



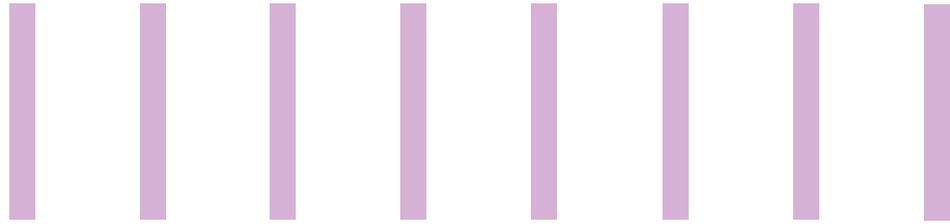
CONNECT
UP YOUR
MARKETPLACE

AND KEEP
THINGS EASY
FOR EVERYONE

Infosys®
Navigate your next



**LET INFOSYS TRANSFORM
YOUR SUPPLY CHAIN –
WITHOUT LOSING SIGHT
OF WHAT IT'S THERE FOR.**



Easy for your customers. Easy for you.

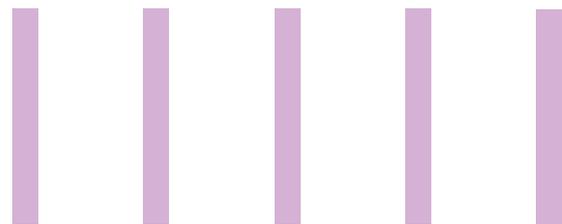
Our consumers like us to keep things easy.

The harder we make it for them, the less likely they are to buy from us. And the problem is that the fragmented marketplaces they have to work with can be very difficult indeed.

Infosys has a ready-made platform for CPG companies and retailers that solves the problem by making all the necessary connections to give consumers the frictionless and seamless buying experience they want. We connect inventories, we connect loyalty schemes, we connect data sources so everything works seamlessly together.

Modern multi-channel commerce consists of a million moving parts. With our Connected Marketplace platform, we can get them moving in perfect synchronization. And that makes it much easier for you and your partners to operate – and easier for your customers to buy.

What's more, the Infosys Connected Marketplace is proven, ready and waiting for you...



THE 6 ESSENTIAL CONNECTIONS YOU NEED FOR A FRICTIONLESS CUSTOMER EXPERIENCE

What kind of connections do we need to make?

1

Connect inventory: *fewer missed sales*

We can help connect your inventory with that of the retail partners who sell your products. You don't miss out on sales because you can give the consumer access to partner inventory if you are out of stock of a desired SKU. Equally, partners don't miss out on sales because they can give the consumer access to your inventory.

For customers, the process is frictionless and easy. Whether they are buying online, through an app or in the store they have instant and automatic access to the product they want. It is made available via the closest and most convenient channel – and ensures they don't go to a competitor instead. The same is true when making returns. The Infosys Connected Marketplace enables returns to be made how and where the customer wants – not where your systems allow it.

2

Connect loyalty schemes: *improved customer experience, stronger brand*

Loyalty schemes are an essential tool, enabling brands to gather and understand customer preferences. But they should work regardless of the channel or retail partner that the customer chooses. After all, it is about loyalty to your product, not to a purchasing channel.

Loyalty schemes work seamlessly across the entire Infosys Connected Marketplace platform, covering everywhere a customer could purchase your product. Not only that, your partners' loyalty schemes are also integrated. The effectiveness of your membership scheme is enhanced but – most importantly – customers get the full benefit. Whether they are collecting reward points or taking advantage of a promotion, they can do it through any channel.

3

Connect to influencers: *create new social selling channels*

Purchasing decisions are increasingly driven by online influencers – who are themselves driven by the desire to monetize their activity. The Infosys Connected Marketplace gives you an effortless way of enabling sales directly through the influencers' own channels. It is a ready-made platform, and therefore comprises a ready-made storefront that integrates with their Instagram, TikTok or any other platform. They do the talking, you pick up the sales, whilst also having easy access to their sales data.

4

Connect analytical data sources:
improved decision making

Gathering purchase data from retail partners is often difficult – when it is available, it is frequently delayed, impairing your ability to make effective decisions. However, if partners are part of the Infosys Connected Marketplace platform, you have near-real-time access to sales data. With better data, you can make faster and more accurate promotional and pricing decisions, even down to micro-geographical levels. Being connected to partner sales data also gives you deeper visibility into your supply chain, helping solve disruption problems.

5

Connect with new retail partners:
extend your reach

As the brand owner, you are not the only one who benefits from the Infosys Connected Marketplace. Your partners also avoid missed sales and can offer a better experience to their customers. This in turn makes it more attractive for new retailers to stock, promote and sell your products because you can offer them the advantages of the Connected Marketplace.

Incorporating new partners into your own connected marketplace is also easy, with self-onboarding functionality built in. You simply invite retailers to take part, the number of channels stocking your products grows, giving your brand greater reach and generating greater brand awareness.

6

Connect with Infosys:
get a proven, ready-made platform now instead of building it yourself

Because the Connected Marketplace is a proven, ready-to-use platform, it can deliver benefits far more quickly than building in new functionality yourself. Brands around the world are already using our platform successfully and we have a proven methodology for implementing the various levels of functionality into your supply chain. We can provide a clear timescale based on experience so you have a realistic understanding of how quickly you can start offering your customers and retail partners the benefits of the Connected Marketplace.

READY TO CONNECT?

Every brand is different. You have not only a unique reputation in the market, but a unique relationship with partners and customers, based on a combination of new and legacy technologies. However, we have successfully deployed the Infosys Connected Marketplace platform for a variety of brands in different industries and different parts of the world, and we are confident it can make an enormous difference to your supply chain too.

By making better connections between the many parts of your operations, we can:

- Dramatically enhance the consumer experience, thus increasing loyalty
- Provide greater brand consistency across all channels, while strengthening brand differentiation against competitors
- Avoid missed opportunities caused by 'out of stock'
- Overcome supply chain problems
- Extend and improve your partner network across all geographical markets

...and all this without any increase in operating costs.

Start by connecting with us.

Get in touch via www.infosys.com

For more information, contact askus@infosys.com



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