

# Omni Channel Solution Overview & Case Studies

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# Unicommerce A Market Leader in SaaS based e-Commerce focused solutions with Significant Client Base

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Unicommerce is a leading in provider of SaaS (Software-as-a-Service) solutions and our mission is to connect and optimize the ecommerce for **brands, retailers, manufacturers, wholesalers, distributors, etc.**

## Clients

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Transactions in a year  
**120 Million+**  
US \$1.3-1.5 Bn+ GMV  
(15-20% of Overall India's  
eCommerce Market)

Clients  
**10,000+**  
Across Apparels, Electronics, Home  
Décor, Footwear, etc. who have used the  
system

## Partners

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40+ Marketplaces  
& Carts  
(Amazon, Flipkart, Limeroad,  
Shopify, Magento etc.)

30+ Logistics  
Partners  
(FedEx, Delhivery  
Bluedart, DTDC etc.)

10+ Point of Sale &  
ERP Systems  
(Ginesys, Logic, SAP,  
Navsion, Oracle, Tally etc.)

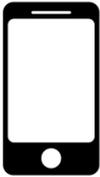
# Our Clients

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# Unicommerce A Preferred eFulfillment Technology Solution Provider

Solutions	Marketplaces	Brands	Vendors
Advanced Warehouse Management Solution	✓	✓	
<b>Omni Channel Solution</b>		✓	
Vendor Management	✓	✓	
ERP Integration	✓	✓	
Multi-Channel Order Management	✓	✓	✓
Multi-Channel Inventory Management	✓	✓	✓



*All the operations can be seamlessly managed through a mobile app*

# Offline & Online Shopping Experiences are blurring with the Introduction of **Omni-Channel Retail**

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80%

Smartphone shoppers use their mobile in-store to help with shopping



50%

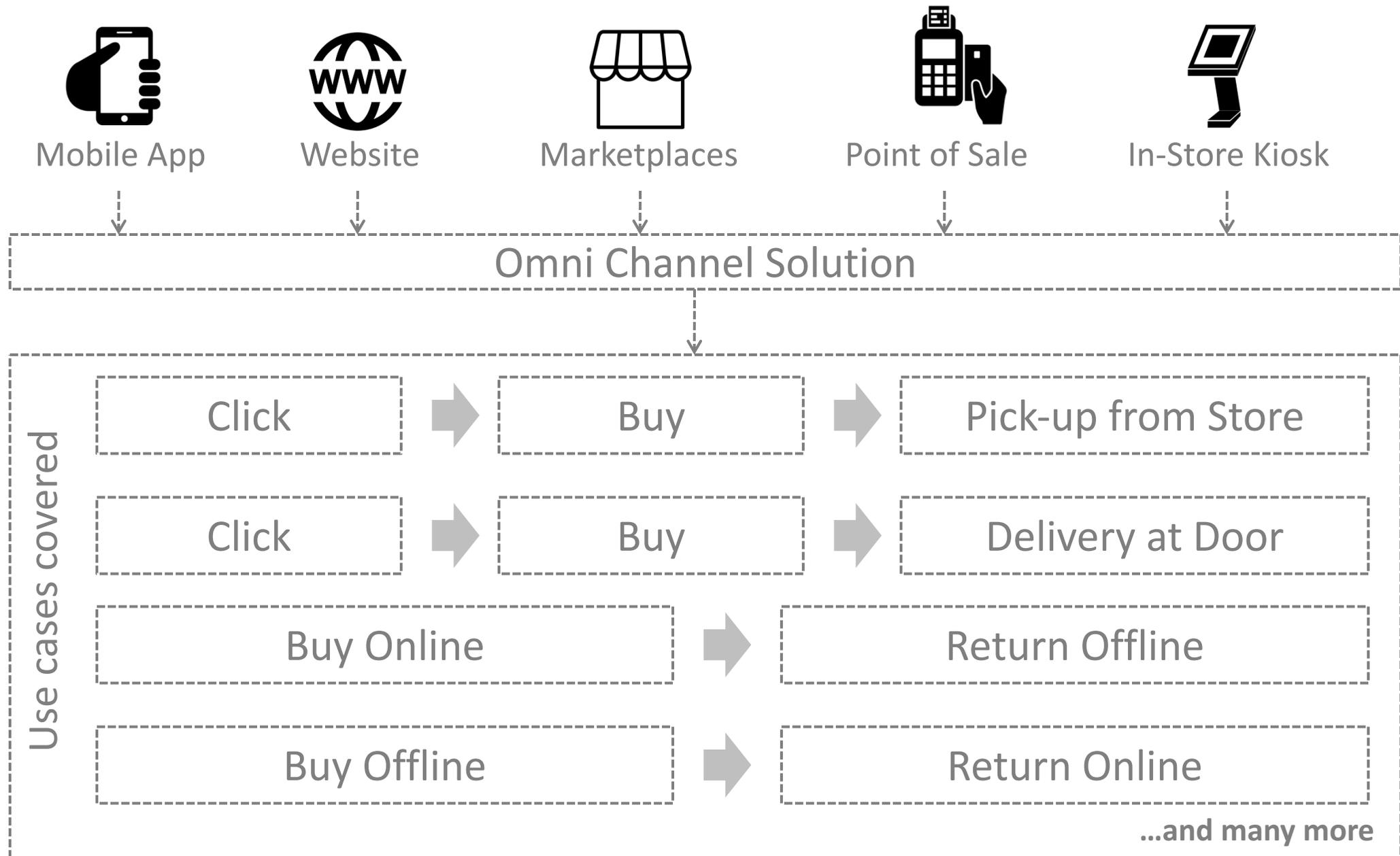
More purchases are now influenced by digital information



39%

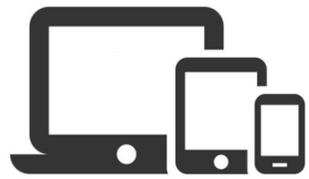
Retailers use in-store signage to convert customers to digital

# Through **Omni-Channel** Customers can now get a seamless experience across all touchpoints



# Omni-Channel is a win-win for both customers and businesses

## Customer View



Any Channel



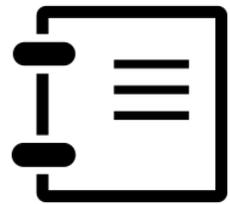
Any Where



Any Time



Consistency



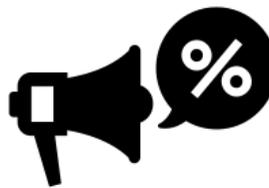
One  
Catalog  
View



One  
Inventory  
View



One  
Customer  
View



One  
Promotion  
View



One  
Loyalty  
View

## Omni-Channel Commerce Platform

## Business Outcomes

- ↑ Per Store Sale
- ↑ Customer Lifetime Value
- ↑ Customer Engagement
- ↑ Customer Reach
- ↓ Customer Acquisition Cost
- ↑ Marketing ROI

# Unicommerce Omni-Channel Solutions are being used by Leading Brands to Manage 1000+ Stores

## 1. Inventory Management

- Centralized inventory across online and offline channels
- Optimum inventory allocation to get higher RoI
- Efficient inventory turnover
- Reduction in working capital

## 3. Endless Aisle

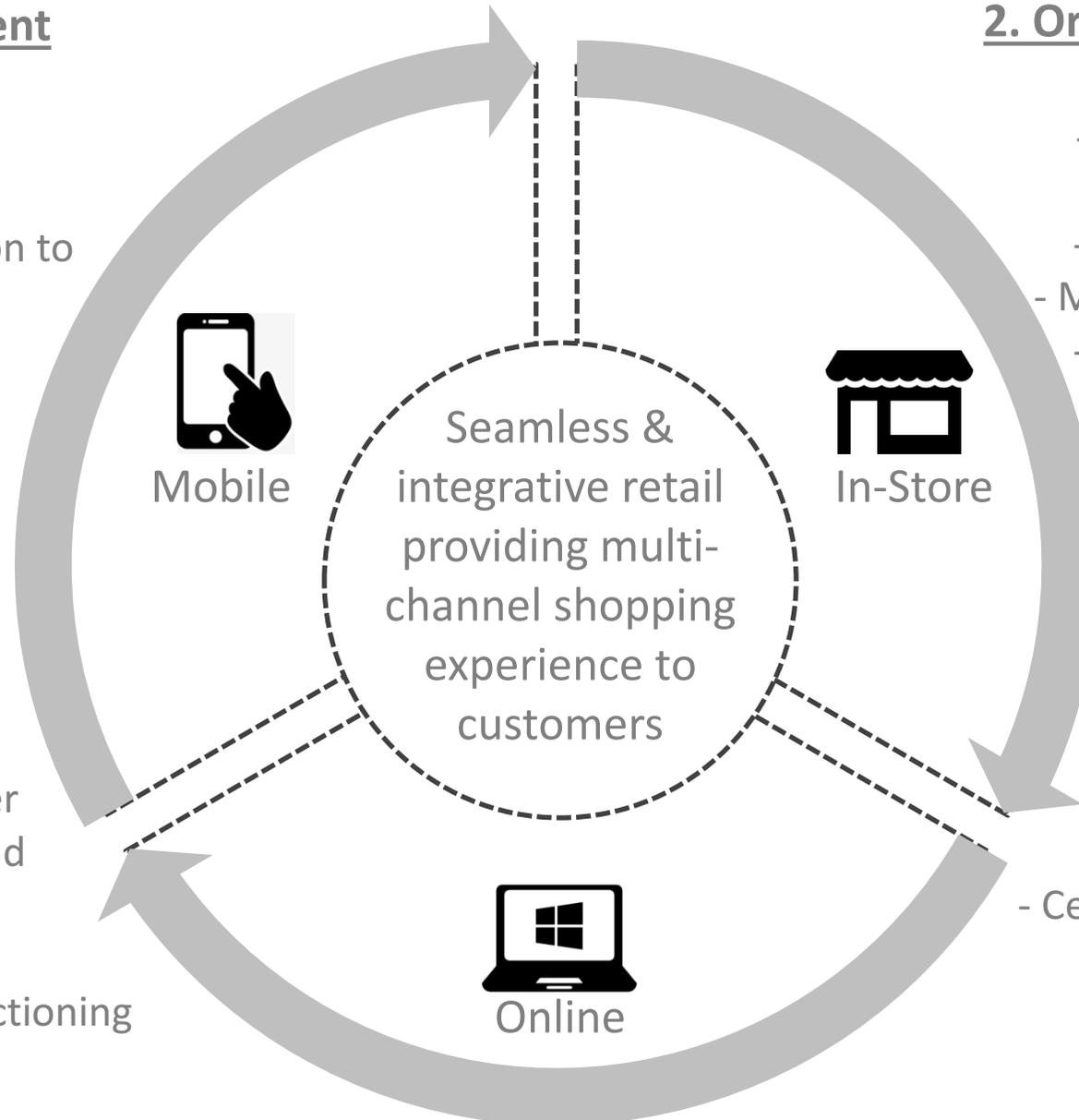
- Lowered unexpected costs
- Improving sales volume
- Higher margin on every order
- Easy tracking of inventory and orders from cross-channel
- Centralized Omni commerce platforms ensure smooth functioning of business operations

## 2. Order Management/ Routing

- Quick and easy prints of labels, invoices and manifests
- Routing orders to nearest store
- Manage online and offline orders
- Reduced order processing time

## 4. Point of Sale (POS)

- Multiple Payment options
- Loyalty Program
- Simply scan the product and generate the invoice
- Centralized discount management
- Easy to use interface for both mobile and web



# Our Omni Channel Retail System allows management of end-to-end processes

## Use Cases we handle



Ship from Store



Ship from Warehouse



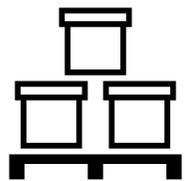
Endless Aisle



Order Offline Return Online



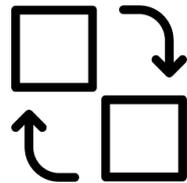
Order Online Return Offline



Centralized inventory management across online & offline



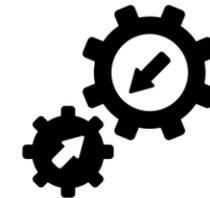
Routing of online orders to nearest offline store



Store to Store Transfer



Billing of Offline Orders



Seamless integration with Point of Sale & ERP Systems

# Case Study 1: India's Complete Eyewear Solution

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# Client's Challenges before Unicommerce

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India's famous online shopping portal for eyewear leads with a mission to reach every Indian with high-quality designer glasses without hurting their pocket much. Emerging as the largest eyewear marketplace in India, the brand was facing major challenges like:



Showcasing the same inventory across all channels (Online & Offline both),



Order management when the customer order online but can pick-up the product from near-by store



Difficulty in providing customer experience along with convenience

They had certain goals as an organization and were looking for some solution to invest in:



***Robust Omnichannel Solution***



***Centralised Order Management***



***Simplified Warehouse Management***



***Centralised Inventory Management***

# Omnichannel Use Cases We Implemented

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Endless Aisle Dispatch

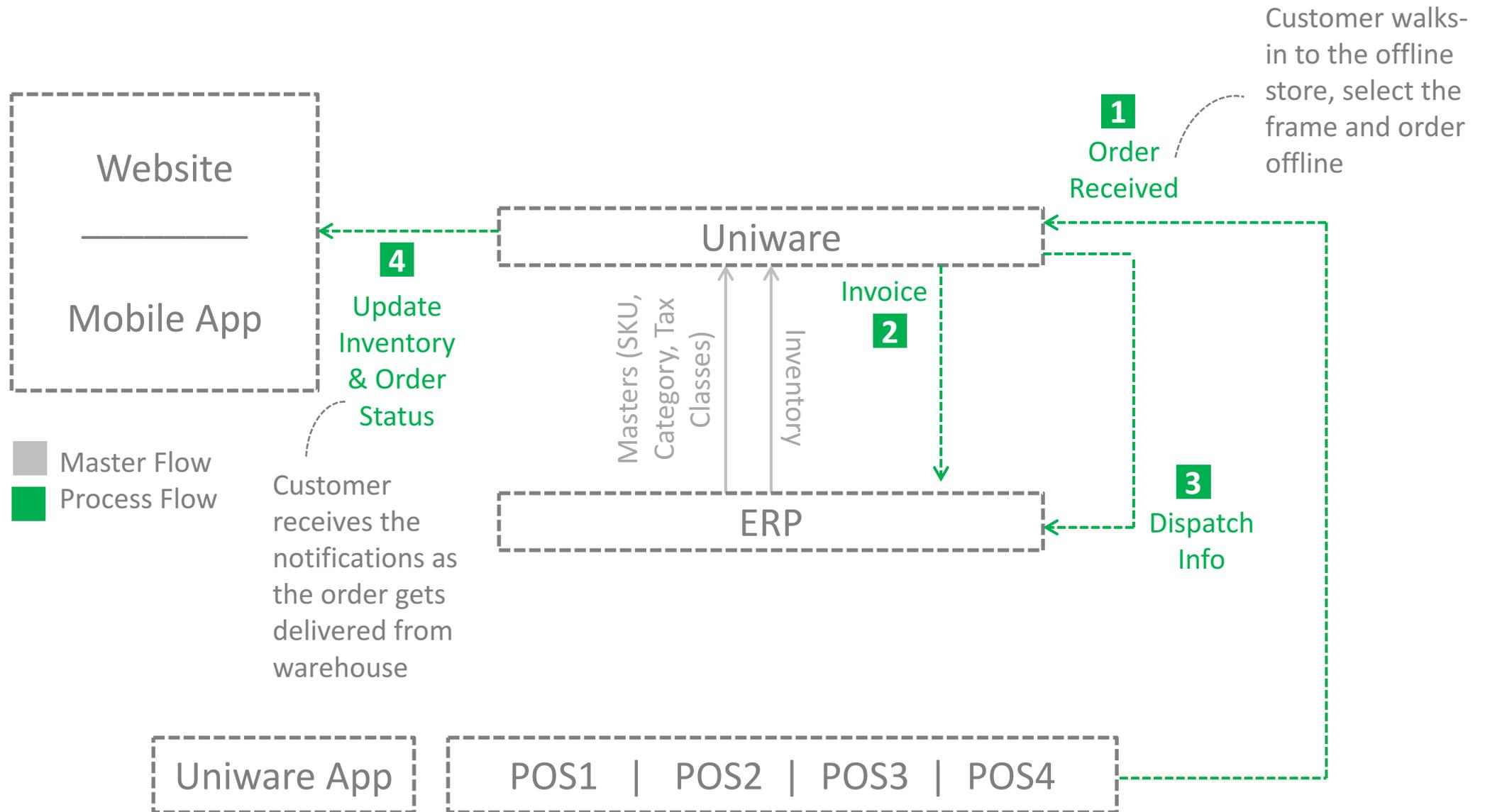


Order Online, Pick-up from Store

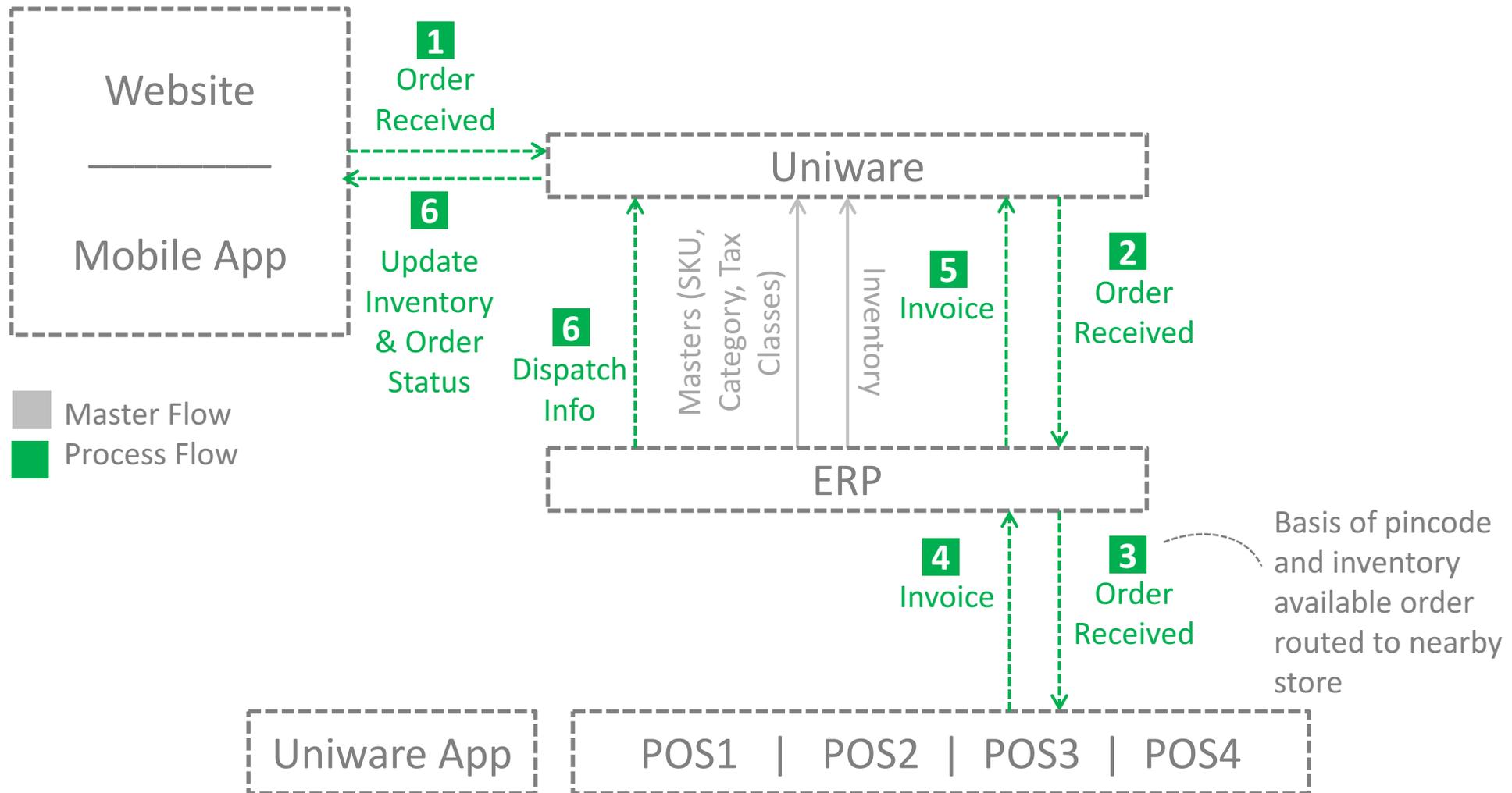


Order Online, Delivery from Warehouse

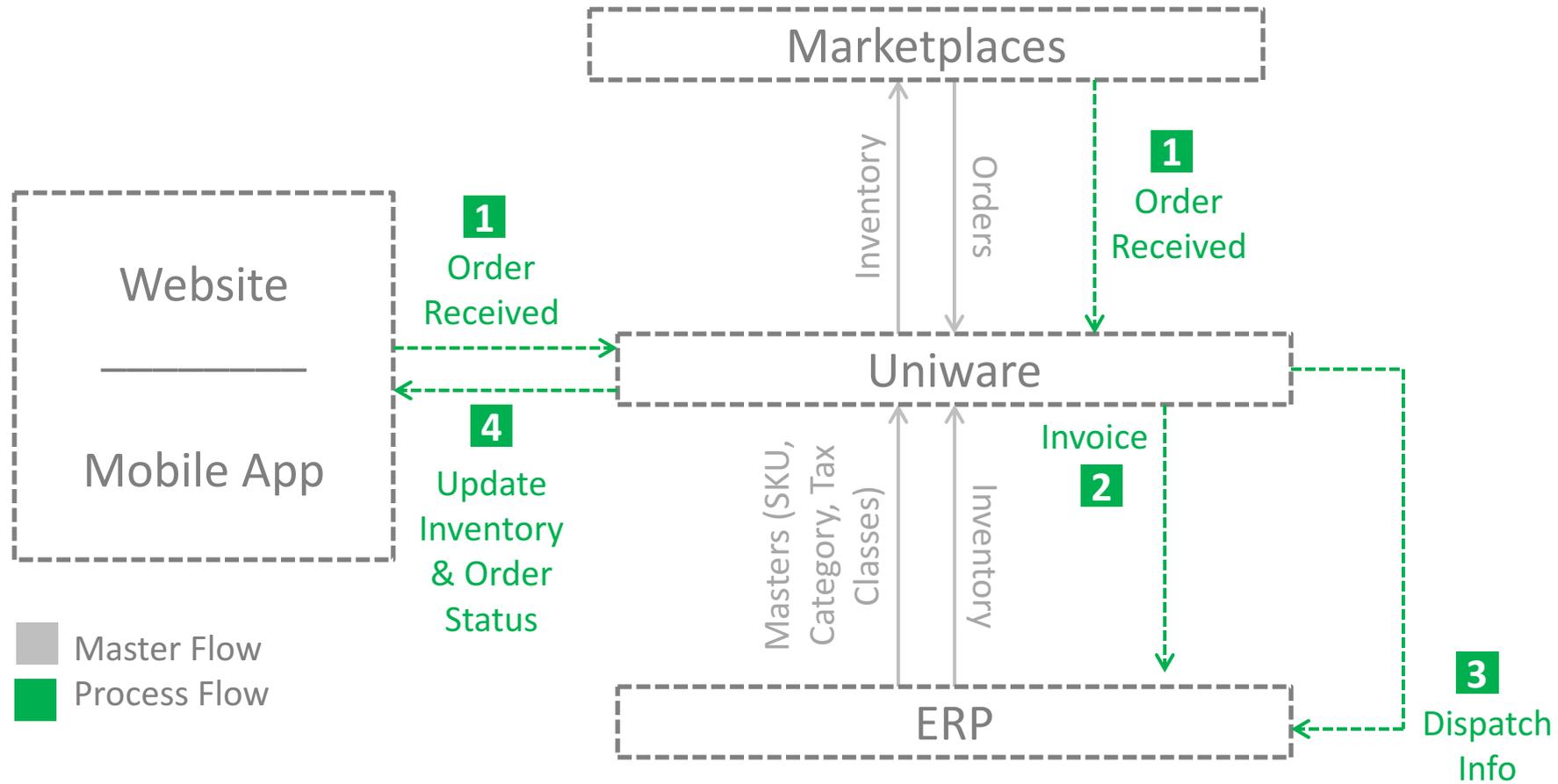
# Use Case a) Endless Aisle Dispatch



# Use Case b) Order Online, Pick-up from Store



# Use Case c) Order Online, Delivery from Warehouse



Integrated with **1000+ Stores**, Uniware helped the brand provide the true Omni experience to the customers

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## Benefits after Collaboration with Unicommerce



### Accurate Inventory Management

Effectively managing warehouse and inventory helped the brand keep cross-channel fulfilment consistent.



### Real-Time Reporting

With real-time reporting, the brand managed to constantly adapt and improve warehouse processes.



### Brand Perception

Brands that take advantage of multiple distribution channels are viewed in the marketplace as attentive to customers' needs and preferences.



### Sales & Revenues

Distributing products through several channels opens up new market opportunities, resulting in increased sales and revenue.

# Case Study 2: Leading Women Fashion Retail Brand

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# Client's Challenges before Unicommerce

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India's leading apparel brand in women wear got incorporated in 1997. They sell products through 400+ exclusive outlets, 1000+ large format stores, 1200+ multi-brand outlets and through their online site too. It was necessary for the brand to manage its customer and provide the same experience and also to maintain the company's policies across all channel, that's where Unicommerce provided the solution and help the brand with:



Each store to become a warehouse for quick delivery



Order offline but want the product to be delivered to their home



Showcasing the same inventory across all channels (Online & Offline both),

They were willing to invest in technology in order to have:



***Robust Omnichannel Solution***



***Centralised Order Management***



***Centralised Inventory Management***

# Omnichannel Use Cases We Implemented

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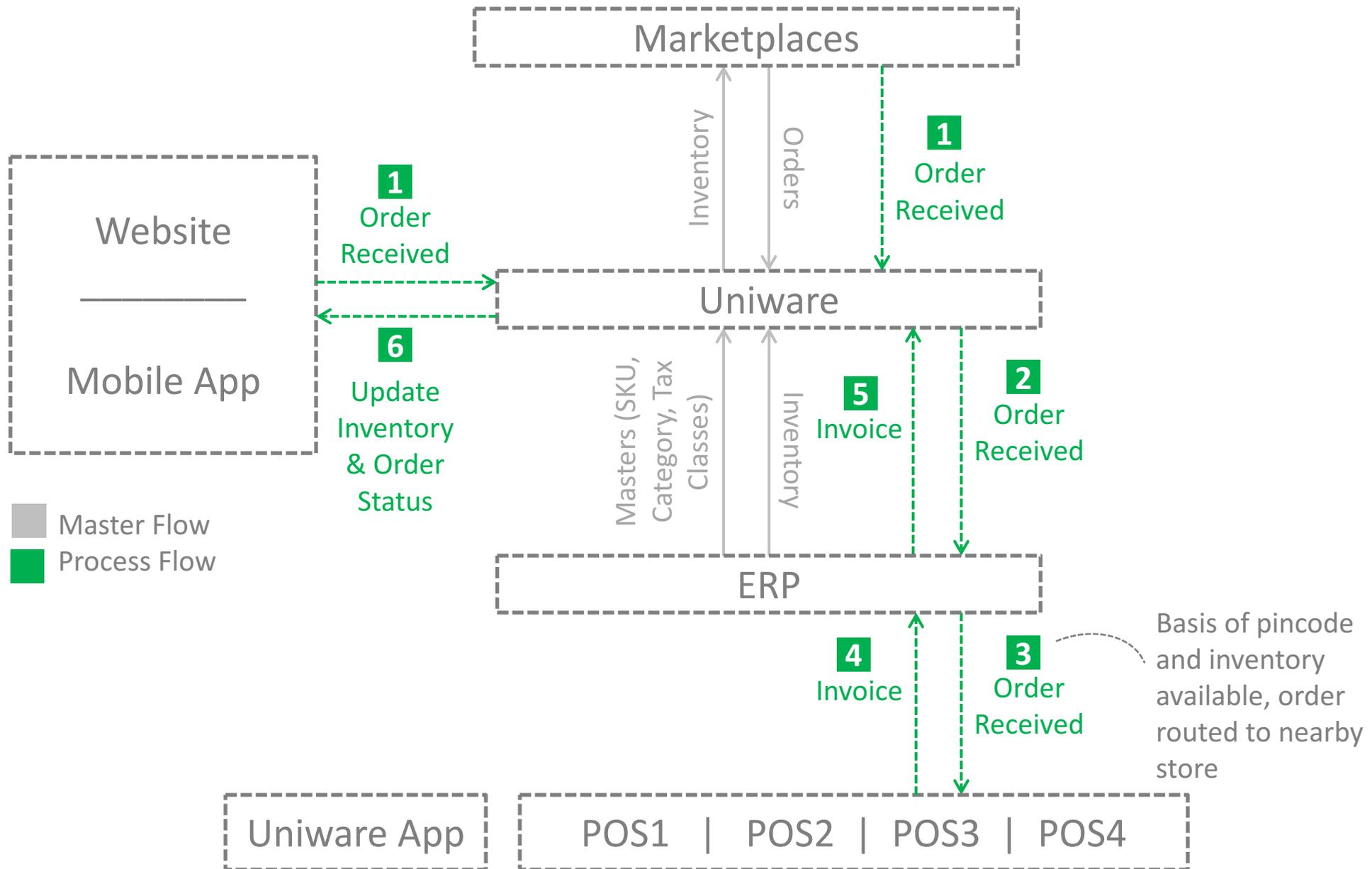


Order Online, Delivery from Store

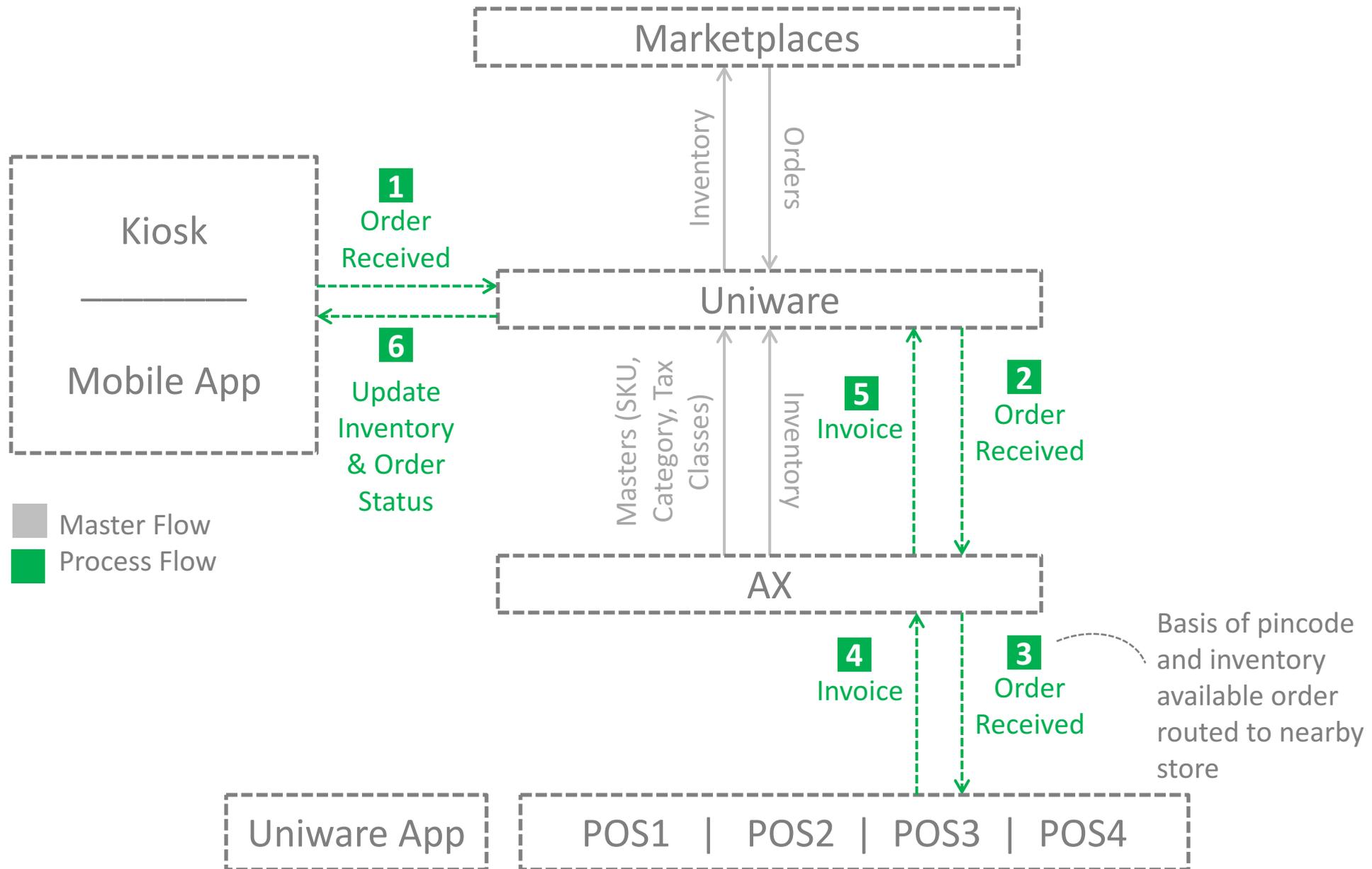


Order Offline, Delivery from other Store  
Using Store App

# Use Case a) Order Online, Delivery from Store



# Use Case b) Order Offline, Delivery from Other Store Using Store App



Integrated with **100+ Stores**, Uniware helped the brand provide their customers access to their wide range of products with full convenience

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## Benefits after Collaboration with Unicommerce



### Increased Sales

Omni-channel retailing set up allows shoppers to make purchase from wherever they please. It gives brands' stock visibility and accessibility in the customers' favoured channel.

Moreover it provides convenience to the costumers and substantially increases the buying opportunities



### Consistent Customer Experience

A good retailer understands that multiple channel service and product offering is essential to provide the highest selection and service. Omni channel management is essential for that service focused shopping.



### Reduced Logistics Cost

With the fully integrated solution, each order from any channel (Offline & Online) can be tracked and also dispatch can be done from the nearby store instead of shipping from warehouse every time. In other words each store can be treated as warehouse for nearby location.



### Optimized Supply Chain for Omnichannel Fulfillment

As omnichannel becomes more of a business imperative, brands are striving to provide the best experience possible, particularly during the order fulfillment and delivery process. Whether through ship-from-store or in-store pickup, merchants are enabling consumers to choose when and how they receive their orders.

# Our Integrated Solution Partners

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40+ Marketplaces  
& Carts



30+ Logistics  
Partners



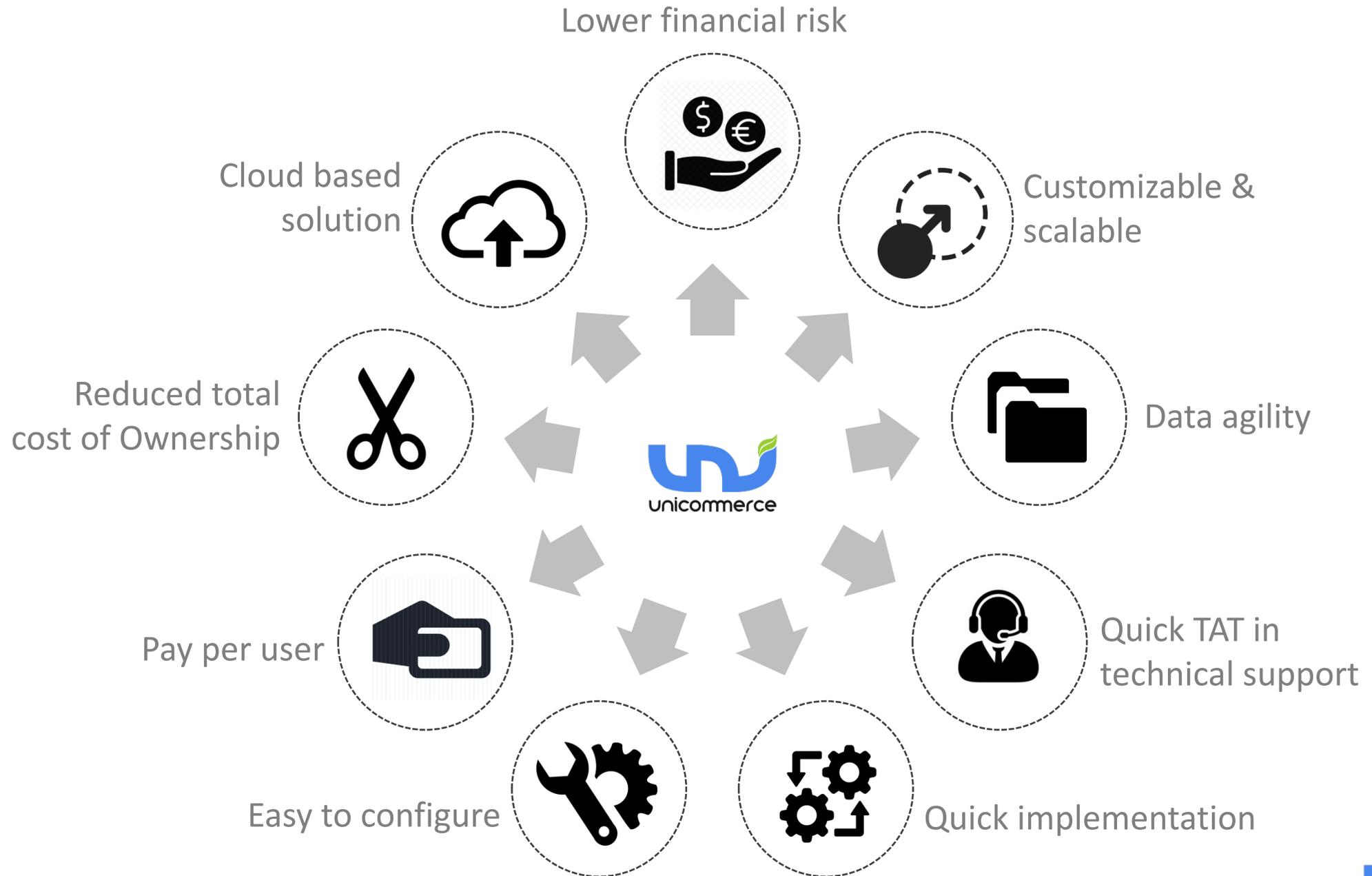
10+ Point of Sale &  
ERP Systems



We have an open API architecture, which allows any client to seamlessly integrate their existing systems with our modules, allowing minimum disruption to the existing ways of working, if required

# Unicommerce A SaaS Based Solution Provider with Significant Benefits Over Traditional (On-Premise) Solutions

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# Comparison Of SaaS solutions vs Traditional solutions

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Features	Cloud Based Solutions (SaaS – Software as a Service)	Traditional Solution (On-premise)
Implementation Cost	Low	High
Implementation & Support TAT	Low	High
Scalability	High	Medium
Integration with other Softwares	High	Medium
Financial Risk	Low	High
Total cost of Ownership	Low	High
Security	High	High
Requirement of Technical Staff	Low	High
On-going Maintenance	Low	High
New Features Development	High	Low

# Our Solutions Have demonstrated high **Return on Investment** across multiple customers

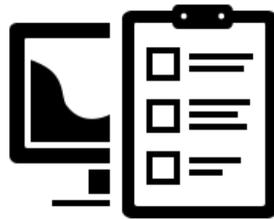
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20% - 30%  
Increased Sales Growth



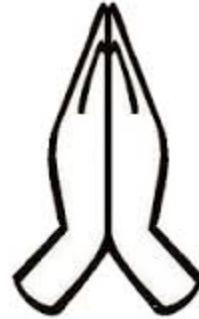
30% Lower  
Manpower Cost



25% Reduced  
Inventory Cost



20% Reduced  
eCommerce Returns



Thank You

