

SONATA



SONATA SOFTWARE



KARTOPIA™
DIGITAL COMMERCE PLATFORM



CASE STUDY

DIGITAL

COMMERCE SOLUTION FOR
A HEALTH & BEAUTY RETAILER

Solution provides additional channels of Web & Mobile to drive digital sales

Client's Challenge



Trying to engage customers through digital channels



Increasing touchpoints for customers to purchase



Getting rich and actionable insights to analyze customer behavior

Sonata's Solution



Mobile first Solution with native Mobile Apps targeting the dormant base of 400,000 contacts



Scalable & flexible e-Commerce backbone to support multi-channel ops



Full fledged Solution for Customer, Operational, Sales & Web Analytics

Benefits



Enabled users to reach and order products from anywhere, anytime and any device



Improve customer engagement



Stores enhanced to become delivery centers thereby offering quick fulfilment of online orders

ABOUT SONATA SOFTWARE

Sonata Software is a global IT solutions firm focused on catalyzing business transformation initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative solutions for Travel, Retail & Distribution and Software Product companies through IP based Platforms, Products and Services, that bring together new digital technologies such as Omni-Channel Commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 500 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.

With 14+ years of experience in the digital commerce space, Sonata bring deep software engineering knowledge and best practices to enable to provide a solution that is architected for scale and performance.