

# HCLSoftware

## HCL Commerce Cloud

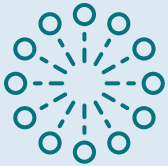
The Transaction Platform that  
Helps You Sell More

Unleash the power of an integrated and composable B2C solution, offering the richest set of capabilities for your business. Seamlessly add new technologies, channels, and partners with unparalleled agility.

### HCL Commerce Cloud



# Exciting B2C trends to consider



## Explosion of New Channels

Consumers are looking for a truly omnichannel engagement in every touchpoint before they buy. Be ready to be relevant to them in the channel they choose when they are ready to buy your product and make sure all channels integrate seamlessly to create an authentic and relevant omnichannel customer experience.

Products and price are still important but factors such as the design of e-commerce sites, customer service, accessibility and frictionless experiences influence the customer decision-making.



## Experiential Online Shopping

A growing fascination with the virtual world sets the stage for the metaverse as the hottest consumer megatrend in the future. Be prepared to explore new sales possibilities in the augmented world where you cohabitate with your consumers in a virtual space.

Online chatbots, one-to-one video chats, virtual showrooms and augmented reality will also play important parts in creating hands-on experience in the online sales universe.



## Expectations for a Seamless Buying Experience

Customers are willing to pay more if they can get what they want in a few clicks! Success will be determined by those brands that are agile enough to adapt their customer experience, their inventory and their price structure to the speed that the customer expects.

No more waiting for the page to load or the shopping basket to be updated. Everything is expected to work seamlessly, and the consumer is unforgiving.



**Our new ranking IR100 is a true reflection of the incredible work behind Follett's omnichannel strategy and e-commerce platform.**

– Roe McFarlane,  
president of Follett  
Higher Education

**Follett Higher Education saw a remarkable 88% increase in online sales**

# HCL Commerce Cloud: Driving over \$220B+ in annual online sales – and growing

HCL Commerce Cloud clients deliver **more innovation in less time** to unlock growth, achieve higher ROI, accelerate innovation and reduce business risk. They do so by leveraging the trusted **scale, security** and **performance** you expect with the **speed** and **flexibility** of a modern cloud-native, composable commerce architecture of HCL Commerce Cloud – all built on 20 years of unmatched, omnichannel innovation.



## B2B, B2C and B2B2C on One Platform

Using different platforms for different segments? Not with us. Our platform manages every business model on one platform – regardless of the complexity of your business. Expect more from your platform.



## Right Offer, Right Message, At the right time

With HCL Commerce Cloud dynamic segmentation, capture their interest and loyalty by speaking to them with personalized messages and meaningful offers, tailored to their needs.



## Enter new markets quickly

Quickly and cost effectively test new opportunities. Each storefront 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 so you can deliver a localized experience easily and quickly.



## Make search work for you

Native search working with your storefronts, catalog, promotions and pricing out of the box allows you to focus on what matters – helping your customer find what they want easier. Natural language processing, automatic boosting or burying products based on customer behavior and merchandising tools managing sku's, sizes, and colors just makes it even better.



## Agile Business Users

Empower digital marketers and merchandisers with easy-to-use tools for more control over content, product catalogs, price lists, promotions, and the overall customer experience and reduce their reliance on IT.



## Headless Storefronts

B2B and B2C Reference Storefronts with business user tools for modifying pages and content easily, helps you launch a new brand or test a new market, while getting the benefit of enhanced site performance and streamlined checkout processes.



## Choose a platform built for tomorrow's higher online sales volume

HCL Commerce Cloud is a cloud native, API-first platform designed to scale for your highest peak traffic from either a flash sale or promotion, or from your seasonal highs. Fully headless means B2C and B2B organizations have more control to quickly implement new commerce capabilities and innovate the customer experience.



## Focus on your customer experience, not managing your technology

HCL Commerce Cloud helps you reduce your total cost of ownership by streamlining commerce deployment with the tools and automation that allow you to install and upgrade faster and deploy customizations easily without impacting future agility.



## Marketplace:

Increase loyalty and meet multiple customer needs through a “one-stop-shop” experience.

- Expand assortment without having to carry inventory
- Add a direct sales channel instead of relying solely on sales through partners
- Improve customer experiences and increase sales



## Post Order Management

- Manage the lifecycle of an order
- Create loyal customers even when everything doesn't go smoothly
- Track all information to create a seamless experience from start to finish by:
  - o Enabling customers and/or CSRs to modify all aspects of an order quickly and easily
  - o Keeping customers happy with appeasements for shipping, product discounts, or personalized offers
  - o Confirming eligibility and initiating a return with an RMA for tracking

# HCL Commerce Cloud: Driving over \$220B+ in annual online sales – and growing!

Transform your business and unlock new possibilities for success with a solution that empowers you to move at the speed of your business and maximize your sales potential.

## Comprehensive solution

- HCL Commerce Cloud is a comprehensive solution, trusted by business, with the richest set of capabilities for B2B, B2C, B2B2C and D2C all on one proven platform.
- Unleash the power of commerce and benefit from the agility to quickly integrate new technologies, channels, and business partners, to beat the competition and exceed your customer expectations.

## Simplified Commerce Operations

- Let our commerce experts manage your commerce business in the cloud, while you focus on growing your business, and benefit from the ability to streamline operations, reduce costs, and improve the customer experience. It's reliable, secure and flexible.

## Easy to consume!

- It's time to unlock revenue growth with a composable commerce platform enabled by a predictable pricing model. You have the flexibility to quickly adapt to changing market conditions, the ability to pivot quickly in response to disruption, with the agility to respond to changing customer needs, to meet your business expectations.



Its architecture allows you to apply complex customization that makes it really agile and its integration with major e-commerce companies is flawless. You can do all kind of business B2B, B2C, B2B2C on a single software and that makes it highly useful. I love it.

Retail customer,  
Peer Review, 2022



## We help our customers sell more

By helping our customers adopt new channels and new technologies to engage their clients, we have helped them be more efficient and effective in an omnichannel world. We call that 'Fueling the digital+ economy', which has helped transform many industries including retail, manufacturing, telecom, automotive, wholesale and distribution. Here are some of the results:



**783 | 86%**

Orders per minute peak  
increase in online retail sales  
from last year

Wholesale Retailer



**15**

Weeks Project Start to Finish —  
scaling 3x over previous platform

Toy Retailer



**88%**

Online sales growth the first  
year after implementation

B2B2C Service



**500**

Orders / Second at Peak driving  
their entire order processing  
their global brands

Fashion Retailer



**4M | 33%**

# of hits in one hour from  
unplanned TikTok ad elastically  
scaled to handle cloud native  
1 % of total revenue online

Apparel Retailer



## Do You Need More?

When you join the HCL family, you get access to our top-of-the-class products that integrate seamlessly with your new HCL Commerce Cloud solution.

### **HCL Discover**

Provides deep behavioral insights into the online user journey, leading to positive experiences and increased online conversions.

### **HCL Intelliservice**

AI-based services optimization platform that transforms customer service into customer success.

### **HCL Quest**

Cloud-enabled aftermarket ERP, field services management, and digital parts catalog product suites.

### **HCL Unica**

Enterprise automation and precision marketing at scale.

### **HCL Digital Experience**

Integrate data, content and apps into powerful digital experiences.

### **HCL VoltMX**

Transformative apps that re-imagine your organization's future.

### **HCL SoFy**

Solution factory solving business challenges through a unique hands-on, self-service experience with HCL cloud-native products.



# Want to meet one of our clients?

Most of our clients are diverse, large organizations with high complexity and a high volume of transactions. We enable our clients 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 client's Go-To-Market 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 needs a solution they will never outgrow

## Learn More



Learn why HCL Commerce Cloud is the best B2C enterprise solution for you.

## HCLSoftware



### About HCLSoftware

HCLSoftware develops, markets, sells, and supports product families in the areas of Digital Transformation, Data, Analytics & Insights, AI & Automation and Enterprise Security platforms. HCLSoftware is the cloud-native solution factory for enterprise software and powers millions of apps at more than 20,000 organizations, including more than half of the Fortune 1000 and Global 2000 companies. HCLSoftware's mission is to drive ultimate customer success with its IT investments through relentless product innovation.