

## LAUNCH MAGENTO B2C ECOMMERCE WEBSITES

### Faster launch of B2C websites to shorten the digital onboarding time

Infosys Magento B2C Quick Launch eCommerce solution helps customers quickly get running with a fully responsive Magento Commerce B2C storefront. The quick launch solution leverages our proven Magento expertise, vast industry experience and new-age delivery methodology. This solution enables customers to become more resilient in the fast-changing world of eCommerce, by bringing together the right expertise, experience, scale and vigor to help them adapt to the rapidly changing customer demands in the B2C eCommerce space. Our accelerated services offering helps clients to launch a foundational eCommerce site quickly in four weeks and offer a feature rich site in only six weeks.

Navigate the new normal with Infosys using our three-tiered solution uniquely crafted to cater the various B2C industry specific needs with quick timelines, rich features, enriching customer experience; helping clients rapidly get onboarded into the dynamic eCommerce space.



#### Use Cases

- Direct-to-Consumer Commerce
- Need to go Online from brick and mortar store
- Quick launch of new products/ services
- Local and Global Market Expansion
- Improve User Experience






#### Features

- Enriched User Experience
- Promotions & Pricing
- Product, Catalog Browsing
- Catalog, Order Management
- SEO & Google Analytics integration
- Extensive functional and technical documentation available



#### Industries

- Retail, CPG, Logistics
- Manufacturing, Automotive
- Communication, Media, Entertainment
- Health, Insurance, Life Sciences

	Adobe Magento B2C Quick Launch	Tier-1	Tier-2	Tier-3
 <b>Foundation</b>	Adobe Magento eCommerce Implementation - Single Site / Locale (English/USD)	✓	✓	✓
	Default Storefront Theme	✓	✓	✓
	Product Set-up (Standard, Variants)	✓	✓	✓
	Basic Content Management	✓	✓	✓
	Registration & Login	✓	✓	✓
	Wish List, Promotions, Email Notifications	✓	✓	✓
	Cart & Checkout, Quick Order, Order History	✓	✓	✓
	Additional Sites with additional language & currency	✗	✓	✓
	Product Set-up (Bundles)	✗	✓	✓
	Social Login, Address Validation	✗	✓	✓
	Personalization / Product Recommendation	✗	✓	✓
	Curb-side pickup	✗	✓	✓
	Home delivery, shopping list	✗	✗	✓
	Brand-specific style guide and styling applied to all pages (fonts, colors, logos), Loyalty	✗	✗	✓
	 <b>Payment &amp; Tax</b>	OOTB Tax Set-Up	✓	✓
Payment Gateway (BrainTree), PayPal (USD)		✓	✓	✓
Payment Integration for additional site		✗	✓	✓
Tax Integration		✗	✗	✓
 <b>Integrations</b>	Search & SEO	✓	✓	✓
	Order Cancel & Refund	✓	✓	✓
	Data Import (Products, Price & Customers)	✓	✓	✓
	Google Analytics	✓	✓	✓
	ERP Integration (Order Transfer & Order Status), Shipping Integration	✗	✓	✓
	Order Return	✗	✗	✓
 <b>Testing</b>	Unit Tests	✓	✓	✓
	Functional Tests	✓	✓	✓
	Performance & Security Testing (Single Iteration)	✗	✗	✓
 <b>Project Execution</b>	Extensive functional and technical documentation	✓	✓	✓
	Requirements Validation and Confirmation	✓	✓	✓
	User Training	✓	✓	✓
	User Acceptance Testing (UAT), System Integration Testing (SIT)	✓	✓	✓
	Site Launch	✓	✓	✓
	Post Go-Live Support (Hyper-Care)	1 Week	1 Week	2 Week

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)



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