



A Mobile e-Commerce Platform for an Omni-Channel Operator in Home Furnishing in Australia

CASE SUMMARY

One of the largest home linen's specialists in the Australia was facing revenue loss due to performance issues and was looking to enhance customer experience. Integration of its applications with MS Dynamics AX platform and a back-end centralized system helped design in-context offers and increased orders per day by 233%.

Product Engineering
Enterprise IT Services
Technology Infrastructure



DEPTH MAKES A DIFFERENCE

ABOUT THE CLIENT

One of the largest home linens specialists in the Australia. An Omni-channel operator with Physical, online and mobile stores.

BUSINESS CHALLENGE

- Revenue loss due to performance issues
- Enhance customer experience by providing in-context offers that guide customers to what they want to buy and what the “Client” want to sell

SONATA’S SOLUTIONS

- Integration of application to MS Dynamics AX platform and backend centralized system
- A high performance, adaptive mobile e-Commerce platform
- Template based development with the ability to setup multiple online stores or sites by maximizing reuse and minimizing time to market
- Support for complex product structure and inspiration driven features such as “Complete the Look” and “You Might Also Like”

BUSINESS BENEFITS

- Increased no. of orders per day by 233%
- Increased no. of page views by 135% thereby pulling more customer visits



ABOUT SONATA SOFTWARE

Sonata Software is a global IT solutions firm focused on catalyzing business transformation initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative solutions for Travel, Retail & Distribution and Software Product companies through IP based Platforms, Products and Services. Sonata’s solutions bring together new digital technologies such as Omni-Channel commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 500 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.



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