

HCL Commerce

The Transaction Platform
that Helps You Sell More



B2C trends

Consumers live at the bleeding edge of technology innovation. So must you.

From Pinterest to Tik Tok, WeChat to Instagram, new experiences can rapidly gain consumer adoption and relevance. You need to be able to innovate quickly along with consumers, integrating seamlessly with their favorite experiences and authentically serving, engaging and transacting with them wherever they are.

Consumers are embracing new interaction paradigms such as augmented reality, voice, smartwatches and chatbots and you need to be able to deliver delightful experiences across a variety of ever-changing devices, form-factors and interface paradigms.



1 billion daily active users on WeChat account for 34% of total mobile traffic in China.

Mobile is the next frontier for digital commerce growth.

Progressive Web Apps now offer consumers app-like experiences within the browser. You need to build for the future bringing progressive web best-practices to your ecommerce technology stack.

Increasing conversion on mobile is the next big value unlock for ecommerce.

You need to be able to use insights to improve mobile UX, reduce the gulf between mobile and desktop experiences, deepen trust through enhanced security, and provide frictionless payment options.



72% of dollars spent on ecommerce are through mobile

Innovation and new ways to engage

Staying relevant to your customers can be challenging. To do so, you must be positioned to move quickly organizationally and technologically.

To succeed in the highly competitive B2C world, you need to be able to innovate at velocity, reduce the time to market of new promotions, brands, geographies and more and you need to do all of this on top of a digital experience that always performs, no matter the traffic or demands placed upon it.



By 2022 55% of smart speaker users will make online purchases via voice

Consumers reward brands that resonate with their value system.

Convenience is continuously being redefined and now closely intertwined with that is safety. You need to be able to provide your customers a great brand experience, but one that is also easy and free of any concerns.

Success will be determined by those brands that are agile enough to adapt their customer experience, their inventory and their employees to cater to this new buyer AND communicate those changes, including new safety policies, clearly to their customers.



85% of consumers have significantly increased their use of curbside pickup

The lines between channels have blurred beyond recognition.

From BOPIS to augmented reality, consumers desire the richness of digital from store experiences. You need to be able to confidently extend the richness of ecommerce engagement and fulfillment to the store.

Consumers crave experiences that better fit increasingly urban lifestyles, offering digital-like curation and convenience. You must be able to innovate and scale new store concepts such as pop-ups and inventory-less showrooms.



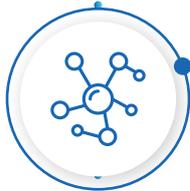
1 in 2 US shoppers have used buy online pick-up in-store (BOPIS) in the last 6 months

▶ Introducing HCL Commerce

HCL Commerce is the best at solving complex requirements in digital commerce and nearly 500 clients rely on our platform to grow their business and beat their competition. We do this and enable them to scale in ways nobody else can match. For example:



- When clients sell to a broad range of customers that includes B2B, B2C and B2B2C, often with individual contracts with tiered or negotiated pricing rules and workflow approvals



- Where organizations have global selling operations and need to manage multiple storefronts that are fully internationalized but managed from a single catalog



- When a company's GTM strategy involves multiple channels, including direct sales, call-centers, distributors, partners, self-service, guided selling and marketplaces



- When an organization is complex, diverse or large, generating high transaction volumes and/or highly customized customer journeys that reflects each brand's individuality



- When a company, whether large or small, relies on digital for their core business to engage customers or disrupt markets and need a solution they will never outgrow and will empower their progress

Successfully navigating the commerce landscape is more challenging due to an endless stream of competitive threats, markets that change overnight and evolving customer expectations. Now more than ever you need a commerce platform that lets you respond to these changes with speed and precision. HCL Commerce is built on a modern architecture that gives you the agility to keep up with changing markets and customer expectations and enables automatic scaling for times of peak traffic. With business user tools that are simple and intuitive commerce professionals can reduce their reliance on IT and act more autonomously, freeing them to respond even more quickly to market changes.

HCL Commerce delivers:



Everything you Need to enhance the customer experience with comprehensive capabilities that connect all touchpoints for true omnichannel engagement at any point in the customer journey.



B2B/B2C/B2B2C. The only platform built to handle anything you need and for any type of customer you have.



Designed for the Business User. Empower business users to create and deliver unique brand experiences faster by reducing reliance on IT.



Cloud Native. Commerce Platform that focuses on delivering innovation and revenue growth with a modern architecture that eliminates time wasted on commerce platform management tasks.



Reduce total cost of ownership with tools and technology that streamline commerce deployment and management.

Everything you Need

Engage the right audiences with the right message, content and offers at the right time

Customers are bombarded by brand messages competing for their attention and trying to entice them to buy. It is imperative that you rise above the noise to capture their attention, but it isn't easy. HCL Commerce can quickly parse data and create a picture of your customers so that you can engage them with meaningful offers that are timely and delivered through the right channel. By speaking to them with personal messages, products and services, you will stand out, capture their interest and build a loyal customer base. Your customers expect you to know them and deliver experiences tailored to the time and place of their interaction and in context of their journey. Given this reality, a personalized customer experience is critical to maintaining loyalty, warding off the competition and converting more prospects to buyers.

Enter new markets quickly

It can be risky to invest in a new brand site or a new geographic market. With multi-site capabilities, you can quickly and cost effectively test the viability of a new opportunity while offering customers unique buying experiences that feature separate online stores for your different brands, customer segments or geographical marketplaces. Each online store can leverage a common set of commerce services like catalogs, pricing and promotions, but also have a unique look and feel. Unique business rules and policies can also be established at the store level and include special pricing, promotions and product entitlement so you can deliver a localized experience quickly and easily.



"We wanted to gain agility and make our website faster – we saw an 8% decrease in bounce rate, 49% increase in conversion rate, 50% drop in page load times and a 37% increase in revenue"

Rob Watson, Head of eCommerce, Hotter Shoes

Optimize merchandising

We have made it even easier to move quickly with HCL Solution Factory (SoFy). SoFy empowers your team to deploy and configure HCL Software products into Kubernetes in just a few minutes. This can all be accomplished by the business user in three easy steps: Explore the Catalog, Create a Solution, and Release to the Cloud.

Optimize merchandising

HCL Commerce search makes it easy for customers to find what they want, fast. By enabling commerce professionals to create and manage search term associations and rules, you can deliver a more satisfying experience for customers that helps them find the right product quicker. Further, organizations can improve search's effectiveness through natural language processing, automatic boosting or burying of products based on customer behavior and even merchandising specific products, sizes and colors. This is all being delivered through a fully embedded Elasticsearch application that comes with the platform at no extra charge.

B2B/B2C/B2B2C on one platform

No need to duplicate work

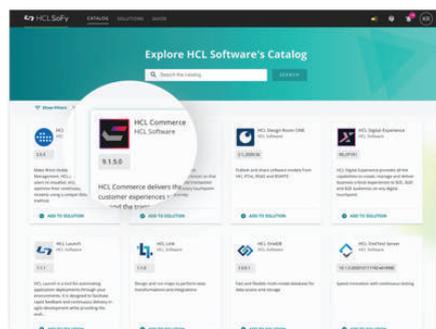
Commerce moves quickly and so must you. Whether you are starting a new brand or testing a new market, HCL Commerce helps you get up and running faster with React-based starter stores for both business-to-consumer (B2C) and business-to-business (B2B) scenarios on a single instance. These React starter stores, called Emerald for B2C and Sapphire for B2B, provide a pre-configured, customizable storefront to help you set up your online store more quickly, leveraging B2B and B2C best practices. The starter store enhances site performance, streamlines the checkout process and reduces the customization cost of online stores while delivering personalized and relevant brand experiences.

Designed for the Business User

Empower the business users

The market changes fast and your team needs the autonomy to respond quickly and deliver an exceptional customer experience. HCL Commerce empowers online marketers and merchandisers with easy-to-use tools for the implementation and management of marketing and merchandising tactics across channels. By reducing digital commerce professionals' reliance on IT, business users have more control over content, product catalogs, price lists, promotions and the overall customer experience – while also freeing IT to focus on more strategic projects that drive business.

Cloud Native



Solution Factory (SoFy)

In addition, HCL offers an application called Solution Factory (SoFy), which is a cloud native catalog of HCL solutions. SoFy also generates deployment packages for container ready applications significantly speeding up the deployment time and simplifying the management of the containers.

HCL SoFy makes spinning up new environments as easy as clicking a button. Need to demonstrate the new React storefronts in HCL Commerce? Using HCL SoFy, you can provision, deploy, and hand over the environment to the customer for their own examination in less than an hour.

Accelerate innovation

Part of the modernization of the platform is making it cloud-native, supporting microservices (or business services as HCL Commerce designs them), CI/CD, DevOps and containers. The approach has huge benefits, namely enabling massive computing power, on-demand, and the modern data and application services businesses need to build and operate applications and bring new ideas to market faster and respond sooner to customer demands.

Freedom to customize

The ability to customize and create experiences, as unique as your brand, is important for both you and your customers. We have introduced a clear separation between the core application components and client extensions against contracted interfaces - interfaces that are API driven with security and reliability. These externalized customizations allow custom code to run outside the core software provided by HCL. As you are no longer changing application code you can customize the brand experience as much as you like while maintaining a seamless upgrade path - no need to rewrite your customizations or perform time-consuming regression testing.



Reduce the Total Cost of Ownership

Simplify commerce platform management

You want to focus on serving your customers with the best experience, not managing your technology. HCL Commerce simplifies deployment and management through the use of Docker containers. With Docker, commerce platform components are delivered as immutable images, which means less manual dev ops work, allowing you to install and upgrade faster and deploy customizations in an automated way, giving you continuous integration, seamless delivery, as well as lower cost of ownership for your commerce platform.

A modular approach for greater control

HCL Commerce has been modularized into business services which enable B2C and B2B organizations to have more control. By separating the store, search, and client customizations from the transactional server, you are able to scale your eCommerce platform to best fit your business. This separation also allows developers to work in parallel with fewer dependencies, accelerating the delivery of custom code so you can more quickly implement new commerce capabilities and innovate your customer experience.



Trivantage increases digital sales and mobile traffic by 50%

“Our KPIs for the digital channel show us that customers are finding it easier than ever to find and purchase the products they need.”

HCL Commerce on Now

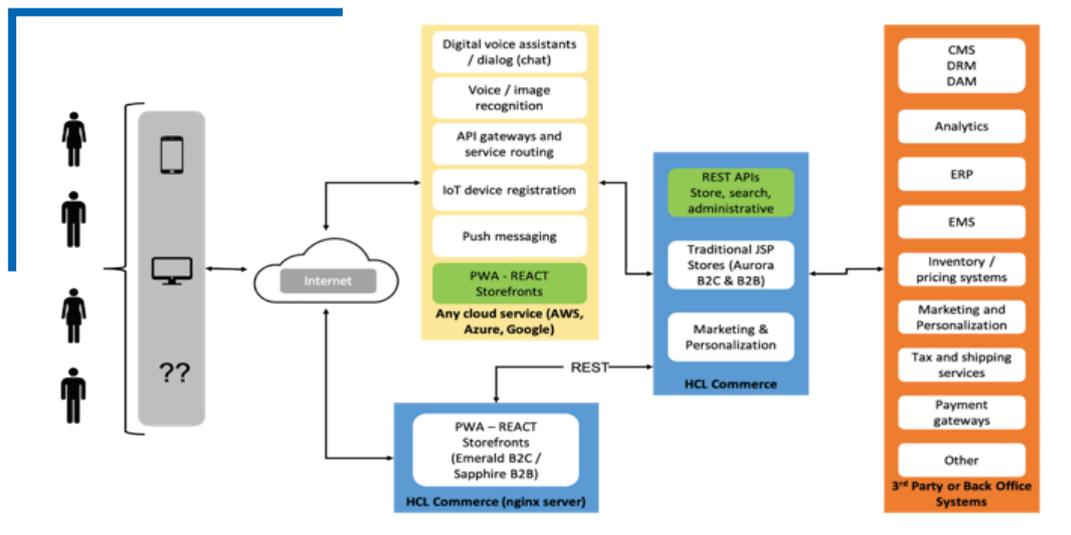
HCL Commerce on Now is a managed service offering that includes premium white-glove services so you can rest easy knowing that our experts will manage the platform so you can focus on growing your business. For our clients this means:

1. Lower Total Cost of Ownership - Taking advantage of the cloud native ensures lower infrastructure costs, lower DevOps costs, reduced migration costs, lower cost to innovate and continuous solution updates.
2. Reduced risk - Trust HCL with your mission critical digital commerce that gives you a single point of accountability, leading cloud security and compliance all on a platform that is future-proofed.
3. Sell more - Market leading performance empowers you to manage any business model to support your organization, B2B, B2C or B2B2C, innovate at speed and incorporate any new channels based on market demands.

With HCL Commerce on Now, you get the benefits of a SaaS solution without the vendor lock-in and while maintaining control of your data. It's the best of both worlds.

Why HCL Commerce?

HCL Commerce makes agile commerce @ scale a reality for enterprise companies. Leveraging a modern, cloud-ready, extensible architecture our clients can deliver more innovation in less time to unlock growth, achieve higher ROI, accelerate innovation and reduce their business risk. HCL combines the trusted scale, security and performance you expect, with the speed and flexibility of a modern cloud-ready, extensible commerce architecture - all built on 20 years of unmatched, omni-channel innovation that's been co-created with our customers and partners. Start delivering world-class experiences that are easy to customize on a platform that enables non-stop innovation:

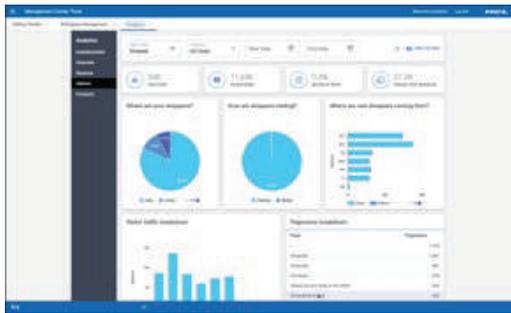
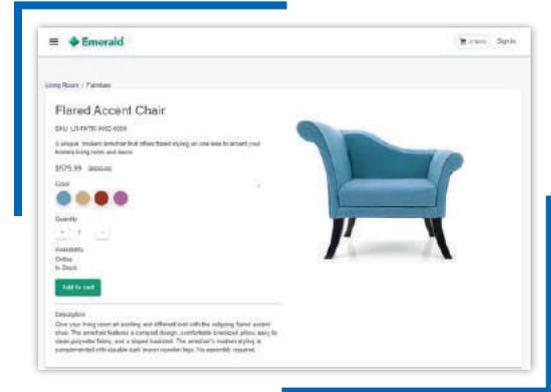


- Cloud Native. Commerce Platform that focuses on delivering innovation and revenue growth with a modern architecture that eliminates time wasted on commerce platform management tasks
- B2B/B2C/B2B2C. The only platform built to handle anything you need and everything you need, no matter who your customer is.
- Everything you Need to enhance the customer experience with comprehensive capabilities that connect all touchpoints for true omnichannel engagement at any point in the customer journey.
- Designed for the Business User. Empower business users to create and deliver unique brand experiences faster by reducing reliance on IT.
- Reduce total cost of ownership with tools and technology that streamline commerce deployment and management.

▶ What's new?

Extensive Sales & Business Model Support

- Enhanced checkout with multiple bill/ship-to for complex B2B selling to create experiences across any device

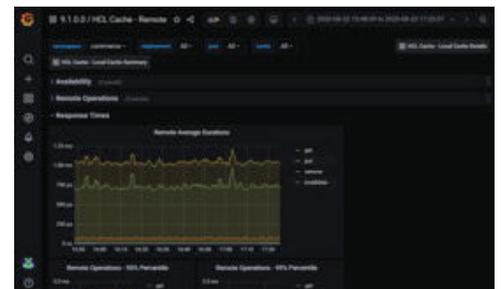


Optimized Business & User Experience

- Business tooling enhancements optimize data to drive search and customer experience
- Improved Page Composer capabilities for React storefronts

Performance, Scalability & Security

- HCL Commerce benchmarked to 100,000 orders per hour



Cloud Native

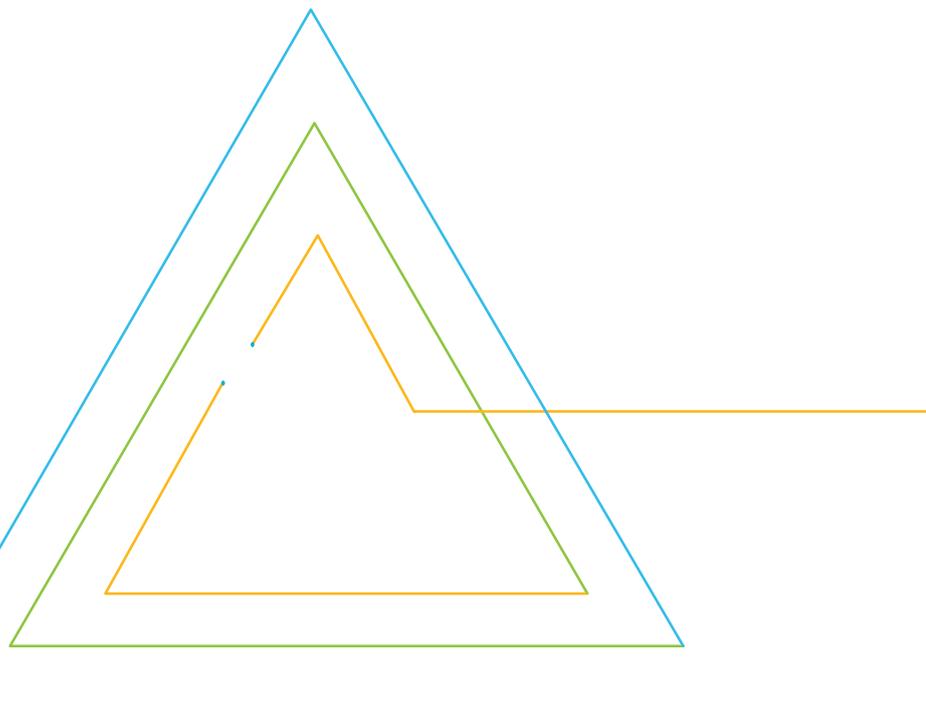
- One-click Amazon Web Services support to easily deploy into AWS
- Quickly create and test your innovations and customizations with Developer Containerized Toolkit
- Cloud native database (HCL OneDB) delivers high-performance, reliability and self-management at scale

Complementary Solutions

While HCL Commerce is a complete solution for the majority of our clients' needs, there are a number of other HCL Software solutions that can be used to complement the commerce platform:

1. HCL Unica Discover
2. HCL Digital Experience
3. HCL Unica Marketing
4. HCL OneDB
5. HCL OneTest

Schedule time to learn more about each of these and how they further enhance how you engage and interact with your customers.



Learn More

Talk with you HCL Sales representative or visit us online www.hcltechsoftware.com/commerce



About HCL Software

HCL Software is a division of HCL Technologies (HCL) that operates its primary software business. It develops, markets, sells, and supports over 20 product families in the areas of DevSecOps, Automation, Digital Solutions, Data Management, Marketing and Commerce, and Mainframes. HCL Software has offices and labs around the world to serve thousands of customers. Its mission is to drive ultimate customer success with their IT investments through relentless innovation of its products. For more information, please visit www.hcltechsw.com.

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