated Marketing team
- CX Reseller

Our Sweet Spots

- B2B/B2C Commerce + Product Configuration / Variant Config, CPQ
- Sales Cloud / Callidus Commissions
- Service Cloud
- Marketing Cloud



Full complement of CX skills

- CREATIVE: Creative, UX and Digital Transformation
- TECHNICAL: Onshore/offshore developers
- INTEGRATION: SAP ECC, S/4 and 3rd party

Functional Expertise

- Marketing Cloud
- Sales Cloud / Commissions
- Service Cloud
- Commerce Cloud (CPQ, VC)
- Customer Data Cloud
- Qualtrics

We do the Plumbing

- SAP Cloud Platform Integration
- Legacy Datahub
- SAP S/4HANA integration knowledge

Partner Ecosystem:

opentext™	DocuSign	CyberSource®	NICE	mediafly
VERTEX	Google	pricefx	adyen	

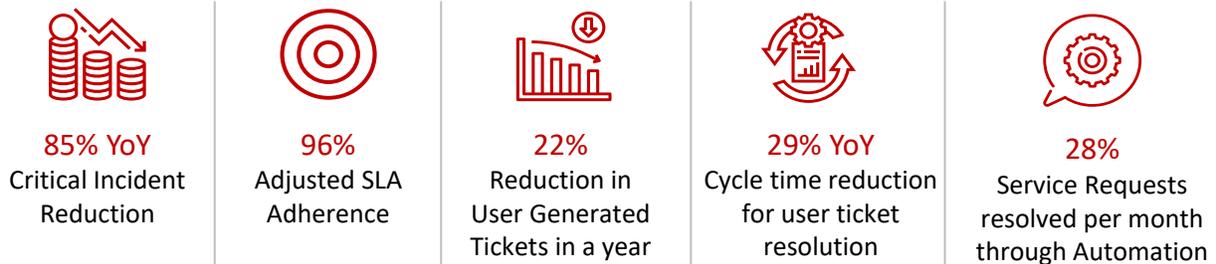
Birlasoft Packaged Solutions for SAP Customer Experience

Commerce B2B or B2C	Customer Data Cloud	Sales
Service	Emarsys and Marketing Cloud	CPQ

SmartAMS for Customer Experience

In the digital economy, to be an industry leader, organizations must make their AMS intelligent and automated, leveraging the latest digital technologies like Artificial Intelligence and Machine Learning. With intelligent and automated **SmartAMS**, companies, can achieve proactive support, thus gaining insight into issues before they actually impact end-users.

KPIs From SmartAMS



Birlasoft's SmartAMS Key Features



Self-Managed: Seamless Transition to managed Services



Efficiency: Cost Optimization and 3600 Cognitive



Transparency: Comprehensive SLAs and KPIs around Resourcing, quality and timeliness



Scalable & Flexible Engagement Model: Right-shore Capabilities with Core + Flex demand driven model



Value Centric: Value Harvesting for Business Aligned Continuous Improvement

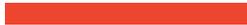
How to Get Started

Connect with your Birlasoft CX Expert for a free pre-assessment on the project scope by contacting CXSPRINT@Birlasoft.com

Why Birlasoft?

Birlasoft combines the power of domain, enterprise, and digital technologies to reimagine business processes for customers and their ecosystems.

10,000+ Employees
Globally



Development Centers Located in
the U.S. India, Germany, Brazil



31 Office Across
5 Continents



2000+ Consultants
World-Wide



True Digital
Expertise



Innovating with
Over 60 Patents



RESOURCES

CXSprint@birlasoft.com | birlasoft.com | US +1 888 985 0301

Enterprise to the Power of Digital TM

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion-dollar diversified The CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 159-year heritage of building sustainable communities.