



**KARTOPIA**  
DIGITAL COMMERCE PLATFORM

TAILORED TO YOUR NEEDS

## A MULTI-MODEL DIGITAL COMMERCE PLATFORM

Ready to deploy · Quick to customize · Easy to maintain

A modular ecommerce platform that enables small & medium businesses to grow faster through digital transformation.

- ❖ Supports multiple e-commerce models: B2C, B2B, and marketplaces
- ❖ Single view of customers, inventory, and orders
- ❖ Multi-channel support: web, mobile, and customer service
- ❖ Flexible order fulfilment to suit different delivery models (home delivery or store pickup)
- ❖ Ability to manage product information and web content on a single platform
- ❖ Integrates with popular ERP packages, and provides basic ERP out-of-the-box

From Sonata Software - [The Platformation Company](#)



# Kartopia, an enabler of digital transformation

## Evolving retailers

As retailers grow in size and scale, their IT landscape can go through various stages of evolution. Often, retailers set up systems with a view of short-term cost effectiveness. As a result, individual systems such as CRM and inventory management become siloed. When the retailer's operations and business models evolve, perhaps to include aB2B or a marketplace element, the need for operational effectiveness and efficiency presents a strong case for unified IT systems.

## Emerging retailers

At the other end of the spectrum, newly emerging retailers typically look for simplicity in their IT setup. While numerous cloud based e-commerce platforms are available off the shelf, these may involve a high degree of force-fitting for the retailer to come on-board. That apart, most retailers continue to grow and mature their business models over time, and therefore need enterprise grade systems that offer flexibility to adapt to the existing IT landscape, give better control, and serve their evolving needs during their journey.

## A platform approach for digital commerce

Both types of retailers seek a commerce platform that offers rapid setup and deployment, and integrates easily with other enterprise systems. The platform should also offer robust workflows that lets the retailers focus on customer engagement and commerce operations without spending much energy on running the platform.

**Kartopia, Sonata's multi-model digital commerce platform, serves the needs of both evolving and emerging retailers. With Kartopia, retailers can grow their business and fulfil multiple business objectives, such as improved customer experience, reduced operational costs, and optimized total cost of ownership.**

71%

Shoppers believe they will get a better deal online than in stores

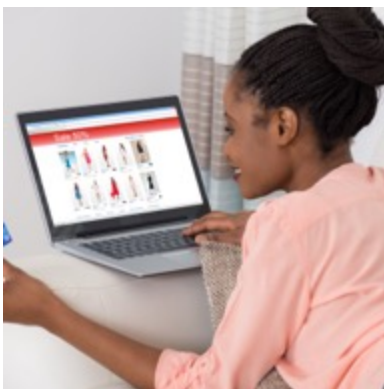
- Selz

78%

Of mobile searches for local businesses lead to a purchase

- ComScore

## CUSTOMER SUCCESS



### FASHION RETAILER

**Provided consistent customer experience through integrated Order Management**

Sonata's Kartopia solution created the online channel for digital customer experience, and enabled digital transformation of the retailer's IT landscape by integrating and extending multiple backend systems.

3,000

ORDERS PER DAY

Handled by the new digital commerce platform



### EMERGING ONLINE RETAILER

**Reduced order fulfilment time and enhanced customer experience**

Kartopia laid the foundation for an accurate inventory solution and efficient fulfillment cycle. The solution enhanced order processes and improved commitments to delivery dates, thus enhancing customer confidence.

0-5K

ORDERS PER DAY

Growth was achieved over 6 months since launch



CONNECTED



INTELLIGENT



OPEN



SCALABLE

Ecosystem with multiple channels of engagement and models for retailers, suppliers, and customers

Customer insights and operational reports to provide decision support intelligence to the retailer

Easily extensible through open standard integrations to expand & enhance business functionality

Designed to scale for multiple business models and large number of users and transaction volumes.

## DIGITAL CUSTOMER ENGAGEMENT

Build engaging user experience | Serve customers across channels | Build varied e-commerce models with a single stack

<b>Digital Storefront</b>	Unlimited stores, catalogs, categories and products, Cross-sell and upsell products, Web content management, Customer portal	Pricing rules and discounts, Online store promotion engine, Payment gateway integration, Express checkout
<b>Customer-Centric Experience</b>	Product Reviews, Product Visualisation, SEO, Personalisation: Customer Specific promotions, Cross Sell & Up-Sell Recommendations	Unified customer experience, Shipment tracking, Returns & refunds, Internationalization: Multi-currency, multi-language and regional pricing
<b>Multi-Model, Multi-Channel</b>	B2B Buyer Management, B2B Contracts & Pricing, B2C storefront, Marketplace ecosystem	Store Locator, Out of the box Point of Sales (POS), Responsive web & mobile commerce, Customer Service channels

## RETAIL OPERATIONS

Single view of retail data | Simplified product search | Centrally manage order processing

<b>Product Catalog Management</b>	Multiple stores and multiple catalogs, Advanced product attributes, Advanced search using facets, SEO enablement from PIM	Segmented pricing, Online store promotion engine, Payment Gateway Integration, Keyword search capability
<b>Marketing Management</b>	Lead and Sales Opportunity Management, Sales Forecasts Management, Sales opportunities tracking	Customer Service and Case Management, Marketing campaign management, Tracking code reporting
<b>Order Management</b>	Quotes, Order Entry & Management, Pick-pack-and-ship Functionality, Real time stock availability by Store	Distributed Order fulfilment (warehouse, store, vendor drop ship), Returns & Refunds, Shipment Tracking
<b>Inventory Management</b>	Multiple warehouses & inventory locations, Serialized & non-serialized inventory, Lot management	Shipment Integration, Pick list and package management, Receiving, Returns

## PLATFORM COMPONENTS

Deploy quickly within the ecosystem | Integrate faster with ERP systems

<b>Integration and Interfaces</b>	Multi-site management, Responsive UI, Cross-browser support	Rich set of APIs for integration to IT systems, Inbuilt security features
<b>Data &amp; Insights</b>	Customer & Business Insights	Reporting Analytics

*Includes out-of-box components with basic functionality for Accounting, and CRM.*

*Kartopia is available on Microsoft App Source.*

## WHY SONATA?

Our niche focus, depth of understanding and proven expertise in Retail Systems of Engagement make us stand out among our peers. We help retailers retain and enhance their customer base and provide personalized and consistent shopping experience across all channels through deeper business insights. Sonata's expertise stems from:

- 10+ years of experience working with Fortune 500 companies and 200+ successful implementations
- Retail Platform IP solutions that integrate Omni-Channel Commerce, Mobility, Social Commerce, Analytics & Cloud
- Experience with leading retail technologies: SAP Hybris, Microsoft Dynamics AX, Oracle, JDA
- Industry ready solution assets that reduce TCO and time-to-market
- Proven large scale implementations
- Global delivery model: Reach, Quality & Cost Effective service

**Sonata's platformation approach helps clients to choose a solution that best fits their needs; balancing readily available platforms and solution customization**

1. **Sonata READY:** End-to-end, industry-specific digital business platforms
2. **Sonata ACCELERATE:** Deploy popular horizontal platforms adding required functionality
3. **Sonata CUSTOM:** Engineer custom platforms that deliver unique digital capability and scalability

Sonata Software is a global IT solutions firm focused on enabling platform based digital business and technology transformation for enterprises in the Travel, Retail, Distribution and Software industries. Sonata's products and platforms, anchored on its proprietary Platformation methodology, reflect the company's commitment to enable connected, intelligent, open and scalable business systems.

Sonata's portfolio of products and platforms include Rezopia Digital Travel Platform, Brick & Click Retail Platform, Modern Distribution Platform, Kartopia E-Commerce Platform, Halosys Unified Enterprise Mobility Platform and RAPID DevOps, CloudOps and Testing Platform. These platforms have been deployed by leading enterprises across the globe to achieve future ready digital businesses.



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