

# Retail Holiday Readiness

Ensure Peak Performance by Leveraging Zensar's  
Integrated Holiday Offerings

**Brochure**



# Online retailers' biggest ever holiday season: Assure, accelerate, augment.

## The state of play today

20-40% of annual retailer's sales are concentrated in a few short months - but this holiday season the game has changed, it's make or break for retailers. Owing to disruption from COVID-19, retailers have one final opportunity to compensate for the dip in business this year.

Many retailers have realized this and are seizing the opportunity to outperform their competition - are you? Any gaps in your execution will jeopardize your plans as your eCommerce platforms, IT systems, and eventually, your retail business could be bought to its knees.

Without testing, innovating, and improving your digital estate you risk delivering a poor customer experience at the most crucial time of year losing your customers when you can afford it least.

## How can we help you today?

Retailers need to identify gaps in their current offerings and accelerate their plans for digital assurance before the holiday season arrives. We understand the challenges of the holiday season and present a quick-to-deploy catalog of services for you to choose from. We execute with zero latency, ensuring that you avoid poor performance this holiday season.



# Assurance is your holiday insurance

**Guarantee great service for your customers by leveraging Zensar's Performance Testing and Engineering capabilities**

**This Holiday season will test your ecommerce systems to breaking point**

Retailers experienced holiday-like traffic and sales via digital commerce channels in the first half of 2020 due to the pandemic. During the actual holiday season, the stress on your online sales channels and systems is going to increase. Let's say you have built the best platform with the latest and greatest technologies, anticipating heavy transactional loads due to increased online traffic - but have you tested them to maximum capacity?

**Prepare your Retail systems for the Holiday influx**

Retailers can mitigate some of the risks by strengthening their systems and servers early to know what they can handle. This keeps channels and systems running flawlessly when they're needed the most. If your eCommerce and supply chain software has been procured from multiple vendors, the influx of holiday volumes will hit several of these tightly integrated components across WMS, OMS, Data Management System and Point of Sale. You need a holistic strategy to optimize responsiveness, load and business flow.

## Challenges facing retailers today



- **70%** of customers don't plan to reduce spending in 2020
- **>50%** will be making their purchases online
- **10x** - Intense peaks; more shopping around Black Friday, Cyber Monday and Christmas

All these factors will lead to increased stress on your digital channels

Source: Rakuten "Road to Recovery" - 2020 shopping peaks re-imagined



# Zensar's "Holiday Readiness" solution

Our Performance Testing and Engineering solutions help retailers identify these issues early. You can avoid production downtime which prevents business losses and enables optimal utilization of infrastructure. Our offering covers all aspects of Digital Commerce, Order Management and Warehouse Management Systems. We offer all of this, without any impact on sales and fulfillment.

## Digital Commerce

- Browsing experience
- Search efficiency
- Cart to checkout
- Order status
- Updates to credit card and shipping address details
- Point of Sale

## OMS

- Order Processing
- Available to promise
- Order Status updates
- Inventory Sync
- Facility Capacity
- Alert processing
- DO templates

## WMS

- RF floor Transactions
- Wave processing Host interface process
- Material Handling Equipment (MHE) and Warehouse Control System (WCS) interfaces
- Report execution

## Key features that differentiate us



- Our featured automated solution, SIERRA, addresses testing in complex WMS/OMS implementations and upgrades.
- Pre-built Microfocus LoadRunner performance test scripts.
- Experience conducting 40 + volume performance tests for WMOS/EOM solutions.
- Stress testing strategy for 5x to 10x of peak loads.
- Focus on enhancing customer experience at scale.
- Vast retail domain expertise and product knowledge.

## Our offer



- Complete end-to-end augmentation and implementation in 6 weeks with a cost starting from 50K USD
- 4 weeks of consulting exercise to identify and proactively resolve vulnerabilities in your systems with cost starting from 40K USD
- We can start within 1 week.

## Assess & optimize your customer experience by using our CX Assurance and Acceleration solution

This holiday season, CX will be the differentiator for retail businesses - retailers who deliver seamless customer journeys at peak times will outperform the competition. With eCommerce sales increasingly taking place on mobile devices, retailers need to improve the performance of their commerce systems now to create a seamless experience for customers in time for the peak holiday season.

Our solution helps you offer great CX across all digital channels by continuously monitoring end-to-end retail applications for usability, performance, load, and functional problems.



### Test, design, deploy

- Experience Insights and Analytics
- Key usability issues and fixes for them
- Implementation to core channels



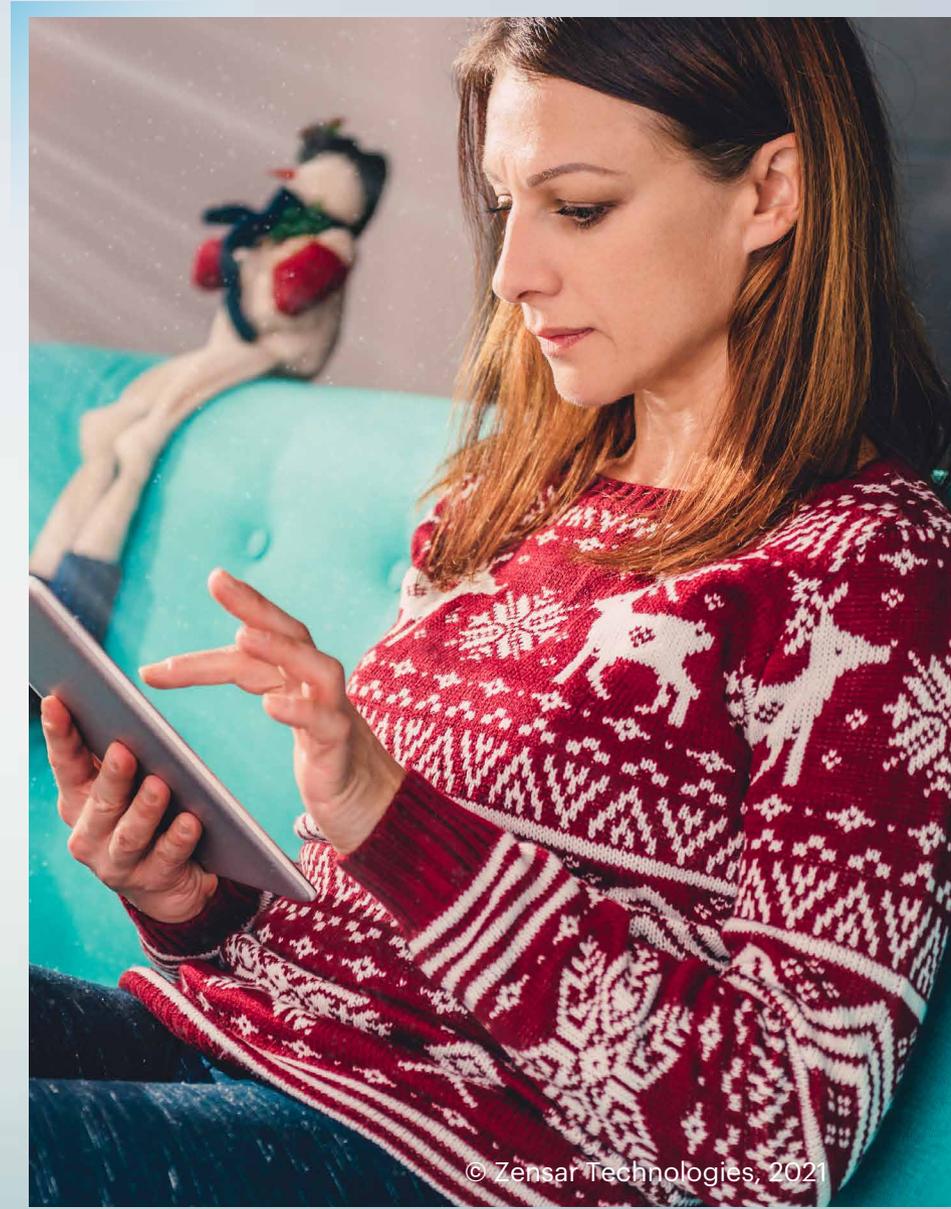
### Digital Resilience

- Ensure Apps drive end-user experience
- Analyze KPIs and get alerts & predictions directly to service manage
- Correlate IT KPIs to business success metrics



### Quality Engineering

- Automated Regressions - Integrated frameworks - Pervasive automation
- DevOps/ CI/CD Integration - Continuous Testing
- ML-based experience insights





# Target the right elements of your digital experience to offer great customer experience



## CARRIERS

Multitude of telecom networks operating in every market



## CDN

Expansion in number of global and regional providers



## OPERATING SYSTEMS

Growing number of Android and iOS versions



## DEVICE TYPES

More devices (phone, tablet, TV and wearables)



## LOCATIONS

App functionality and performance varies by geo



## NETWORK TRAFFIC

Variability in app client-side libraries, SDKs and client-server communication



## APP VERSIONS

Growing number of complex apps operating in the background



## CLOUD

Availability Zones, PoPs, routing, load balancing PaaS services





# Key features of our CX Assurance and Acceleration solution

## Connected Experience

Mobile, IoT, Cloud, and 5G solutions to optimize connected experiences across applications, devices and networks.

## Real-Time Monitoring

Our solution allows developers and testers to test and monitor their apps in real-time, on real devices, in real-world conditions before, during, and after the app is released.

## Scalable Device Infrastructure

Consists of 32,000+ Sim enabled devices, in 160+ locations, in 110+ countries across 1000+ networks.

## No SDK Required

All performance data is monitored and captured through an API, with no code changes or SDK needed.



# Improve your existing channels through rapid optimization at scale

This holiday season will be dominated by online sales. Many FMCGs are moving into the B2C and D2C consumer space. This is putting pressure on retailers and new direct to consumer players due to the increased competition when converting these online sales. But if retailers take the necessary steps, they can maximize their revenue with increased sales during the holiday season.

For retailers to succeed they must continuously optimize, measure and improve their digital real estate to ensure that any user coming into their digital channels ends up buying the product.

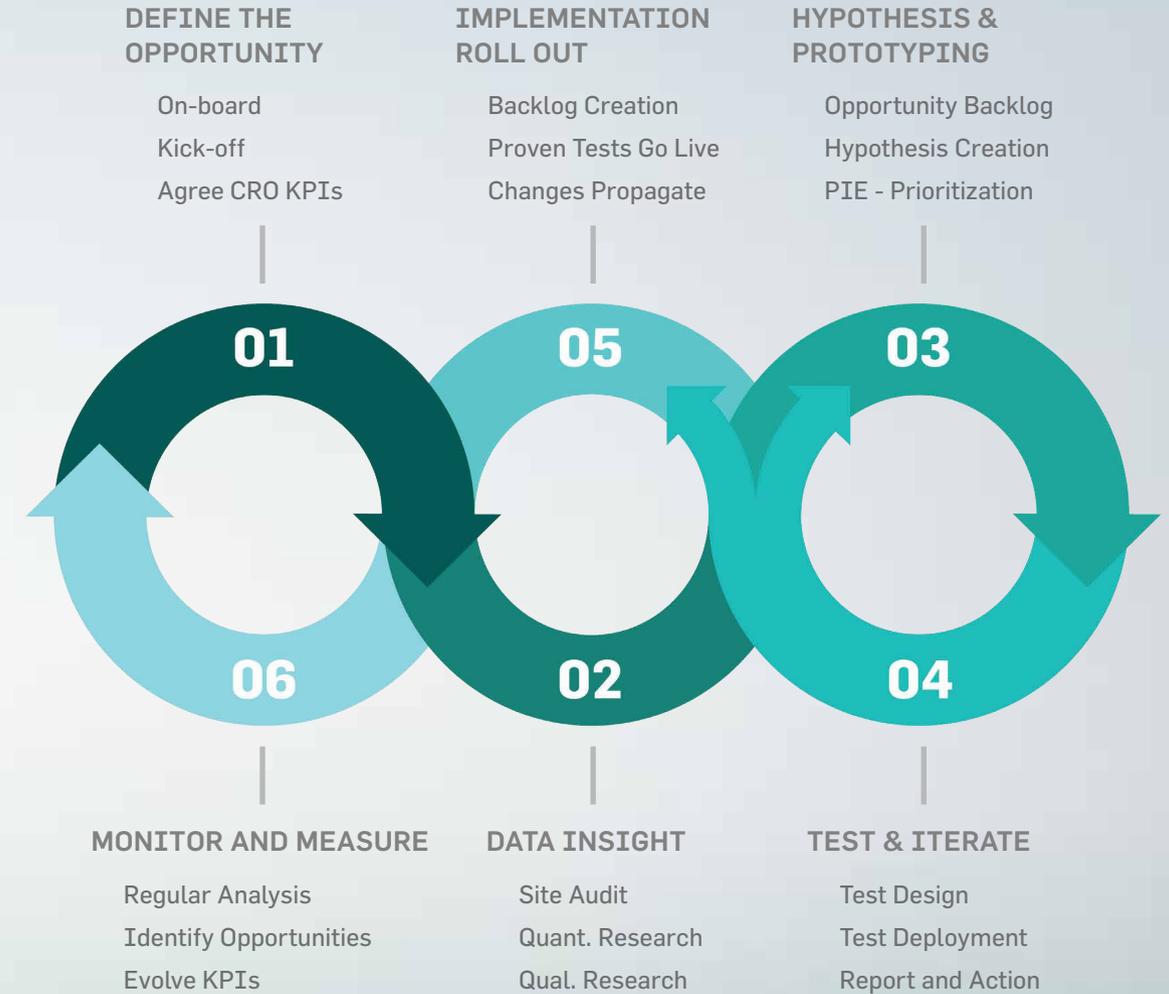
Our Infinity **Conversion Rate Optimization (CRO)** framework is a suite of services and tools that delivers a maximum increase in conversion when you need it most. With nearly twenty years' experience of designing highly converting, fully optimized digital properties for our clients, we offer unrivaled skills and expertise that support your attempts to optimize your digital real estate. We combine behavioral insight, customer data and creative thinking to systematically increase the user experience and commercial performance of your digital channels during peak times. We can quickly deploy our solution within 4 weeks and deliver improved results.

To help you make the most of this holiday season, we have crafted insight-driven design and technology solutions that help your customers to convert. Aligning behind digital optimization and experimentation gives you the information needed to adjust your product pages and your conversion funnel before it's too late.





We have worked as optimization partners to the world's leading retailers. We go beyond data analysis, bringing together researchers, behavioral scientists, designers and developers to manage your optimization process end-to-end. Our optimization work makes our clients millions in additional revenue every holiday season.



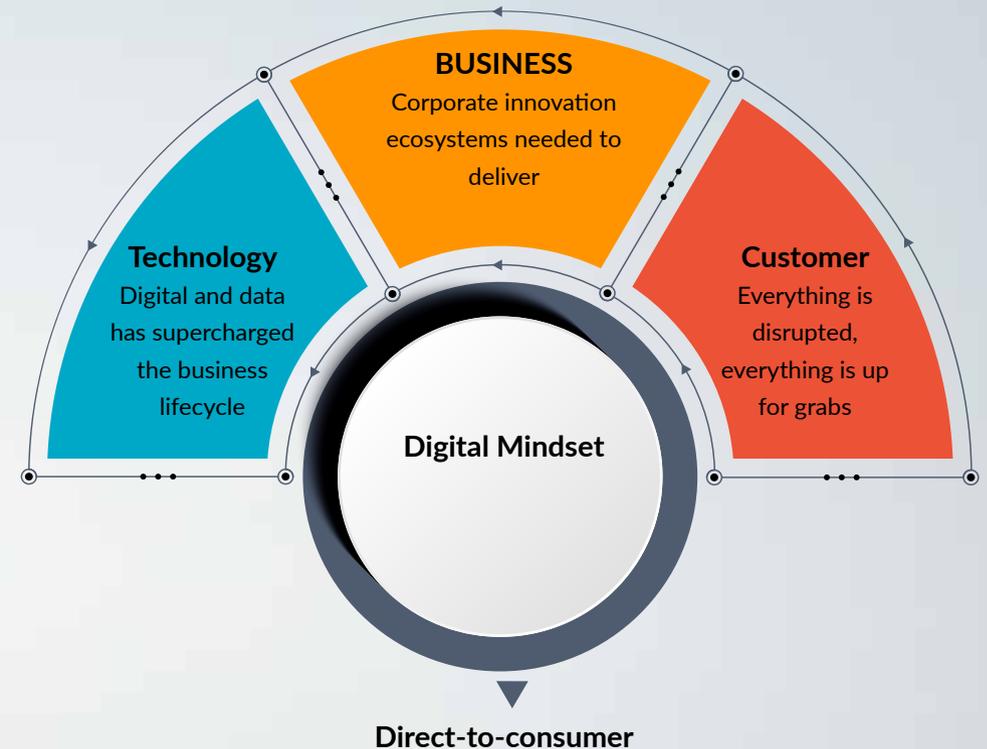
## Launch new direct-to-consumer channels at speed

With the ongoing pandemic, online purchases have surged and FMCGs brands like Kraft and Pepsi Co have moved into the B2C and D2C consumer space. This means serving customers directly for the first time.

With a different kind of holiday season nearly upon us, there has never been a better chance for brands to launch new direct-to-consumer channels. Gifting is one opportunity for retailers to explore when creating direct-to-consumer offerings. To succeed you need to make the correct first move by creating customer experiences on solid foundations that can be improved and scaled over time. Leverage Zensar's full-stack experience design and digital technology capabilities to design, build, launch & run new direct-to-consumer retail businesses. Our approach to D2C gifting is customer-centric - beginning from the gifter and working back across all touchpoints to ensure ease of purchase and value.

We have customized gifting proposition covering luxury chocolate brands, beverage companies and other brands giving these new players a special opportunity to explore direct-to-consumer channels.

With our insight-driven mindset, we can deliver a niche D2C channel within **8-12 weeks** from concept to launch at a cost starting from 100K USD.



# Scale your holiday readiness with support from our team

With our vast experience in partnering with the top retailers across the world, we know the challenges retailers face and the opportunity holiday season brings to them to improve their financial performance this year.

We can augment and accelerate any of your existing projects by giving you extra hands where you need them to execute flawlessly. We have deep domain expertise and skilled people, who we can immediately deploy to augment your existing teams. With our technical experts having hands-on technical expertise be it on testing, commerce, UX, or others, we can help you build your capabilities with quality and at scale

### Ready to deploy resources with engineering and domain skills covering:

- Store Operations: Point of Sale (PoS) and In-Store experience
- Digital Commerce- B2C,B2B, marketplace
- Merchandising, Pricing, and Promotions
- Inventory management, Warehouse management (WMS), Order Management (OMS) Transportation management (TMS)
- CRM
- Purchase Order, Invoice Matching, Finance
- Business Intelligence & Analytics – customer 360, Insights / Optimization/Recommendations
- Support, Maintenance, Development, Consolidation
- RPA





Zensar is committed to working with our customers, and we are investing in ensuring that our service offerings are of utmost relevance to you, in your time of need. We understand that all retail systems such as Order Management systems, Distribution Management systems, and others are put under extreme stress over the holiday season and during other peak shopping periods. We are here to address this challenge and present solutions that you can implement today to prepare for the future and help you realize the benefits.

Our all offerings are quick to deploy and with immediate resource readiness, we can ensure you are ready at the earliest for the holiday season as any downside of an unprepared system is going to be detrimental for your business. But we can assure you if you are prepared well, this holiday season can be your best holiday season to date!!

**Want to understand our solution better?**

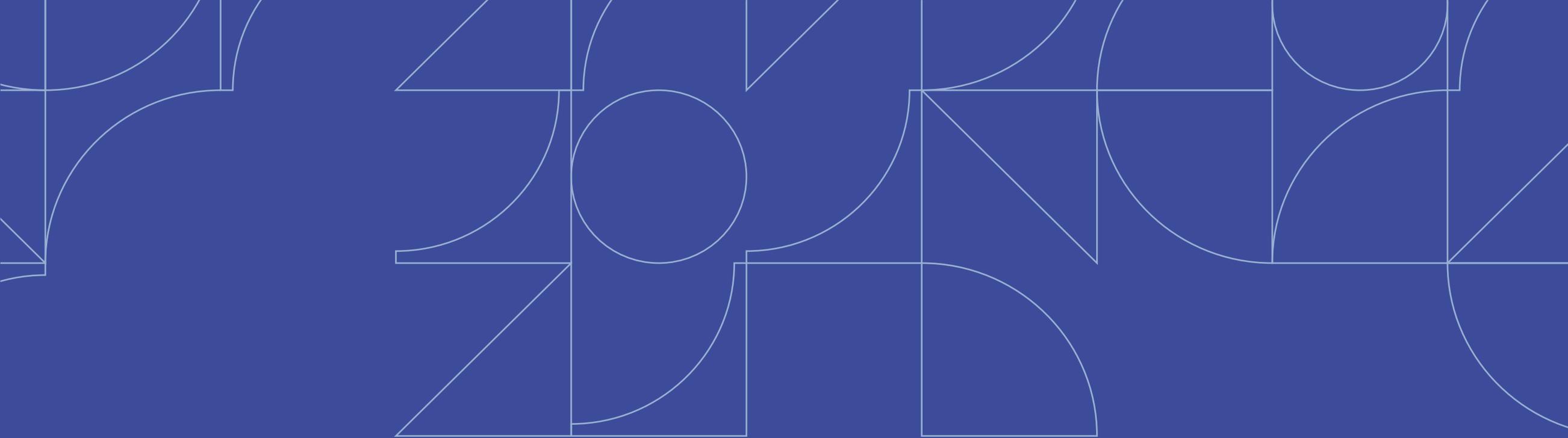
Talk to our Retail experts today!

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# zensar

An  **RPG** Company

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 200 leading companies. Our solutions leverage industry-leading platforms, and help clients be competitive, agile, and disruptive as they navigate transformational changes with velocity.

With headquarters in Pune, India, our 10,000+ associates work across 33 locations, including San Jose, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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