



## Enabling Ubiquitous Buying via Multichannel Fulfillment

### Achieving True Multichannel

The retail landscape has changed dramatically over the last few years, becoming increasingly complex as the “customer experience” spreads across retail channels. Customers today are “window-shopping” – researching, comparing and buying products online – and picking up or returning the product at stores. With the emergence of social and mobile commerce, customers want a seamless shopping experience across channels.

This cross-channel experience can be enabled only when there is a “buy anywhere, fulfill anywhere” ability.

IBM Sterling has a unique combination of powerful capabilities: enterprise-wide inventory visibility; a sophisticated order management mechanism that can spawn multiple fulfillment channels; inventory tracking across the entire supply chain; and integration with multiple order capture systems. Plus, IBM Sterling provides advanced engineering capabilities – such as its Services Definition Framework that allows order capture, inventory visibility, demand supply matching and order fulfillment as a service – which together make the enterprise both flexible and comprehensive. As part of the larger IBM Smarter Commerce initiative, this product fits into the buy-market-sell-service retail business paradigm.

Due to this unique nature of the product and the immense value that it provides, we have invested and built a strong capability in IBM Sterling.

### Unique Nature of the Practice

By remaining focused within the IBM Sterling commerce space and seamlessly leveraging our vast capabilities in the areas of enterprise business process consulting, change management, design, development, testing and QA among other areas, our IBM Sterling commerce practice affords our customers an intimate consulting experience normally found in boutique consulting firms, but with the added depth and breadth of a Tier 1 company.

We have some of the best IBM Sterling talent and specialists – some with decades of implementation experience. We team them up with business consultants who were retailers in the past and with other IT practitioners with global project delivery expertise. This combination of expertise can map retailer needs to the IBM Sterling product, suggest best practices and successfully implement in a cost-optimized global delivery model. Our IBM Sterling practice is able to provide end-to-end services ranging from evaluation of the product, implementation, program/change management, testing, support and infrastructure/hosting.

Our IBM Sterling practice has developed and invested in an industrialized portfolio of assets. These include:

- Multichannel retail process model mapped to IBM Sterling capability.
- Tailored estimation model for IBM Sterling implementations.
- Customized delivery methodology.

- Code generation and automated review tools.
- Standard functional test cases.
- Custom lightweight alternatives to RCP-based modules.
- Automated alert resolution/event correlation.

These assets are deployed in every implementation. The IBM Sterling practice works with other product experts of the IBM Smarter Commerce family, providing end-to-end support for buy-market-sell-service retail business processes.

### Partnership with IBM

We enjoy a strategic partnership with IBM, enabling unique joint service propositions. We also work closely in its product development lifecycles and have developed competitive advantages in new products and platforms. We have access to the IBM labs that provide complimentary services such as hardware sizing and solution audits.

### Bringing Value to Retailers

Our IBM Sterling practice has worked with product versions from 7.x to 9.x and has enabled multichannel business processes:

- Intelligent sourcing from stores for online orders.
- Buy online, pick-up at the store.
- Mobile pick-pack-ship at the store/warehouse.
- Order capture and management at the store and call center.
- Drop-ship vendor integration.
- Reverse logistics, including product return at the store.

- Unified inventory views across channels.
- Our proprietary methodology ensures faster time to market and realization of business benefits.
- Back-order management.
- Efficient supply chain collaboration with suppliers, vendors and trading partners.
- Inventory transfers across fulfillment centers and stores.
- Capacity planning and management.
- On-time replenishment.
- Delivery services.
- Better visibility into order lifecycles and improved customer experience.

### Representative Case Studies

- Implementation of IBM Sterling for a U.S.-based outdoor goods retailer.
- Multiyear implementation of IBM Sterling platform, store order management, customer order management and order interface at a warehouse for the world's largest office supplies retailer.
- Support and maintenance of an OMS for a U.S.-based tile manufacturer.
- Drop-ship vendor and direct-store-delivery for a U.S.-based sporting goods discount chain.
- Multichannel roadmap for a UK-based up-market department store chain.
- Support and maintenance of the IBM Sterling fulfillment system for a U.S.-based sporting goods retailer.

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## About Cognizant

Cognizant (NASDAQ: CTSI) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers worldwide and approximately 145,200 employees as of June 30, 2012, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at [www.cognizant.com](http://www.cognizant.com) or follow us on Twitter: Cognizant.



**World Headquarters**  
 500 Frank W. Burr Blvd.  
 Teaneck, NJ 07666 USA  
 Phone: +1 201 801 0233  
 Fax: +1 201 801 0243  
 Toll Free: +1 888 937 3277  
 Email: [inquiry@cognizant.com](mailto:inquiry@cognizant.com)

**European Headquarters**  
 1 Kingdom Street  
 Paddington Central  
 London W2 6BD  
 Phone: +44 (0) 20 7297 7600  
 Fax: +44 (0) 20 7121 0102  
 Email: [infouk@cognizant.com](mailto:infouk@cognizant.com)

**India Operations Headquarters**  
 #5/535, Old Mahabalipuram Road  
 Okkiyam Pettai, Thoraiakkam  
 Chennai, 600 096 India  
 Phone: +91 (0) 44 4209 6000  
 Fax: +91 (0) 44 4209 6060  
 Email: [inquiryindia@cognizant.com](mailto:inquiryindia@cognizant.com)