Birlasoft CXMOVE Commerce
Qualified Partner-Packaged Solutions for SAP® Commerce Cloud

Certain Outcomes in Uncertain Times

- 40% - 60% Reduction in migration Time
- 100% Remote Delivery Model
- 50% Reduction in Project Costs
Speed to Value with Maximum Impact in Minimal Time

Digital Commerce is changing more than ever with new trends like Voice Search, Omni-channel Retail, Social Commerce, and Personalization. To ensure your customers keep coming to your storefront, it is critical that your Platform allows new features quickly.

Birlasoft’s **CXMOVE Commerce** service enables organizations to move their Hybris On-Premise Commerce solution to the state-of-the-art secure SAP Commerce Cloud. Our suite of accelerators deliver quick ROI and offer a consistent and dependable approach to migrate your code base, wireframes and data to Commerce Cloud, enhancing the customer experience.

**SAP Commerce Cloud Migration Approach**

**Timeline and Milestones**

- **Week 1**
  - Alignment
  - Impact Analysis
  - Alignment

- **Week 2**
  - Assessment
  - Survey
  - Project plan
  - Feasibility

- **Weeks 3 to 6**
  - Migration Script
  - Migrated Commerce cloud Bit bucket Code repository

- **Week 7**
  - Migration
  - Migration Script
  - SIT Test Report

- **Weeks 8 & 9**
  - UAT
  - Production UAT

- **Week 10**
  - Health Check
  - Report
  - Go/No go

**Key Value**

- Future Proof E-commerce
- SAP Alignment
- Customer Experience

**DIFFERENTIATORS**

- Version Aware
- Pre-built migration Scripts
- Reduce manual Testing

**BENEFITS**

- Drastically cut cost
- 100% Security with automatic deployed on commerce cloud
- Increased productivity

Birlasoft is an authorized partner of SAP’s MOVE program.
Pre-Defined Solution

CX MOVE Commerce

Budget: Fixed Price
Scope: Fully Migrated and Operational in less than 12 Weeks
Approach: Best Practice SAP® Methodology leveraging Birlasoft’s Unique Tools and Accelerators

What’s Included

- User experience recommendations to increase traffic.
- Optimization Services to improve business processes Eg. product taxonomy, visit conversion, and customer service.
- Migrated Feature-rich online store delivered with reduced risk, cost, and timeline
- Connectivity and Integrations for Payment, Tax, Geo-location, Address Verification, etc.
- Migration Planning
- Your configuration and data, including look and feel to reduce training and change management costs
- 4 online personalized training sessions of 2 hours
- Solution testing for quality/regression/performance testing
- CX MOVE HyperCare warranty support – 10 days post-launch included
- Application performance analysis
- Optional: Birlasoft CX SmartAMS for maintenance, enhancements and optimization
Developed B2B/B2C commerce for **Karma Automotive** to manage personalized buying experiences and support future growth for their new business model.

[KarmaAutomotive.com](https://KarmaAutomotive.com)

**Invacare**, the world’s leading manufacturer of homecare products, deployed SAP Commerce as a part of their world-class strategy of an enterprise-wide SAP customer experience platform.

[AfterMarketGroup.com](https://AfterMarketGroup.com)

**Rack Room Shoes** improved the B2C shopping experience, simplified complex integration, increased average order values while decreasing support/maintenance costs.

[RackRoomShoes.com](https://RackRoomShoes.com)
The Birlasoft Difference

Global Deployment Capabilities
- Multi-country deployments
- Local country resources
- Award Winning AMS Support

Strong Value Prop
- Cost effective onshore/offshore model
- 16 yr. SAP relationship
- Innovation, IP and offshore COE
- Dedicated Marketing team
- CX Reseller

Our Sweet Spots
- B2B/B2C Commerce + Product Configuration / Variant Config, CPQ
- Sales Cloud / Callidus Commissions
- Service Cloud
- Marketing Cloud

Birlasoft
CX MOVE

Full complement of CX skills
- CREATIVe: Creative, UX and Digital Transformation
- TECHNICAL: Onshore/offshore developers
- INTEGRATION: SAP ECC, S/4 and 3rd party

Functional Expertise
- Marketing Cloud
- Sales Cloud / Commissions
- Service Cloud
- Commerce Cloud (CPQ, VC)
- Customer Data Cloud
- Qualtrics

We do the Plumbing
- SAP Cloud Platform Integration
- Legacy Datahub
- SAP S/4HANA integration knowledge

Partner Ecosystem:
- openText
- DocuSign
- CyberSource
- NICE
- mediafly
- VERTEX
- Google
- pricefx
- adyen

Birlasoft Packaged Solutions for SAP Customer Experience

- Commerce B2B or B2C
- Customer Data Cloud
- Service
- Emarsys and Marketing Cloud
- Sales
- CPQ

SAP® Recognized Expertise
SmartAMS for Customer Experience

In the digital economy, to be an industry leader, organizations must make their AMS intelligent and automated, leveraging the latest digital technologies like Artificial Intelligence and Machine Learning. With intelligent and automated SmartAMS, companies can achieve proactive support, thus gaining insight into issues before they actually impact end-users.

**KPIs From SmartAMS**

<table>
<thead>
<tr>
<th>KPI</th>
<th>Year-Over-Year % (YoY)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical Incident Reduction</td>
<td>85%</td>
</tr>
<tr>
<td>Adjusted SLA Adherence</td>
<td>96%</td>
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<tr>
<td>Reduction in User Generated Tickets in a year</td>
<td>22%</td>
</tr>
<tr>
<td>Cycle time reduction for user ticket resolution</td>
<td>29% YoY</td>
</tr>
<tr>
<td>Service Requests resolved per month through Automation</td>
<td>28%</td>
</tr>
</tbody>
</table>

**Birlasoft’s SmartAMS Key Features**

- **Self-Managed:** Seamless Transition to managed Services
- **Efficiency:** Cost Optimization and 3600 Cognitive
- **Transparency:** Comprehensive SLAs and KPIs around Resourcing, quality and timeliness
- **Scalable & Flexible Engagement Model:** Right-shore Capabilities with Core + Flex demand driven model
- **Value Centric:** Value Harvesting for Business Aligned Continuous Improvement
How to Get Started

Connect with your Birlasoft CX Expert for a free pre-assessment on the project scope by contacting CXSPRINT@Birlasoft.com

Why Birlasoft?

Birlasoft combines the power of domain, enterprise, and digital technologies to reimagine business processes for customers and their ecosystems.

10,000+ Employees Globally

Development Centers Located in the U.S. India, Germany, Brazil

31 Office Across 5 Continents

2000+ Consultants World-Wide

True Digital Expertise

Innovating with Over 60 Patents

Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion-dollar diversified The CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 159-year heritage of building sustainable communities.

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