

G Cloud 15 – Framework Service Definition

Crown Commercial Service

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1. Infosys Digital Commerce Overview

Brands and retailers need to be able to grow their digital business at a time when customer journeys are increasingly fragmented with the proliferation of new digital touchpoints for customers and businesses alike. Rapidly evolving customer demands need platforms which enable rapid prototyping and iterative cycles of creation of innovative services and features. Architectural decisions and technology choice of e-commerce platforms are thereby driven by the ability to deliver consistent customer experience, analyse data and derive actionable insights to businesses and achieve faster time to market.

Today's businesses mandate commerce anywhere (seamless across all digital touchpoints), high scalability and faster time to market. Commerce solutions tailored for business models (B2C or B2B) can be accelerated for quick launches within weeks, not months, along with greater flexibility and extensibility to significantly further the feature roadmap after the Minimum Viable Product (MVP) launch.

Infosys Digital Commerce Practice offers end-to-end services to transform the way enterprises engage, transact and service their customers in the omni-channel commerce space. Our cutting-edge solutions like D2C Storefront, Fast Commerce, AI enabled omni-channel conversational commerce service engine, Physical Experience, Online Marketplace and industry specific market ready reference stores provide competitive edge and quick time-to-market for our clients. We have built and launched market ready digital storefronts in just 12 weeks, driven significant reduction in IT and Business Operations significantly enhanced customer acquisition, conversion and average daily sales for our clients. We are also creating virtual marketplaces leveraging AR / VR technologies and have recently launched a Metaverse Foundry to help our clients leverage the power of virtually enhanced physical and digital reality. Our service offerings include SAP Commerce, Oracle Commerce, Salesforce Commerce Cloud, Shopify, HCL Commerce, Adobe Commerce, Infosys Equinox Platform. Our operations include:

1. Strategy and Consulting	2. Execute & Integrate	3. Manage & Operate Services
- Strategic Roadmap - Re platform Strategy - Package Evaluation - Commerce COE	- Rapid Implementation - Mobile Enablement - Service Enablement - Implementation Service	- Re-platforming / Migration - Peak Season Readiness - Upgrade Services - Managed Services (Support / Maintenance)

Table 1 : Digital Commerce Offerings

Infosys has invested in solution accelerators, frameworks and tools that work in concert to help optimise the quality of performance and synergy across the various stages of a Digital Commerce transformation program. Key pillars which are differentiators against our competitors:

Define & Discover	Design & Integrate	Rapid Development	Automate & Deploy
- Reference Stores across Platforms and Segments - To-be Requirements Catalogue - XPortal and UX Platform	- Architecture and Design Templates - Integration Library including: - Search and Analytics - Payment and Tax Calculators - Social - Reviews and Ratings	- Pre-configured Development Environment - Test Case Repository - Continuous Integration	- Automated Scripts for Build, Unit Test, Regression and Deploy - Test Automation Framework - Proactive Monitoring, Analytics and Exception Handling

Table 2 : Digital commerce key pillars

Along with the strategic alliance with key partners and experience across industries, Infosys Digital Commerce Practice brings together the right expertise, experience, scale and vigour to help clients to adapt to the rapidly changing customer demands in the omni-channel commerce space.

 IBM Choice Award Winner 2013	 Excellence Awards at Oracle OpenWorld since 2013: Business Intelligence, Services Eco-Enterprise Innovation	 Global Silver Partner Status and among 8 Select Global Partners for SAP-hybris Partner	 Silver Solution Partner with Magento	 Golden Professional LINK Solution Partner with Demandware	 Platinum Partner with Adobe
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 Uniting multiple storefronts to a single platform for large US Retailer	 Transformative E-Commerce Implementation for Global Telecom Service Provider	 Strategic Cross Channel Commerce Program for a leading Telco in the Singapore region	 E-commerce transformation for a large US Apparel Retailer	 Ecommerce transformation Partner to a global sports giant resulting in huge efficiencies
 E-commerce & Mobility Implementation partner for leading US Cosmetics Brand	 Online Transformation, BAU and Steady state support to a popular MVNO telecom company in UK	 B2B implementation for one of the leading Imaging & Electronics Products company in Japan	 Checkout Redesign for a Leading North American Retailer	 Multi Channel eCommerce enablement for a Singapore based Health and Beauty Retailer

Figure 1: Infosys digital commerce strategic partners and success stories



Figure 2 : Our Approach

In addition to our implementation services capabilities on various commerce products, we also offer Infosys Equinox as our one in-house platform offering to:

- Manage B2C, B2B, and B2X with flexible MACH-X architecture and precomposed experiences that extend commerce to
 - In-app, in-store, IoT, and B2B2X environments
 - Social, voice and immersive (AR/VR) channels
- Explore new markets and business models with speed and agility with pre-built experiences and customisable APIs for enterprise's unique requirements.
- Unify commerce and communications with powerful marketing capabilities by
 - Building comprehensive customer profiles,
 - Optimising marketing spend by 1-1 personalised loyalty marketing campaigns.
 - Maximising customer acquisition, retention, ROI and customer lifetime value.
- More: [Infosys Equinox Digital Commerce and Marketing Operations - Enhancing E-commerce Customer Experience and Performance.](#)

We have built strong alliances with all major eCommerce offerings and been recognised as leaders in commerce by different agencies.

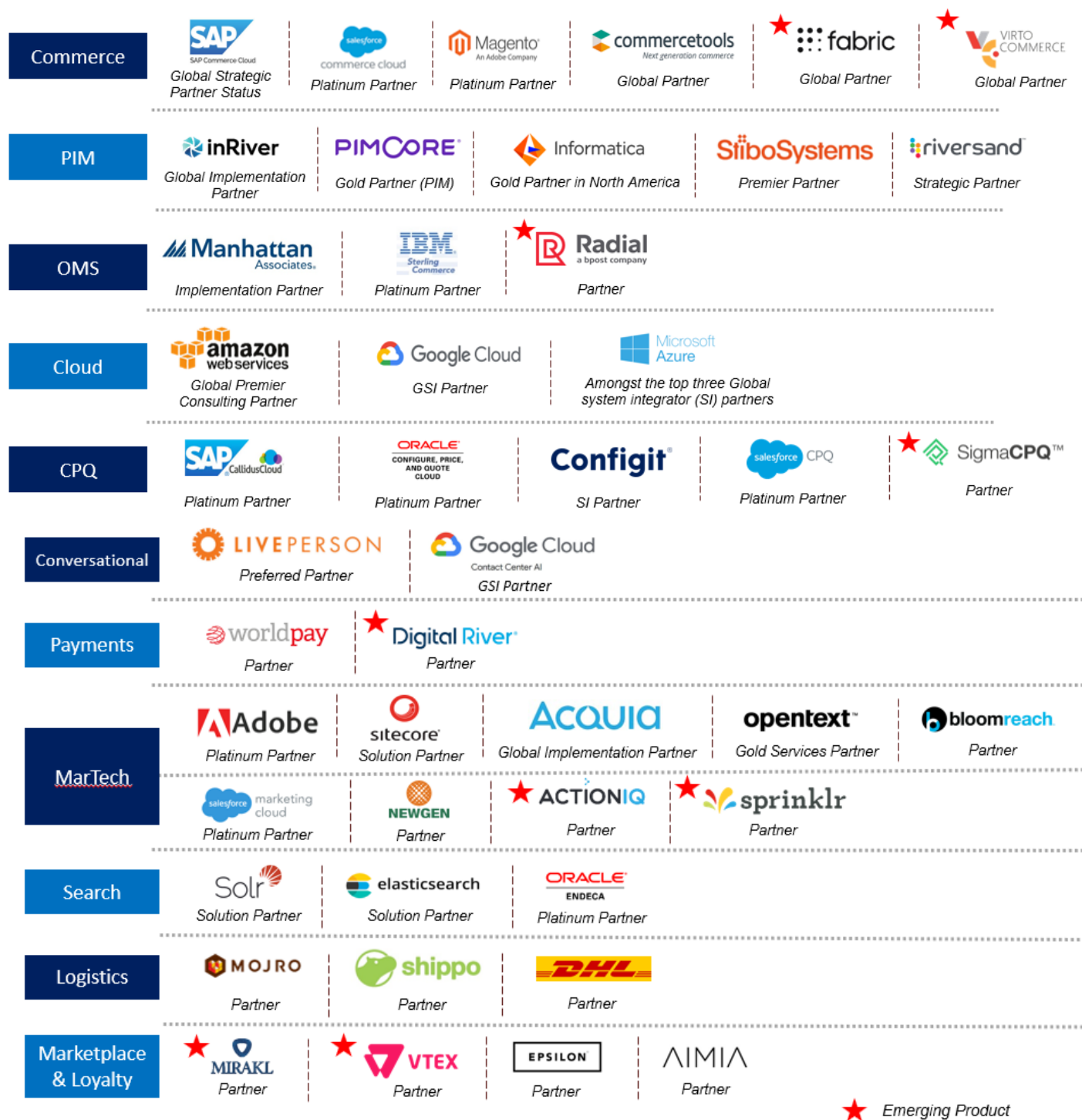


Figure 3 : Our Key Alliances



Figure 4 : Infosys Recognition

2. Infosys Digital Commerce Offerings

2.1 Infosys SAP Commerce Practice:

Infosys is an **SAP Global Strategic Services Partner**, one of the highest-level services partners of SAP. Infosys and SAP collaboration is led by strong ties between both the company's CEOs and other top and regional executives.

Infosys has taken a step ahead and developed technology-specific solutions such as its Live Enterprise Suite to enable enterprises to accelerate their digital transformation journeys. **Infosys' Live Enterprise for SAP RISE** offering is built on SAP S/4HANA industry templates. It includes Infosys Catalyst is a comprehensive tool that helps jump-start and accelerate the SAP S/4HANA transformation programs in any organisation. It comprises of ready-to-use SAP S/4HANA system, configured according to industry best practices and a rich repository of project documentation and Innov8 which helps clients transform their business model to one based on predictable OPEX-based costs and offer flexible points of entry to the SAP environment for both existing and new cloud users, all within one comprehensive end-to-end business solution, which are part of Infosys Cobalt which is a set of services, solutions, and platforms for Enterprises to accelerate their Cloud Journey.

Infosys is one amongst the first three strategic partners to help customers achieve true process transformation with **Business Process Intelligence (BPI) solutions** from SAP. This collaboration combines insights delivered through BPI process capabilities with Infosys' implementation expertise and robust tools and methodologies. We work in close partnership with SAP to design and develop innovative new solutions across multiple industries. For example - Retail Execution, Personalised Medicine, Clinical Trial and Supply Chain Management (CTSM), Enhanced Customer Experience, Leads and Proposal Management to name a few.

Infosys is a charter partner of the **SAP Enterprise Services Architecture Community**, which is a collaborative, cross-industry program that enables partners and customers to define the way software is developed and deployed to solve evolving business requirements. Infosys has been offering valuable services on Run SAP Methodology – a proven methodology to optimise implementation, rollout, upgrade, application management of end-to-end solution operations and reduce total cost of ownership for clients.

Infosys is certified Partner for SAP:

- Application Development
- SAP S/4HANA Value Assurance
- SAP S/4HANA on Cloud
- SAP Leonardo Medallion
- SAP HANA Operations
- SAP AMS for SAP S/4HANA

The different dimensions of the partnership also include:

- Co-creation with clients
- Infosys Products and Platforms
- Co-development with SAP
- Build end-to-end Industry Solutions

The partnership also offers:

- Partnership for transformation and cloud migration projects.
- Engagement of SAP professional services for architecture, design, and code review.
- Priority in SAP support ticket resolution.

Practice Overview:

- Over 100 engagements
- Over 800 consultants
- Over 30 active clients
- More than 10 years of practice maturity

Our Industry Grade Solutions

	B2C/B2B2C (Retail, Telecom, CPG, MFG) • Enhanced Search • Unified Customer Profile • Personalized Experience • Targeted Promotion • Buy/ship from and Return Anywhere • Universal Cart, OMS • Self-Service / Chatbots		MARKET PLACE (Retail, CPG, MFG) • Seller, Buyer and Merchant • Dashboard for Admin • User Management • Integrated with Commerce • Workflows	
B2B (CPG, MFG, LS, Telecom) • Tailored for Industry • AI Targeted Sales/Service • CPQ Integration • Punch-out Integration • OMS Integration • Self-Service / Virtual Assistant • Integrated Vendor Portals		CPQ (MFG) • Configure, Price and Quote • Integrated with ERP Recommendation Engine • Pricing Integration • Marketing integration		PCM/PIM (Retail, CPG, MFG, LS, Telecom) • Integration With Enterprise Systems • Enrichment • Import/Export • Workflows

Figure 5 : Our industry grade solutions.



Figure 6 : Our SAP Commerce customers across the globe

2.2 Infosys Oracle Commerce Practice

Infosys and Oracle have forged a strong alliance with a vision to help customers maximise benefits, increase satisfaction and achieve high performance. Infosys has partnered with Oracle in key geographies across verticals such as life sciences, financial services, CPG, retail, logistics, high-tech, and discrete and process manufacturing.

Benefits to clients through joint initiatives:

The Infosys-Oracle alliance encompasses joint solutions and product development.

- Co-development:
 - Infosys is a key co-development partner with exceptional D2D (demand-to-deliver) skill sets.
 - Oracle fusion applications – Infosys is a strategic partner developing migration tools for Oracle E-Business Suite and Oracle's PeopleSoft HRMS.
 - Other offerings include price protection for high-tech, the Infosys-Oracle Telco Lab, SAP AIA integrations, rapid planning, CDI (customer data integration) for financial services, procure-to pay, inventory visibility and control solution, staffing solution and smart grid solution for utilities.
- Industry solutions:
 - Targeted industry solutions in the areas of manufacturing, high-tech, retail, financial services, telecom and utilities.
 - Solutions showcase ways in which Oracle products, combined with Infosys services, solve clients' critical problems and enhance their businesses.
 - Infosys solutions are top listed in the Oracle solutions catalogue, product pages on Oracle.com and Oracle magazine.
- Joint research:
 - **Infosys-Oracle Telco Lab:** Fully operational lab set up at Infosys, Bangalore, to demonstrate Oracle products – working together to achieve end-to-end business flows for a telecom company. This association has been leveraged for multiple-customer wins.
 - **Infosys-Oracle Joint Innovation Centre:** set up at Oracle headquarters in Redwood Shores (August 2010).
- Joint GTM campaigns:
 - Infosys and Oracle are working closely on various tactical and strategic go-to-market activities.
 - Infosys has made strategic investments to help Oracle compete better and win in a highly competitive marketplace.
- Competencies and delivery collaboration:
 - Infosys was one of the initial two global SIs to achieve the Diamond level status within the OPN.
 - The last four years have seen Infosys associated in over 600 Oracle engagements in more than 40 countries.
 - Infosys has over 100 full cycle implementation engagements to its credit.
 - Over 20 exclusive centres of excellence (CoEs) have been set up by Infosys to showcase Oracle technologies.

Practice Overview:

- Over 100 engagements
- Over 1,000 consultants
- Over 25 active clients
- More than 10 years of maturity

Our Key Customers



Figure 7 : Our Oracle Commerce Experience

2.3 Salesforce Commerce Cloud Practice

Salesforce is a top player in cloud integration services, offering a range of execution services like architecture definition, agile implementations, and global rollouts. They specialise in ecosystem integration, platform-based application modernisation and support services across various cloud platforms such as sales cloud, service cloud and marketing cloud, among others. Additionally, they excel in integrating AppExchange technologies, including Heroku, Internet of Things (IoT) and Wave Analytics making them a comprehensive solution provider in the industry. Their capabilities in this space emanate from numerous Salesforce-certified consultants, expertise in vertical markets plus cloud technologies, and intellectual property (IP). In addition, they have built strong partnerships with Salesforce independent software vendors (ISVs) — including Apttus, CloudSense, CloudCraze, FinancialForce, ServiceMax, and Vlocity — to innovate faster and serve customers better. They also have a diverse set of vertical-specific solutions for life sciences, insurance, consumer packaged goods (CPG) / retail, discrete manufacturing and high-tech industries which enable them to navigate customers towards high performance.

Infosys provides Business strategy, consulting services and Implementation services across the Salesforce eco system:

- Process simplification, harmonisation and key KPI improvement.
- Cloud adoption and migration strategy roadmap
- Business case, return on investment (ROI), product evaluation, proof of concept.
- License advisory, rationalisation and optimisation
- Cloud architecture definition
- Cloud platform recommendation

Modernisation services: We help clients modernise existing landscape investments by migrating them onto new cloud platforms, leveraging our Salesforce solutions, part of Infosys Cobalt, ensuring minimal risk at every phase of modernisation from conceptualisation, business case development to go-live, followed by continuous support. Comprehensive toolkits and collaboration in IGNITE / SPARK initiatives for seamless migration of legacy data into Salesforce ecosystem.

Implementation services: This covers all aspects of implementation from requirements validations, design, development and testing, organisation change management to go-live for greenfield implementations, as well as hybrid SaaS and on-premise implementations.

Operations, rollouts, enhancements, and upgrades: Post go-live, we ensure that clients are provided quality operations support to run day-to-day business, ensuring success, faster return on investment (ROI) and modernisation with support for enhancements and upgrades. Additionally, we also provide support for major releases and upgrades including:

Technical (reports/interface/extensions/conversion) development services:

- Future proofing via microservices-based integration architecture
- Integration and technical architecture definition services
- Technical specification design services
- Build and unit testing
- Impact analysis and code retro fitment services
- Data mapping and definition prior to migration services
- Technical support during testing cycles.

Validation Services:

- Testing framework / strategy definition services
- Test case preparation
- Test execution for end user services (UAT – User Acceptance Testing)
- Test execution services for SIT- Systems Integration Testing and performance
- Defect flow management and closure services.

Project Management Office (PMO) and training services:

- Project management
- Program management
- Train the trainers and end user training.

Flexi Support Offerings:

- Flexible post go-live support
- Release upgrade testing support
- Back-office support (BPO).

Infosys has a broad array of solutions built on Salesforce product stack which helps deliver value to clients by providing faster time to value.

Healthcare: Re-Imagine Care-as-a-Service – Re-Imagine as a Payer the future of Care, powered by Actionable Insights, integrating medical and smart wearable.

AgilePro: is a next-gen smart development platform for managing Agile application lifecycle.

Auto Finance: Channel Partner - Enabler for Auto Finance Providers to capture and nurture Partner's experiences on a Unified Communities Platform

Retail: Customer Advocacy - Advance Marketing Platform for enhanced customer loyalty and improved Channel Effectiveness through social sentiment analytics.

Proton: Salesforce based Smart CX platform for Finacle Banking and Wealth management modules.

Semi-CON CRM: Next-Gen CRM platform built as-a-service on the Salesforce® for Sales, Service and Marketing for Semi-Conductor Players and FabLess Manufacturers.

Our strategic Partnership with Salesforce (since 2006):

Platinum Partner		
Salesforce → Infosys	Infosys → Client	Client → Salesforce
• Access to Expert Services under pre-signed Professional Service Agreement • Training and Certification for Development, Troubleshooting, Architecting and Solutioning • Access to Salesforce Commerce Cloud XChange, Collaboration Centre • Advice on best-practice use of the product • Assistance on solving complex technical problems • Regular Cadence Meetings for better collaboration • Early view into Product releases and roadmap	• Commerce Strategy • Digital Marketing Strategy • Implementation / Integration • Migration / Re-platform • Multi-country roll-outs • Optimisation • Retail Transformation • 24×7 Solution Support	• Training to IT and Business Teams • Site Readiness Assessments • Launch Readiness Boot Camp • Platform Support

Table 3 : Our strategic Partnership with Salesforce

Strategy & Roadmap	Package-Based Implementations	Open Source & Microservices-Based Solution	Order Management Solutions
• Business Strategy • Define Roadmap • Digital Maturity Assessment	• Package(s) Evaluation • Industry Reference Architecture: B2C, B2B / B2B2C • On-Premise / On-Cloud	• Green Field Development • Migration to Open Source / Microservices Solution • Microservices / API Strategy and Governance	• Omni-Channel OMS Solution • Rapid Prototyping using EPOCH IP • On-Premise / On-Cloud

- Assessment of Infra and eCommerce Solution - Assessment of Process and Readiness - Corrective Recommendations	- Technical Upgrade Solutions - Business Upgrade Evaluation - Implementation	- Chatbots – Conversational eCommerce - Using AI / ML / NLP Tools - Deep Personalisation	- Biz Matrix-Based Managed Service - Dedicated Support for Platform - Smart KPIs to Track and Manage
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Table 4 : Our Salesforce Service Offerings

Practice Overview:

- Over 5,000 engagements
- Over 9,000 consultants
- Over 4,000 certified consultants
- More than 10 years of practice maturity

Our Salesforce Experience:

Figure 8 : Our Salesforce Experience

2.4 Adobe Commerce Practice

Infosys and Adobe partnership elevates the science of customer experience and marketing to an art by redefining possibilities around their aspirations and makes personalised customer experiences at scale a reality. We have been recognised as a **Global Platinum Partner** and we have built a solid digital foundation for our customers, powered by Adobe Experience Cloud and Adobe Commerce (Magento).

Infosys has deep expertise across the Adobe experience cloud technologies, helping organisations become nimble with market dynamics and fast paced customer evolutions. Our experienced technology and business experts helped customers achieve unprecedented advantages for large

Fortune 20 clients. We have helped them manage over 1,000 plus brand combinations across various geographies achieving 15-20% increase in customer conversions, 20-30% increase in repeat buyers, 30-40% reduction in brand launch time and 30-50% reduction in digital asset management cost.

Adobe's acquisition of Magento has additionally helped bond Adobe's experience-driven commerce solutions with Infosys' e-commerce road map planning and implementation experience of over 15 years. Infosys has been involved in both B2B and B2C implementations of Magento (both On-prem and on Adobe Commerce Cloud), Global Rollouts, Cloud Migration / Upgrade of Magento implementations. Adobe Experience Platform in seamless integration with Creative Cloud offers relevant experience for customers through the right channel thus maximising customer engagement and brand integrity. With market leading offerings and differentiators across the engagement lifecycle, our CX strategy and architecture deliver scale with speed and accuracy.



Figure 9 : Adobe Practice Overview

Infosys x BlueAcorn iCi is the top certified Adobe Commerce partner worldwide.

BlueAcorn iCi: Blue Acorn iCi works with clients to develop customised platforms through customer-centric development while optimising interface and design for experiences and ecommerce touchpoints. The Company's solutions streamline efforts and integrate within existing systems to meet the complex needs of a business. Blue Acorn iCi leverages its 343 certifications across Adobe, Magento, Optimizely, Shopify Plus, and Salesforce Commerce Cloud and vast development experience from native B2C and complex B2B sites to enhance the ecommerce experience. Since Blue Acorn iCi's beginning, the Company has built and launched over 200 websites.



Figure 10: Infosys x BlueAcorn iCi Adobe Commerce Partnership



Figure 10 : Key client logos

2.5 IBM Commerce Practice

Infosys has a comprehensive IBM WebSphere Commerce practice that is geared towards meeting the demands of today's digital consumers. The practice brings top-notch industry and domain experience across sectors like retail, manufacturing, consumer packaged goods (CPG) and life sciences. It leverages the expertise of over 500 consultants who have delivered digital commerce programs in over 100 engagements in the past decade. The core offerings in the commerce space are designed to help enterprises who are embarking on a transformational journey. These services help in rapidly deploying best-in-class commerce solutions and provide service offerings across the entire e-commerce space. Infosys' IBM WebSphere Commerce practice also offers 'catalogues' designed to help enterprises quickly assess their current e-commerce solutions and seamlessly add new dimensions to them. This includes B2C/B2B prescriptive approach, segment focus store for grocery/apparel/manufacturing, migration/upgrade kit, service enablement kit, responsive web commerce on the cloud, global rollout, pre-built integration library, accelerated development, strategy, and consulting. This practice also has success stories where implementations have resulted in increased order value and total revenue for their clients. This comprehensive approach

makes Infosys' IBM WebSphere Commerce practice a robust solution for enterprises looking to enhance their digital commerce capabilities.



Figure 11 : IBM Practice Overview



Figure 12 : Key Client Logos

2.6 HCL Commerce Practice



Figure 13 : HCL Commerce Overview

Our Service Offerings Include:

Strategy & Roadmap	Execution & Realisation	Integrate	Manage & Operate	Prepare
- Business vision and Strategy - Re-platform strategy - Solution definition and roadmap - Competitor benchmarking	- Digital Transformation with HCL Commerce - Integrate and customise - Code development - Headless architecture and Commerce on Cloud	- HCL Commerce Integration library - Sterling OMS - Mobility solutions and apps - Web-service enablement	- Application Support – L1 / L2 / L3 - Major and Minor Enhancements and Bug fixes - Major Enhancements	- HCL Commerce Upgrade and Migration to v9 - Holiday and Peak Season readiness - Competitor Evaluation and Platform assessment

Table 5 : Our Service Offerings

WebSphere Commerce 7.x (WCS 7.x) is nearing end of life support. It is high time to upgrade to WCS 9 or HCL Commerce 9. It helps in TCO reduction for Build and Run for existing ecommerce platforms and helps in Business growth and provides long term support and frequent new releases.

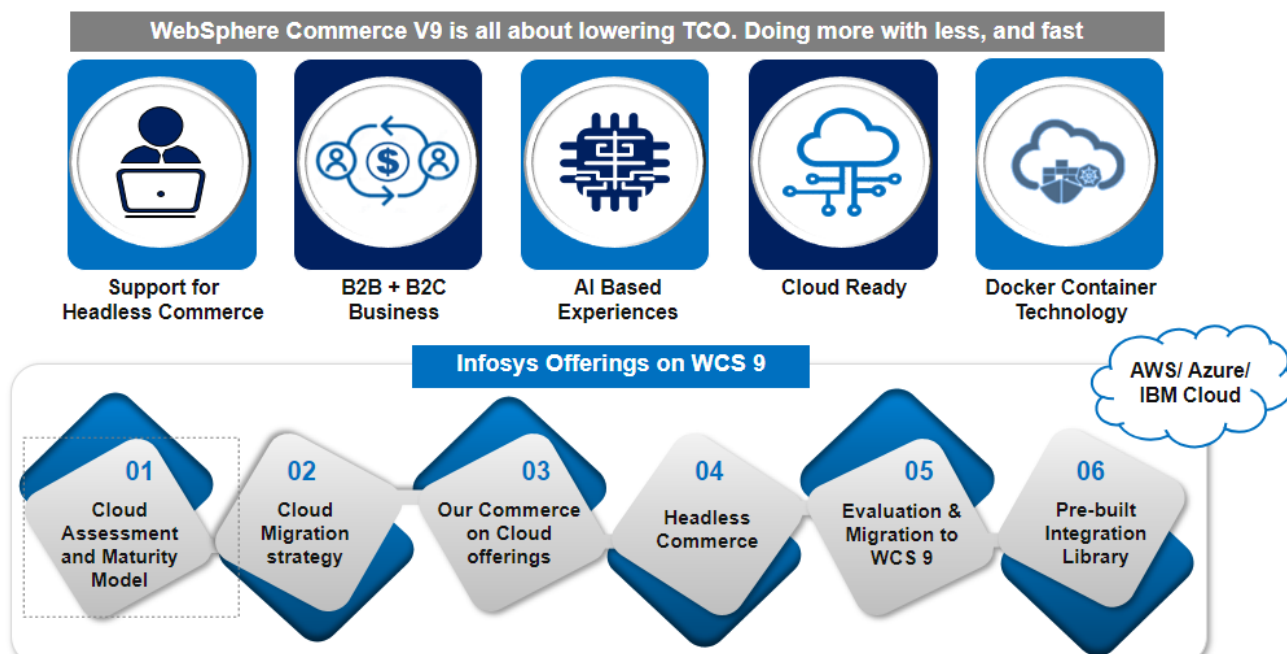
Our WCS 9 Offerings:

Figure 14 : Our Offerings on WCS 9

HCL Commerce Accelerators from Infosys:

Order Tracker	Admin Tool	Email Tool	Chat Bot
Order tracker helps in getting the details of the Order in a single snapshot like status, address details, tracking details, payment status etc. Benefits Business to get a snapshot the order in one page rather than getting from different areas	Admin tool helps in modifying the configuration entries and updating the corresponding registry Helps in reducing manual effort of updating configuration via DB and refreshing registry	Email tool helps in consolidating of all the order details, Promotions utilised for the day, Status of Data load Jobs and Inventory information Business stakeholders will get to know the orders info and other details in one report	MS Azure Bot Platform Leveraged. Integration with existing E-Commerce Platform. Web Chat Channel with excellent UX. 10 K + Queries handled in Chatbot Daily. Resolving queries using NLP Reduces manual effort of getting details of store details, orders

Table 6 : HCL Commerce Accelerators

Our HCL Commerce Experience:

Figure 15 : HCL Commerce Clients

2.7 Commercetools Practice

Commercetools is the world's leading software for next-generation B2C and B2B commerce. To break the market out of being restrained by legacy suites, Commercetools invented a headless, API-first, multi-tenant SaaS commerce portfolio of cloud-native that uses flexible microservices. Using the Commercetools portfolio, customers can deliver the best commerce experiences across every touchpoint on a large scale.

Infosys-Commercetools partnership:

Today's era of retail systems sees a growing onus on empirical-driven commerce. Architectural decisions and the technical stack of e-commerce platforms are driven by the ability to deliver consistent customer experience, derive data insights and analytics, and provide rapid and frequent releases of new features to the market.

Infosys has partnered with Commercetools, the modern commerce platform that's big on features, and even bigger on flexibility and extensibility to offer end-to-end services.

This partnership transforms the way enterprises engage, transact, and service their customers in today's multi-channel landscape.

Commercetools helps:

- Customers adapt to the rapidly changing customer demands in the omnichannel commerce space
- Enterprises in the fast-changing world of shopping by bringing together the right expertise, experience, scale, and vigour
- Establishing a solid Commerce foundation and light Product Information Management (PIM) solution
- Commercetools is one of our recent additions in our Infosys portfolio of commerce landscape leveraging a headless content delivery ecosystem
- Microservices architecture of Commercetools seamlessly integrates delivery for all the touch points in an omnichannel fashion

Infosys digital commerce practice with Commercetools offers end-to-end digital commerce services by bringing in the digital revolution to transform the way clients engage and transact with their customers in today's multi-channel landscape.

Commercetools Practice Overview



Figure 16 : Commerce Tools Overview

2.8 Shopify Practice

Infosys x BlueAcorn iCi is a preferred Shopify Plus agency partner offering the following services:

- Re-platforming
- Design of an eCommerce solution based on data driven styles and techniques.
- Integration with other systems, like ERP / OMS / CRM.



Figure 17 : Shopify Practice Overview

Our Rich Shopify Services Catalogue:

	Strategy and Consulting	Execute & Integrate	Manage & Operate Services
Mini Catalogues	- Strategic Roadmap - Re-platform strategy - Commerce COE - User Experience	- Website Development - Module Development - Theme Development - Responsive Web Development - Mobile enablement - Adobe Commerce (Magento) Shopping Cart Development - Order Management - Built-in-Payment Integrations - Pre-defined Page Templates - Pre-built Solutions - Custom Extensions Development - Custom Commerce Solutions - Cloud Based Solutions	- Re-platforming / Migration - Upgrade Services - Managed Services (Support and Maintenance)

		• Extensions Development • Industry Specific Reference Solution	
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Table 7 : Our Rich Shopify Services Catalogue

Key Shopify Commerce Logos:

 D2C Implementation, Continuous improvements and Prod Support across brands and regions	 D2C implementation for Mars Flavor Cub (Master food) in Australia	 B2C Implementation followed by production support and enhancements globally
 Implemented a D2C site for a new brand, Atoka Wellness using Shopify Plus	 B2C eCommerce feature enhancements, improved user experience journey	 D2C store Implementation for US region on Shopify Plus
 B2C eCommerce Portal Implementation and Maintenance program in European region	 B2C eCommerce Strategy & Consulting for Platform Evaluation, Selection	 B2C eCommerce Architecture and Design Consulting across brands

Figure 18: Key Shopify Commerce Logos

3. Credentials

3.1 Case Study 1: British petroleum

Title: Omnichannel Home Delivery Transformation Leveraging Commercetools

Problem:

- The client has embarked on an Omnichannel transformation journey that involves re-imagining the current legacy digital commerce platform on Commercetools.
- The objective is to create the next-gen digital offering of the future that is scalable, fast and optimised experience for omni-channel users leveraging the best-in class technologies by partnering with global home delivery players.

Solution:

- Infosys is partnering with Commercetools to re-invent the omnichannel landscape for the client as part of their transformational journey.
- Designed the user personas and journeys for the client to streamline the product offerings and services.
- Re-defining synergies with global home delivery partner landscape
- Leveraged Commercetools MACH-based architecture to develop a flexible, modular ecommerce platform to meet client's requirement.
- Designed core transactional services including cart and checkout operations heading for a future rollout as part of our frictionless commerce solutions
- Monolith to Microservices Architecture

Commercetools power the end-user journey:

1 Search and discover your favourite items
Visitors to a delivery partner website or mobile app shop as they always have, but the **products** and **categories** they see have been created in Commercetools.

2 Find deals with ease
Promotions, including **bundles** and other offers, are all created in Commercetools and prominently displayed in their own category.

3 Make it yours
Complex products, which **offer multiple options**, are also built in Commercetools.

4 See if it's in stock
Stock checks in Commercetools provide near **real-time product availability**.

5 Select the perfect pairing
Product recommendations using Commercetools **cross-sell** option help customers remember to pair up items in their purchase into an enjoyable combo.
Click and collect or get it delivered the **Omnichannel way**.

Benefits:

- Lower TCO – Minimise costly upgrades.
- Enable Growth – New Markets, New Products, New Offerings, New Business Tools.
- Business Agility – Faster time to market, stay ahead of competition, Improved Operations.
- Business Efficiency – Vastly reducing site and central office operational effort – thus accelerating Client's growth in omnichannel, especially in Home Delivery.

3.2 Case Study 2: Tractor Supply & Co.

Title: eCommerce System Implementation, Maintenance and Support

Problem:

- The Client is looking for a vendor to design and develop an eCommerce responsive website with improved search and check-out capabilities.
- Develop a consumer facing mobile application on hybrid cross platform technology.
- Help client to roll out an MVP version to market.

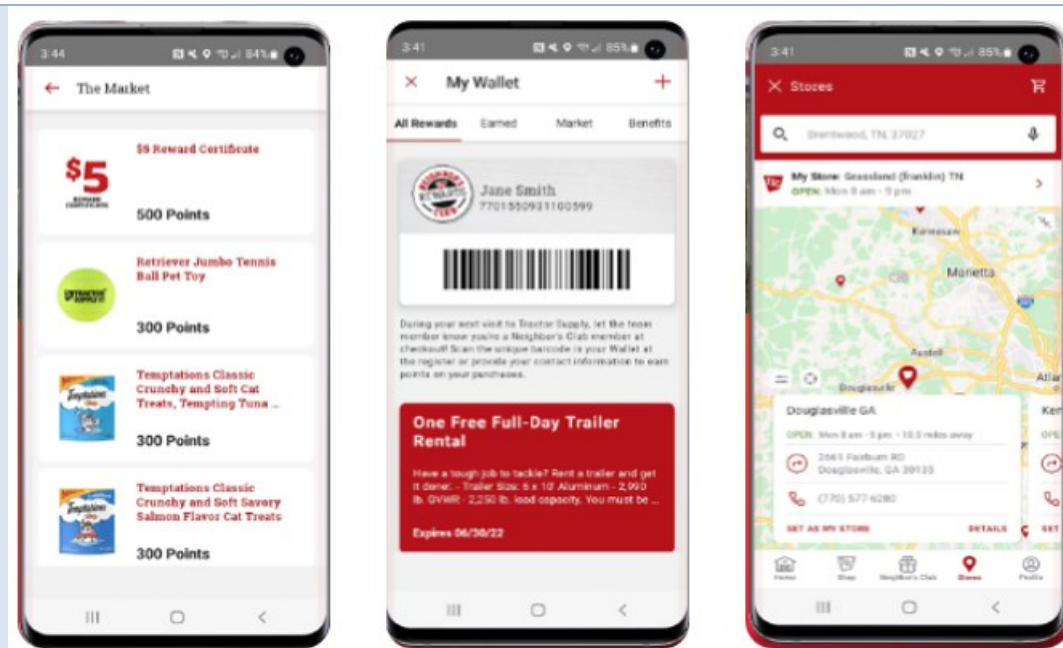
Solution: Infosys build an eCommerce platform leveraging HCL Commerce (WCS), Apache SOLR, Bloomreach Search, Sterling OMS and Call Centre, ESB Web methods, Adobe AEM, BI Talend, IMS Build and Deployment teams:

- Built consumer facing apps on hybrid cross platform technology and helped client to roll out an MVP version to market in 4 months
- Provided application Maintenance and Support using ITSM tailored processes for L1, L2 and L3 support for TSC with 16*5 on desk and 24*7 for P1 incidents
- Complete package of Content, Commerce and Community experience
- Foundation platform that scaled to support personalisation
- Improved customer experience and address current pain points
- Developed Hybrid mobile application in Agile Development methodology
- Commerce Platform Upgraded to enable a unified and a headless commerce solution
- Assured Service excellence through SLA measurement and adherence
- The solution took customer experience to next level by delivering a new and completely redesigned responsive website with improved search and check-out capabilities, as well as added more robust product descriptions, customer reviews and social media tie-ins.

Technology Stack:

- Front End: HTML5, JSP, React, AJAX, jQuery, WCS CMC, AEM, Scene7
- Commerce Platform: Database: DB2, HCL WebSphere Commerce Server Version 9.1.7, OS: Linux Redhat, SAAS Cloud: Azure, Messaging: IBM MQ, Email: Sendgrid, SMS: IBM Acoustic, Caching: Akamai, Redis, DynaCache
- Third party Systems: Ryan: Tax Exemption, Pepperjam: Affiliate Traction, Assembler Inc: Assembly Services, Digital Envoy: Geo location, Egifter: Gift card fulfilment, GoData: Feed to Google to show TSC pdts while searching, Adobe DAM: Digital Asset Management, Adobe Target, Launch: Personalisation, A/B Testing, Epsilon: Loyalty Platform, Order Groove: Subscription, Tax Ware: Tax Calculation, Forter: Fraud Detection, UPS: Carrier Integration, Narvar: Order tracking, Gigya: Open ID Integration, Bazaar Voice: Reviews and Ratings, Slyce: Visual Search, Truefit: Recommends true fit size, Roadie: DFS fulfilment

Screenshots:



Benefits:



3.3 Case Study 3: Avnet

Title: E-Commerce System 24/7 Support and Maintenance

Problem:

- The client needed to provide 24X7 support for customer queries
- Need for Root Cause analysis and Defects creation with issue reproduction steps
- Provide seamless support operations in collaboration with online operations and customer care teams

Solution: Infosys is providing engagement support across DX and QA service lines. eCommerce Platform 24/7 Support, Continuous improvement in monitoring and support. Collaborate with Merchandising teams during Key business initiatives Application Performance Monitoring dashboards. 100% SLA adherence. Holiday support operations – Planning and Execution

- Omni-channel shopping experience created for different business categories
- Deployed multiple Rapid Releases with feature enhancements
- Enhanced the site with features such as Parametric Search, Advanced Bill of Materials Tool, AI based chat-bot solution
- Internationalisation – Multi Region, Multi Currency and Multi Languages support

- Ability to connect to different ERP systems for each region and support different business rules by region
- Ability to handle large volume of products (over 10 million) with complex pricing requirements
- Establish marketplace differentiating integrated digital customer engagement capabilities
- Flexible and stable ecommerce platform that can be enhanced continuously with industry leading features
- Increased Cross-Sell / Up-Sell opportunities
- Able to launch Ecommerce sites for partners and new Business units very easily
- Look and feel and services on offer expected to drive additional sales
- Support B2B and B2C experience.

Technology Stack:

- Core Commerce Platform: HCL Commerce version 8
- Front End implementation: Used RWD by using JSP, jQuery, JavaScript, CSS
- Others: Informatica PIM, IBM WCM, Web Methods EAI, Informatica ETL, SAP/ERPs, MS Azure Chatbot

Screenshots:



Benefits:

- 24x7 response to customer queries through Chatbot
- Provided insights on Real Time Stocks
- Cost Optimisations
- Provided product insight beyond basic product information
- Intelligent content search highlights insight within ecosystem
- Faster order check status

For more information, contact askus@infosys.com



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