HCLTech

Supercharging
Progress™

HCLTech Order Management Solution (HOMS)

Cool, adaptable and simple way to enhance e-commerce

IBM

Platinum Partner

While e-commerce isn't new, its recent expansion into previously untapped consumer segments and a broader range of products has made a notable development. The pandemic has amplified opportunities, driven by the widespread adoption of smart devices and improved internet connectivity. Contemporary users prefer seamless and convenient online access to goods and services, whether mobile, tablet or desktop. This accentuates the need for businesses to focus on an enhanced digital customer experience.

HOMS for better e-commerce

Considering this scenario, HCLTech Order Management Solution (HOMS) is the optimal solution, delivering a distinctive omnichannel and seamlessly customized experience that caters to user needs. A modern end-to-end integrated platform, HOMS is a customizable, scalable, and high-availability solution built on the cloud. HOMS enables a powerful customer interaction platform that companies of all sizes across industries can use.

In essence, HOMS facilitates the creation of a user-friendly purchasing environment for customers, concurrently empowering e-commerce companies to get insights into customer behavior. This, in turn, aids in formulating effective sales strategies and establishes a highly supportive digital environment for businesses to manage their products and services.

HCLTech Order Management Solution (HOMS)

HOMS is a differentiated omnichannel service offering that delivers a seamless implementation experience across multiple integrated platforms.

Order Management as a Service advantage

Business to Consumer (B2C)

Channels
Web | Mobile | Marketplace | Interactive channels | POS | Kiosks

Digital store
Reusable experience components | Campaigns | Personalization

B2C services
B2C catalogs | Alternative fulfillment services | Subscription services

Commerce foundation
Web commerce | OMS and fulfillment | Data analytics | Infrastructure

GO live in 90 days accelerate time to market

Best in class customer experience

~40% Increase in revenue

~40% CX improvement (CSAT)

Reduction in on-boarding time

~50% Reduction in operation cost

HOMS seamlessly integrates software and services, enabling brands to harness the potential of omnichannel and implement a comprehensive Direct-To-Consumer (DTC) strategy across end-to-end e-commerce integrated platforms.

Via CaaS, manufacturers gain convenient access to leading e-commerce technology and can share resources across major key functionalities (analytics, fraud management, IT, customer service, finance, fulfillment, etc.)

Key benefits of HOMS

- B2C Webstore: Basic webstore build in 90 days based on existing webstore templates that can go live
- Business tools for easy setup of category, product, promotion and tiered pricing
- Digital marketing services
- Integrated order management
- Out-of-box support for major credit cards and PayPal
- Product catalog migration
- Onboarding/customizations, redesign and migration as part of additional/ advanced features implementation
- Performance assessment and tuning
- Peak season readiness test plan and Strategy++
- Performance and load testing; cut-over testing

HOMS key tenets

Omnichannel

B2B/ B2C/ D2C Business support

Subscription commerce

API or Micro-services based headless architecture

Marketplace

Search optimization

Support for on-prem and cloud infrastructure

Web analytics – predictive, sentiment analytics

Digital marketing

Distributed order management

Multi-tenant architecture support

Extensibility and ease of integration

What makes HCLTech Order Management Solution (HOMS) the preferred choice for customers?

HOMS presents a range of advantages, including operational flexibility, reduced operating costs, bundled licenses with services and increased efficiency. These benefits help businesses and their customers get personalized experiences across channels of their choice. From a business perspective, the benefits achievable through HOMS encompass:

30–40%
reduction in E-commerce operation cost

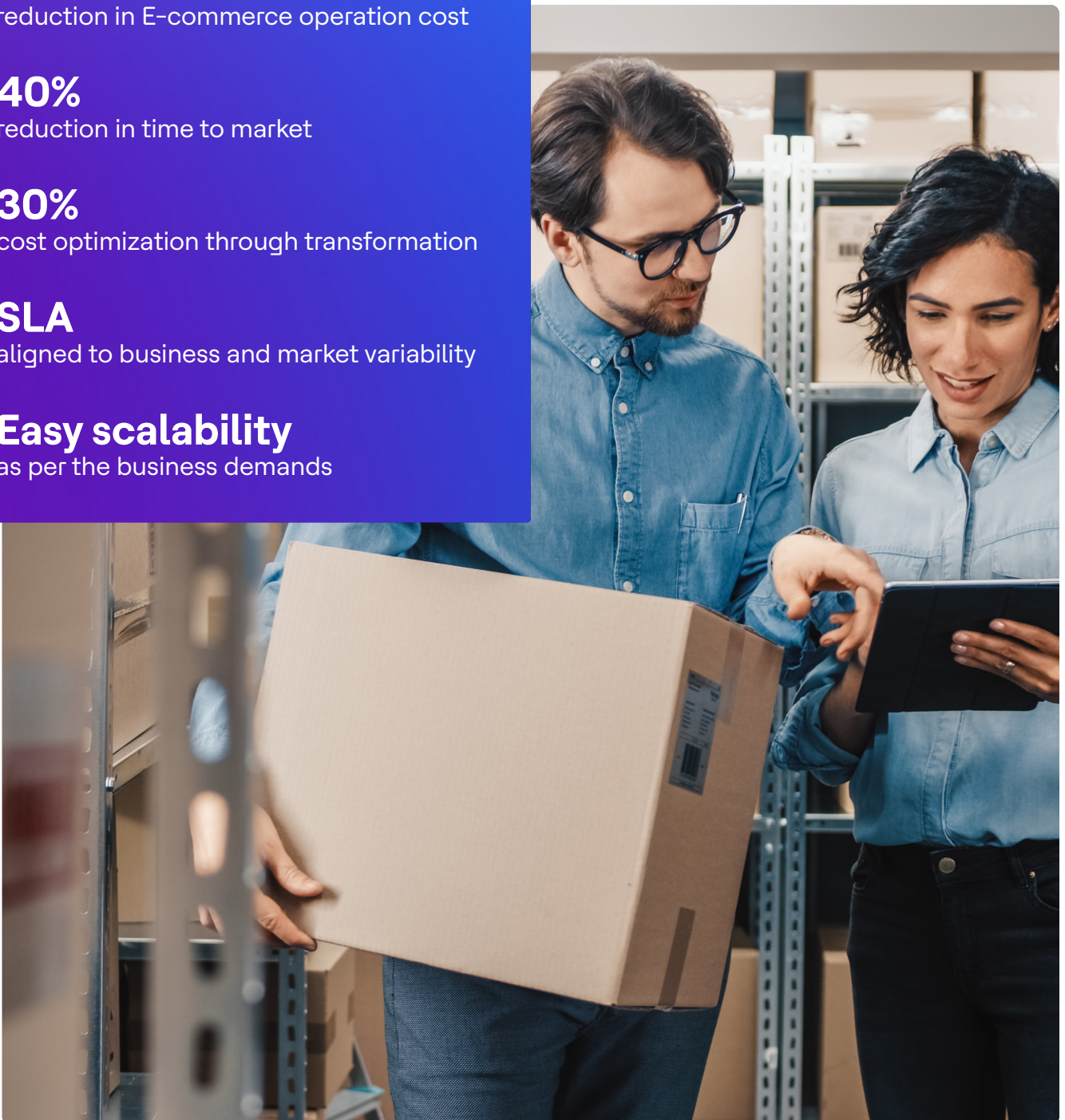**40%**
reduction in time to market
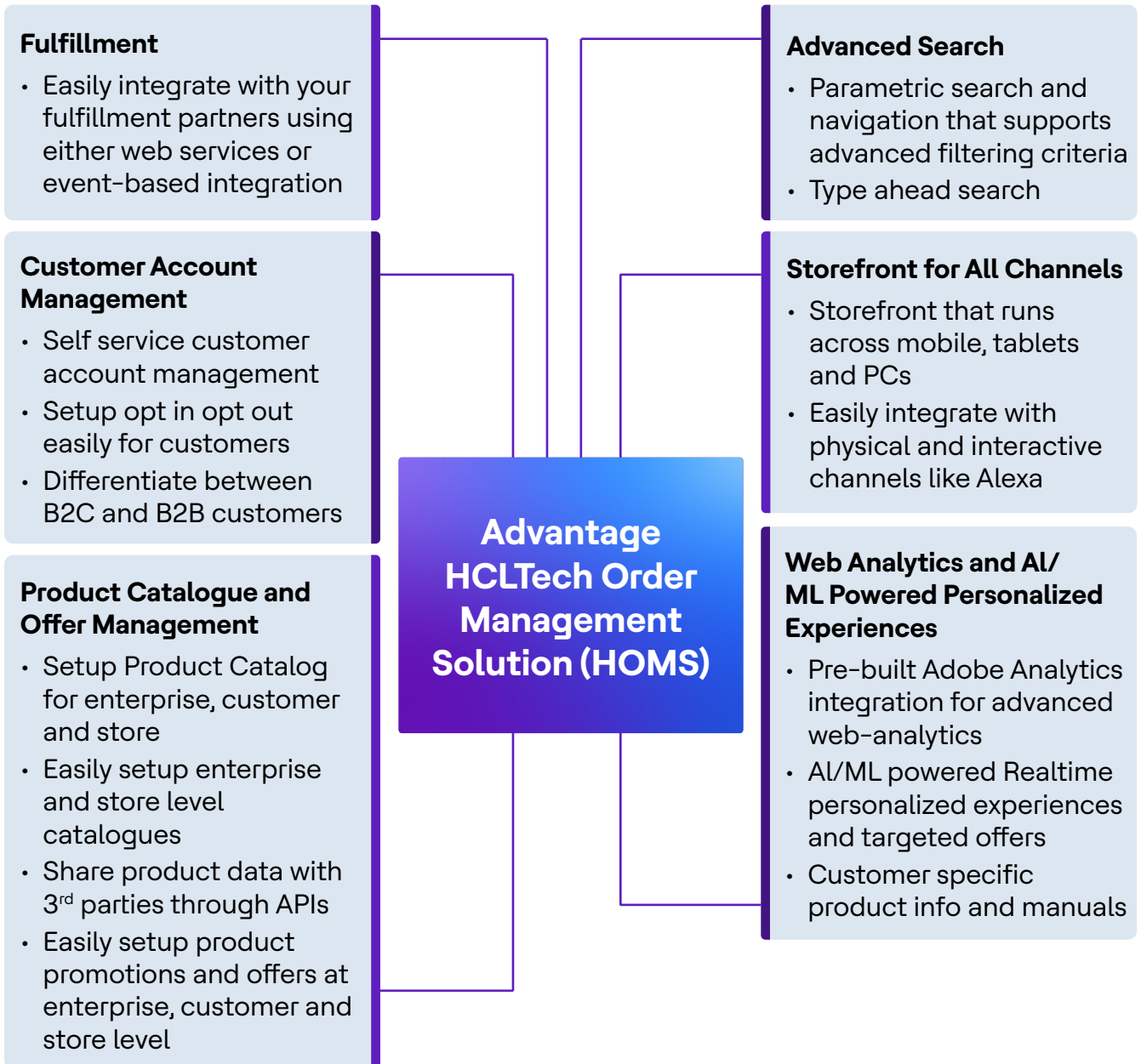
30%
cost optimization through transformation

SLA
aligned to business and market variability

Easy scalability
as per the business demands

HOMS features

Fulfillment
- Easily integrate with your fulfillment partners using either web services or event-based integration

Customer Account Management
- Self service customer account management
- Setup opt in opt out easily for customers
- Differentiate between B2C and B2B customers

Product Catalogue and Offer Management
- Setup Product Catalog for enterprise, customer and store
- Easily setup enterprise and store level catalogues
- Share product data with 3rd parties through APIs
- Easily setup product promotions and offers at enterprise, customer and store level

Advantage HCLTech Order Management Solution (HOMS)

Advanced Search
- Parametric search and navigation that supports advanced filtering criteria
- Type ahead search

Storefront for All Channels
- Storefront that runs across mobile, tablets and PCs
- Easily integrate with physical and interactive channels like Alexa

Web Analytics and Al/ML Powered Personalized Experiences
- Pre-built Adobe Analytics integration for advanced web-analytics
- Al/ML powered Realtime personalized experiences and targeted offers
- Customer specific product info and manuals

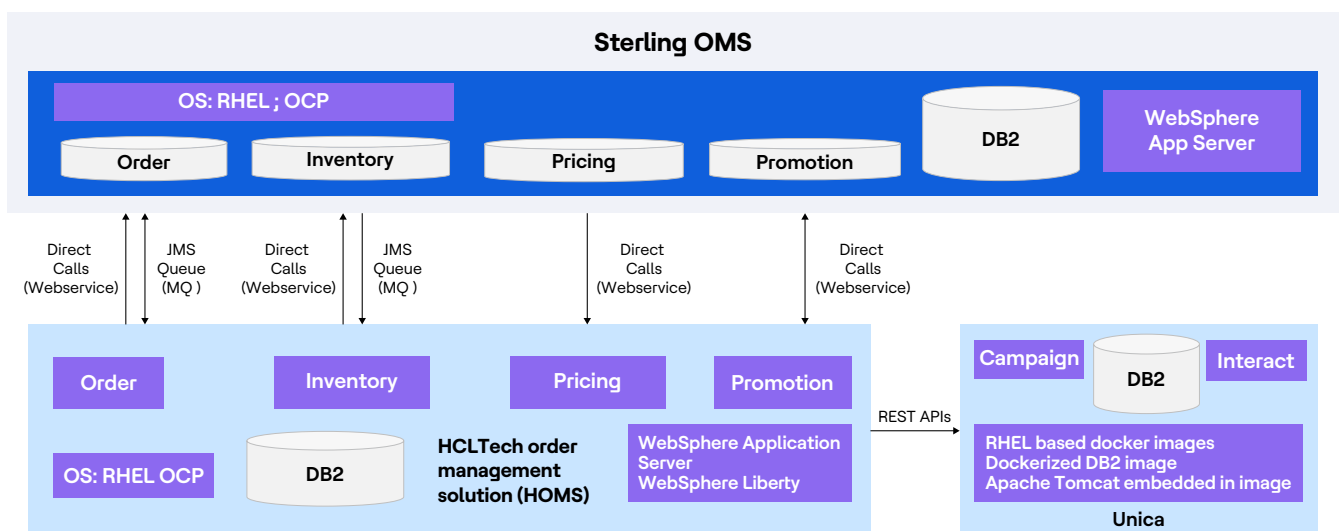# Order management as a Service solution architecture

HOMS can seamlessly transition into a fully headless commerce solution, serving as a pivotal element in the digital transformation strategy for any e-commerce company.

HOMS allows businesses of all sizes to deliver a highly effective B2C and B2B

customer experience across all devices and channels. This is achieved by utilizing any front-end technology for web development, design, animation, etc., coupled with powerful, mature, scalable commerce APIs.

HCLTech Order Management Solution (HOMS) + IBM Sterling OMS Integration:

- This integration provides a solution to customers who require robust front-end and back-end selling and order management capabilities

- These systems communicate through the Service Definition Framework (SDF), translating calls and services. Requests from HCLTech Order Management Solution (HOMS) include direct calls to Sterling Order Management and entries into a JMS message queue. Sterling Order Management monitors and processes these queues, sending acknowledgments back through another message queue monitored by HCLTech Order Management Solution (HOMS)

- This integration handles inventory operations and order creation from a web online store, a call center, or a physical store. Inventory checks, reservations and cancellations are done seamlessly

Sterling OMS

OS: RHEL ; OCP

Order | Inventory | Pricing | Promotion | DB2 | WebSphere App Server

Direct Calls (Webservice) | JMS Queue (MQ) | Direct Calls (Webservice) | JMS Queue (MQ) | Direct Calls (Webservice) | Direct Calls (Webservice)

Order | Inventory | Pricing | Promotion

OS: RHEL OCP | DB2 | **HCLTech order management solution (HOMS)** | WebSphere Application Server WebSphere Liberty

REST APIs

Campaign | DB2 | Interact

RHEL based docker images
Dockerized DB2 image
Apache Tomcat embedded in image

Unica

HCLTech Order Management Solution (HOMS) as a service – HCLTech differentiator

Proven experience with the best in the industry:

HCLTech has been providing e-commerce services to leading global brands such as Coles, Wawa, Radial Inc, etc.

Time to market:

90-day go-live time enables businesses to start realizing ROI quickly.

System and business SLA compliant:

HCLTech has aligned its model to system and business SLAs driven by system availability and commerce KPIs.

Single ownership to drive efficiencies:

HCLTech Order Management Solution (HOMS) in a box operating model has well-defined processes and governance that enable scale commerce in a distributed model, providing cost efficiencies.

What does the future hold?

Almost all small and medium enterprises (SMEs) today want to adopt a HOMS platform. HOMS allows SMEs to quickly scale up or down by providing a flexible interface to users in a highly competitive environment.

Increasing demand for internet services, smartphones and mobile devices is driving the HCLTech Order Management Solution (HOMS) market, increasing the touch points and attracting customer traffic to e-commerce sites, which will, in the long run, bring new sales channels to businesses.

Concerns over network bandwidth and security remain, even though the availability of cloud computing services and high-speed 4G/5GLTE networks with reasonable internet plans are expected to boost HCLTech Order Management Solution (HOMS)
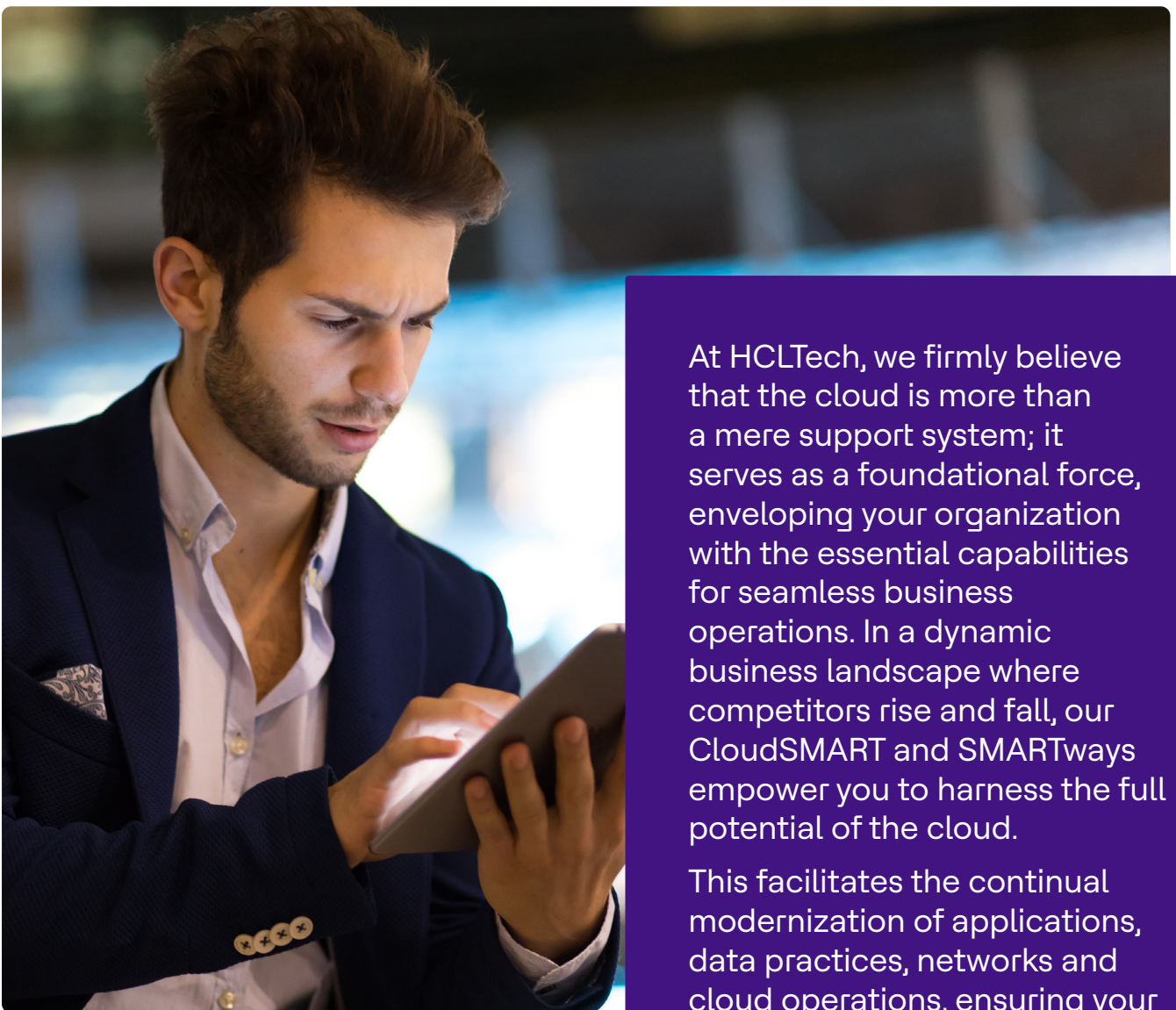
At HCLTech, we firmly believe that the cloud is more than a mere support system; it serves as a foundational force, enveloping your organization with the essential capabilities for seamless business operations. In a dynamic business landscape where competitors rise and fall, our CloudSMART and SMARTways empower you to harness the full potential of the cloud.

This facilitates the continual modernization of applications, data practices, networks and cloud operations, ensuring your future remains sharply in focus.

Roadmap for HOMS as a service implementation

	Catalog and Webstore	Integrations
90 Days (Basic)	• Responsive UI/UX Implementation • Platform Installation Setup and configuration (US and USD) • Product Search and Browse • Customer Account Mgmt. • Shop and Ordering • Real Time Personalized Offers and Promotions	• PIM (Product Info) • HCL Software Unica (Offers and Promotions Management) • Sterling OMS (Order Updates) • SAP ERP (Customer Information, Products, Price Lists, Order Updates, Order Receipts) • CyberSource Payment and Fraud (Cards, PayPal) • Taxation (Vertex/Avalara)
90 Days (Basic)	• Web Analytics • DropShip Enablement • Subscription Commerce Enablement • Personalization and Analytics • Enhanced Search • Realtime Order Tracking • Delivery Scheduling • Realtime Order Dashboard monitoring • Social Login • Guided Selling	• Subscription Commerce (Zoura / SubscribePro) • PIM (Product Info) • ERP (Item, Inventory, Price) • 3PL Logistics (DHL, UPS) • SSO Enablement
180 days (Adv)	• In Store Pick Up • Other Product Offerings (Bundle, Grouped) • CurbSide Delivery • Order Edits • Instance Checkout • Real Time Recommendations • Multi Shipping • Multi Store and Language Support • Deep Customer insights • Internationalization • Return and Refund • Custom Promotions • Custom Coupons	• CRM • Rating and Reviews (BazaarVoice) • Near Realtime Inventory • Additonal 3PLs Logistics • Recommendation engine • MarketPlace (Amazon Sales channel)

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