An End-to-End Enterprise Ecommerce Technology Software Platform

Customer Satisfaction Rate: 97%
Successful Projects: 200+
Years of Experience: 15+
OctaShop - Version 1.0 launched in 2005 building world class globally competitive online

15 Years proven track record of multiple categories, geographies across Ecommerce business models

Team of 200+ expert resources

Fully developed & configurable - Enterprise software Product, off the shelf ready to market

24x7 Partner Support.
2003

Started in 2003 to enable Indian e-retail & brick-and-mortar business to go online with a reliable Enterprise Product.

2005

OctaShop Ver 1.0 Consistent YoY product roadmap – we engineered a robust & scalable solution that powered many reputed business.

2009

Online venture started by promoters - currently among the top 10 ecommerce operations in India.

2012

Developed OctaShop Ver 4.5 Multi-Channel Market Place Enabler. Recognized by Gartner amongst the Global cool vendor in 2012.

2015

Evolutions of new product – OmniWare – a true Omni-Channel business enabler product.

2016

First OmniWare implementation in Southeast Asia with one of the India’s largest multinational conglomerate.

2017

Introduced INTEGRA Ver 3.3 - It is a component based integration platform to established seamless connectivity to bring any two system closer.

Moving Forward

OmniWare along with OctaShop enterprise will be de-facto solutions for retailer. POS, Mobility, AI, IoT and other channels will be advanced or added.
OCTASHOP SYSTEM ALLOWS

Highly Scalable, Flexible and configurable architecture

Modular level customization based on product category & business design

Accommodating any changes in future business structure.

Stock/Price/Inventory management & Invoicing even if ERP is not available

Plug & Play system for third party integration

Fully automated & Agile system with auto allocation for all business flows
**KEY DIFFERENTIATES**

- **Multi Million SKU proven capability**

- **Extensive promotions module** to align offline store

- **Advanced Web Analytics Engine.** (Customizable)

- **Campaign Management System** – Track able & ROI measurable campaign

- **Loyalty Module**

- **Scalable ten of thousand transactions per day** to match future requirements

- **Call Center Module** - handle enquiries, orders & customer grievances

- **Content Management System** - Ease of data uploads, multi organization / multi lingual / multi currencies capabilities

- **Global Tax and Invoicing**

- **User Engagement Module**
Clients spread across the Indian sub-continent, USA, Germany, Middle East, Zambia, Zimbabwe, Kenya, Malaysia, Philippines
Our all business module allows addition of new categories with utmost ease.

- Books & Magazines
- Electronics & Appliances
- Fashion & Lifestyle
- QSR
- Flowers & Gifts
- Apparel
- Gaming & Digital Content
- Food & Grocery
- Footwear
- Toys & Baby Care
- Health Care
- Jewellery
PRODUCT DEVELOPMENT APPROACH

1. BUSINESS CONSULTING
2. DESIGNS
3. DEVELOPMENT
4. UAT DEPLOYMENT
5. GO LIVE
6. USER MANUAL AND TRAINING
7. 1-3 MONTHS FREE TECH/APPLICATION SUPPORT
8. MOBILE APPS DEVELOPMENT

DEVELOPMENT APPROACH
TECHNOLOGY STACK

- Java J2EE + Open Source
  Java API
- Linux OS [cent os]
- Apache (Web Server)
- Tomcat/JBOSS
  (Application Server)
- Mysql v8.x
- Oracle
- Jboss [ EAP 6.x / Wildfly 11.x ] / Tomcat Application Server
- ReactJS

Deployable on any industry standard open source OS, Web Server and application server

- HTML
- CSS
- Angular
CRITICAL COMPONENT OF OCTASHOP

Web Front End Customer

- Multi Catalogue
- Multi Organization
- Multi Channel
- Multi Currency
- Multi Lingual
- Multi Sales Category
- Global Search

- Adds / Promotional Banner Management

- Promotion (Bogo / Combo etc.. Management)

- GC / DC Management

- Gift Voucher

- Personalization / Cross Selling & Up Selling

- EDM

- Product Content Approval
- Product Media Approval
- Inventory Management
- Merchandising & Sales Category Mapping

- Mailer / SMS Management
- Attribute Mapping
- Price Management

- Solr Engine
- Recommendation Engine

- Report & Dashboard

- Order Management System

- State Machine
- Pincode Serviceability
- MIS Report
- Audit Management

- Order Queuing Engine

- Ticket Management
- CRM Order Placement
- Ticket Generation
- Dialer Integration

- Lead Generation/Customer Profile Management

- Order Creation
- Order Status Update
- Pincode Serviceability

INTEGRA
OCTASHOP ENTERPRISE

**KEY DIFFERENTIATORS**
- Extensive Promotions module
- Call center module
- User Engagement Module
- Advanced Web Analytics Engine.
- Content Management System
- Campaign Management System
- Price comparison engine
- Global Tax and Invoicing module

**PRODUCT CAPABILITIES**
- Multi Currency / Multi-lingual
- Loyalty Points
- Social Media

**CUSTOMER EXPERIENCE (ADD ON)**
- Augmented reality
  - 360 degree view of product videos
  - Different angle images
  - Creating virtual customize products
- Personalized view
- Show Rooming

**MARKET PLACE EXPERTISE**
- Auto/Manual Vendors Registration
- Vendor Postal Code serviceability
- Vendor Product Upload (approval) and price/stock update
- Vendor Order Processing Module – independent panel
- Capability for the vendor to manage the enquiries - CRM
- Market Place offer/promotion handling
- Reconciliation reports and Settlement report
A TRUE DIGITAL OMNI-CHANNEL MARKETPLACE REVOLUTION
OctaShop Omniware Product has been specially designed to enable different business scenarios for established corporate houses to manage the dynamic & ever evolving fulfillment process of Online e-retail market to achieve their long term goals.
**TYPICAL OMNI CHANNEL MARKETPLACE SOLUTION**

- **E-commerce Marketplace for end customer**
  - Hybris E-tail
  - Sales Category Hierarchy
  - Promotion Management
  - Shopping Cart
  - Checkout
  - Customer Account Information

- **Order Management (OMS)**
  - Product Search
  - Product Search: E-commerce Marketplace for end customer Hybris E-tail
  - Order Management
  - Order Creation
  - Order Status
  - Payment Information
  - Sales Information

- **Integration Layer (Integra)**
  - Logistic Management
  - Product Life Cycle Management
  - Product Onboarding
  - Product Serviceability
  - Order Management
  - Reports & Dashboard

- **Omnichannel Seller Management**
  - Brand/Sellers Onboarding
  - Seller Information

- **Contact Management/CRM**
  - Customer Account Information

- **Logistic Exchange**
  - AWB/Manifest
  - RTO/LIT Ticket Creation

- **Back Office Accounting**
  - Integration Layer (Integra)

- **Integra Layer is Optional, It is a separate Application, to server the Third party Integration**
**OCTASHOP OMNIWARE**

**PRODUCT LIFE CYCLE**
- Merchandising Category
- Product onboarding
- Seller/Merchant Onboarding
- Brand Onboarding
- Real time Inventory and Price Management
- MicroSite Management

**CUSTOMER EXPERIENCE**
- Click N Collect
- Loyalty Points
- Social Media

**KEY DIFFERENTIATORS**
- Bulk order Processing Based on Operations
- Seamless Integrations With LP’s
- Commission Maker Checker process

**MARKET PLACE EXPERTISE**
- Unique Seller Integration framework
- Reimbursement module
- GST taxation
- Unique priority master for Fulfillment center postal code wise
- Intelligent & Flexible Order Processing based on Various Attribute (Postal Code Serviceability / Proximity to Customer / Order Type / Category & Brand Preference)
IT IS THE PLATFORM TO BRING ANY TWO SYSTEM CLOSER
**OCTASHOP INTEGRA**

**Multiple Core System Configuration**
To Configure Global Settings

**Partners Onboarding with Different roles**
To manage core system

**API LIBRARY**
To manage API exposed to partners

**PARTNER MANAGEMENT**
On boards Partners & manage configuration

**SUPPORT CENTER**
Support center system

**INTEGRATION WIZARD**
Integration Wizard

**API SCHEDULER MANAGEMENT**
To schedule API

**AUDIT LOG**
Track Logs

**USER MANAGEMENT**
To manage users, assign roles
**OCTASHOP INTEGRA FEATURES**

### Horizontal and Vertical Scalability

- 5000 TPS with Enterprise DB

### API Management Features

- Project Lifecycle
- Security
- Monetization & Optimization
- Request Optimization
- API Subscriptions & Distribution
- API Versioning
- API Virtualization
- API Scoping
- Multi-data-Format
- Customization

### Technical Features

- Java-Based System
- Scalable and Stable Framework
- Solution Visualizer
- Enterprise Interface Repository
- Advance Adaptor Engine with Extension support
- Live Data Flow Monitor
- Data Flow Analysis and Reprocessing
- On-Premises and Cloud Enabled Solution
THANK YOU!

W E A R E O P E N F O R D I S C U S S I O N

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