OctaShop™

Omnichannel commerce delivered

An End-to-End
Enterprise Omni Channel Ecommerce Technology
Software Platform

Customer Satisfaction Rate
97%

Successful Projects
200 +

Years of Experience
18 +

ISO 27001:2013 CERTIFIED

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.

OCTASHOP OVERVIEW

ISO 27001:2013 CERTIFIED

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**

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.

2017

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

2016

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

2015

Evolutions of new product - **OmniWare – a true Omni-Channel business** enabler product.
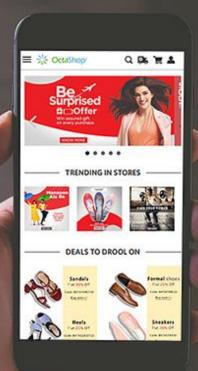
ISO 27001:2013
CERTIFIED

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

ISO 27001:2013 CERTIFIED

Localization / Internationalization
- Multi Organization (based on countries, City etc.)
- Multi-lingual
- Multi currency
- Multi – Catalogue:- Location based, store based

Dynamic pricing & 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

Built to Adapt, Modular Approach

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

Content Management System - Ease of data uploads, different theme

Global Tax and Invoicing

User Engagement Module

Clients spread across the Indian sub-continent, USA, Brazil, Germany, UK, Denmark, Austria, Middle East, Zambia, Zimbabwe, Kenya, Malaysia, Philippines

BUSINESS MODULE & SUPPORTED DIVERSE PRODUCT CATEGORIES

ISO 27001:2013 CERTIFIED

B2C **B2E** **MARKETPLACE** **B2B** **C2C** **B2B2C**

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**
Foot Wear	**Toys & Baby Care**	**Health Care**	**Jewelry**

ISO 27001:2013 CERTIFIED

MOBILE APPS DEVELOPMENT

8

1-3 MONTHS FREE TECH/APPLICATION SUPPORT

7

USER MANUAL AND TRAINING

6

GO LIVE

5

UAT DEPLOYMENT

4

DEVELOPMENT

3

DESIGNS

2

BUSINESS CONSULTING

1
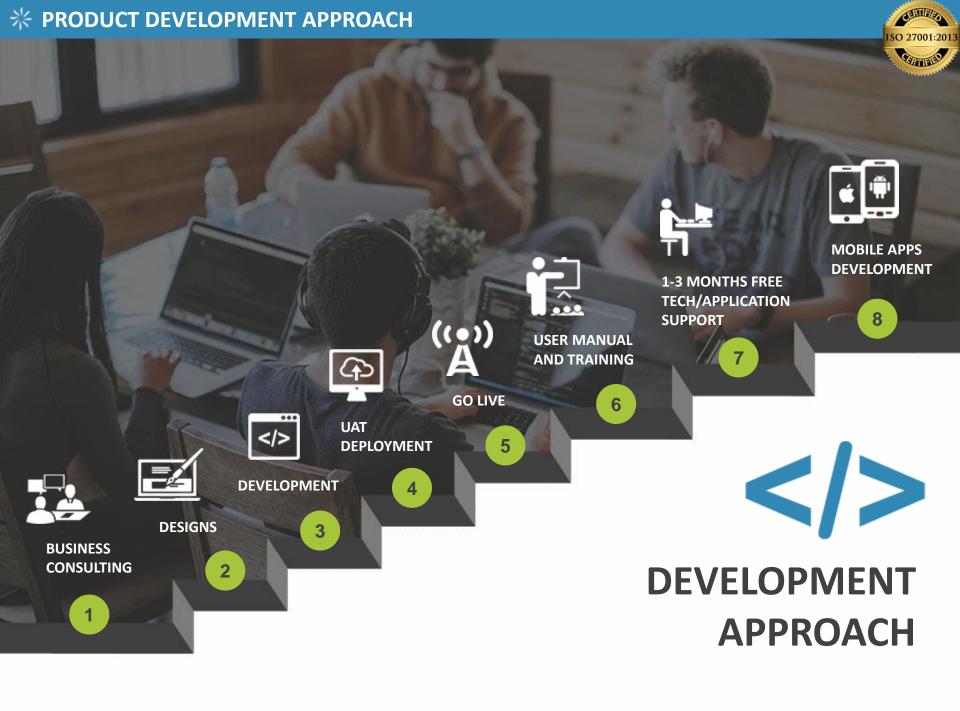
DEVELOPMENT
APPROACH

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**

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

Octashop - Ecommerce Ecosystem

ISO 27001:2013 CERTIFIED

OctaShop

Integrations

- Multiple Categories
- Multiple Catalogues
- Multiple Brands
- Multiple Templates
- White Labels

- Ecommerce Data Management
- Order Management
- Content Management
- Call Centre / Complain Management
- Promotions – GC / DC Management

Web Shop Home

Octashop Engine

Integration Layer

- Vendor Management
- Logistics Management
- Affiliate Management

Integration Icon	Integration
ERP	ERP
VISA / MasterCard	Payment Gateway
Logistics	Logistics
Loyalty Club	Loyalty Engine
SMS / Email	SMS / Email
Business Intelligence	Business Intelligence
Recommendation	Recommendation Engine
Dialer	Dialer Engine
Feeds / Affiliates	Feeds / Affiliates

Channels

Mobile	Internet
IVR	Call Centre

Integrations

- Octashop Database
- BI Database
- Rec Database
- SSO Database

CRITICAL COMPONENT OF OCTASHOP

ISO 27001:2013 CERTIFIED

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

Listed Product ↕ | Listed & Delisting Product ↕ | Search Result ↕ | Recommendation ↕ | Cancellation Request ↓ | Order Create ↓ | Order Status Update ↑

EDM

Product Content Approval	Mailer / SMS Management
Product Media Approval	Attribute Mapping
Inventory Management	Price Management

Merchandising & Sales Category Mapping

Solr Engine | **Recommendation Component**

Report & Dashboard

CRM

Ticket Management	CRM Order Placement
Ticket Generation	Dialer Integration

Lead Generation/Customer Profile Management

Order Management System

State Machine	Pin code Serviceability
MIS Report	Audit Management

Order Queuing Engine

Category ↓ | Attribute ↓ | New Product ↑ | Listed Product ↓

Order Creation

Order Status Update ↑

Order Create ↓

Pincode Serviceability ↑

Ticket Generation ↓

INTEGRA

Category ↓ | Attribute ↓ | New Product ↑ | Listed Product ↓

Order Create ↓ | Order Status Update ↑ | Pincode Serviceability ↑

INTEGRA

Category | Attribute | New Product | Listed Product | Order Create | Order Status Update | Pincode Serviceability

Marketing Admin Back Office

| Multi Seller Onboarding | Multi Brand Onboarding | Multi Store/Warehouse Onboarding | Commission/Fees Management | Merchandising Category Management | Attribute Management |

Logistic Management

| Marketplace Logistic | Seller Logistics | Seller Approval Management | Report & Dashboard | Global User Management | Audit Management |

Seller Admin Management Back Office

| Multi Store/Warehouse Onboarding | Micro Site Management | Seller Logistic Management | Product Life Cycle |

| Price / Inventory Management | User Management | Postal Code Management | Report & Dashboard |

| Volumetric Price Management | Auction Price & Quantity Management |

Store Admin Back Office

| User Management | Order Management |

| Report & Dashboard | |

| Click & Collect |

Product | Sales Order

INTEGRA

Product | Sales Order | Sales Order | Sales Order

Seller ERP | **Recommendation Engine** | **Report & Dashboard**

OCTASHOP ENTERPRISE

ISO 27001:2013 CERTIFIED

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
- Vender 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

ISO 27001:2013

Omniware Building Blocks

OMNIWARE
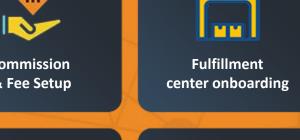
OctaShop Omniware Product has been specially designed to enable different business scenarios for established corporate houses to manage the dynamic & ever evolving fulfillment process of Online e-retail market to achieve their long term goals.
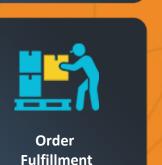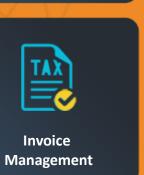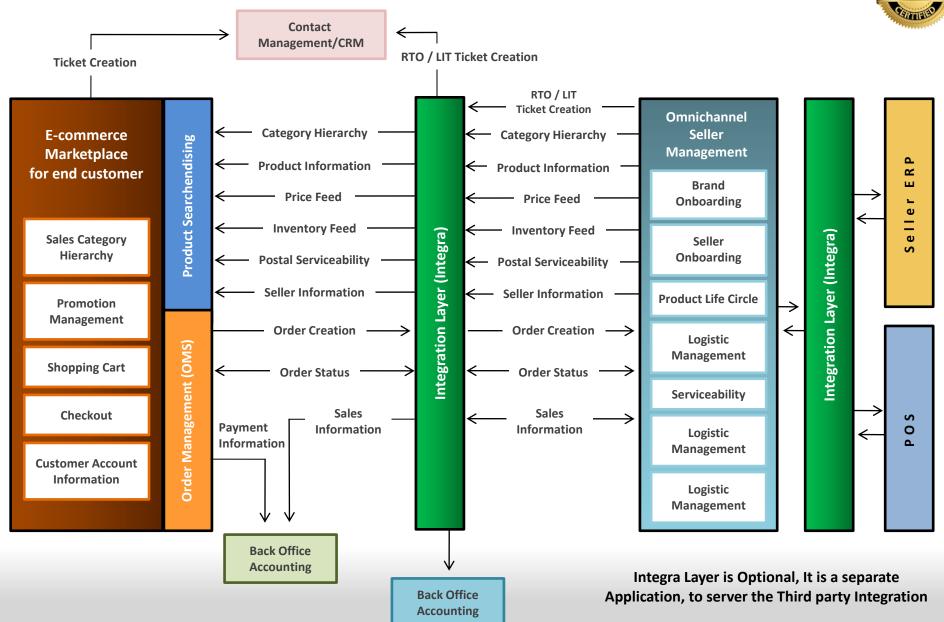
Partner/Sellers On boarding	**Commission & Fee Setup**	**Fulfillment center onboarding**
Product Information Management	**Product Lifecycle Management**	**Logistic Serviceability**
Tax Management	**Order Fulfillment**	**Invoice Management**

TYPICAL OMNI CHANNEL MARKETPLACE SOLUTION

ISO 27001:2013 CERTIFIED

Contact Management/CRM

Ticket Creation

RTO / LIT Ticket Creation

E-commerce Marketplace for end customer

- Sales Category Hierarchy
- Promotion Management
- Shopping Cart
- Checkout
- Customer Account Information

Product Searchendising

Order Management (OMS)

Integration Layer (Integra)

Omnichannel Seller Management

- Brand Onboarding
- Seller Onboarding
- Product Life Circle
- Logistic Management
- Serviceability
- Logistic Management
- Logistic Management

Integration Layer (Integra)

Seller ERP

POS

RTO / LIT Ticket Creation

Category Hierarchy	Category Hierarchy
Product Information	Product Information
Price Feed	Price Feed
Inventory Feed	Inventory Feed
Postal Serviceability	Postal Serviceability
Seller Information	Seller Information
Order Creation	Order Creation
Order Status	Order Status
Sales Information	Sales Information

Payment Information

Sales Information

Back Office Accounting

Back Office Accounting

Integra Layer is Optional, It is a separate Application, to server the Third party Integration

OCTASHOP OMNIWARE

ISO 27001:2013 CERTIFIED

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)

ISO 27001:2013 CERTIFIED

Int gra
API as Service

IT IS THE PLATFORM TO BRING
ANY TWO SYSTEM CLOSER

ISO 27001:2013 CERTIFIED

GLOBAL CONFIGURATION
To Configure Global Settings

CORE SYSTEM MANAGEMENT
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 Case Studies

Bata **(Category – Footwear & Accessories, Enablement of Multi-Channel / Omni Channel)**

OctaShop has been the preferred technology partner for emerging markets for Global encompassing Africa, Indian sub-continent & South East Asia. It is a good best practice case on front end design that showcases OctaShop capabilities around web designing & UI/UX.

- Enablement of multi-channel / Omni channel
- Web store
- Mobile responsive site
- Apps
- TV / Kiosk commerce
- Click & Collect
- Auto allocation of inventory to the store
- Earn & burn loyalty points O2O
- Cross border trade
- Order at the store get it delivered from another stores
- Affiliate integration to third party marketplaces
- Integration with all known payment gateways, wallets, cash on delivery, net banking, integration with SAP for stock updating at store level.
- Hush Puppies a premium footwear brand is another site enabled on the same instance.

UniLever (Multi Country business enablement – Same & different instance)

- One of the top global FMCG client having multiple websites with OctaShop tech partner for European Countries UK, Austria, and Switzerland is in B2B E-commerce are enabled both on desktop and mobile App for the operations.
- A unique business rule, based on Delivery days logic has been implemented.
- Octashop enabled multiple features like Implementation of Single Instance for Multiple countries, SLA Based Delivery, MOQ (Minimum Order Quantity), MOV (Minimum Order Value), Multi Lingual, Assortment wise Promotion Buy X get Y.
- OctaShop enabled Loyalty Management system for client US website.
- Octashop implemented Firebase Mobile notification for promotion.
- A unique pricing rule, Price based on customers (Retailers)
- Chat Bot has been enabled for Retailer & Distributor easy communication on Promotions, Pricing, Offers or any others queries.
- Customer wise pricing for multiple categories & SKU is enabled in back-end.

OctaShop Case Studies

Tata Unistore (Multi Country business enablement – Same & different instance)

TATACLIQ is the first phygital commerce market place in India which implemented the Omnichannel concept across multiple business categories that TATA operates in with capabilities for on-boarding unlimited vendors across unlimited categories, where each category has a high degree of complexity in terms of customization within the category. It have a very robust seller-zone panel, which helps warehouse team to process transactions.

Seller Zone are enabled both on desktop and mobile App for the operations. In the system two type of categories can be managed in one sales category under which product get listed for end customer and other is Merchandising category used by Operation Team.

LP switch is an other functionality which allows operation team to switch LP (Logistic Partner), if Logistic partner does not come on time or order is not assigned to any LP. Zone wise pricing for multiple categories & SKU is enabled in back-end.

WE ARE OPEN FOR DISCUSSION

CONTACT US @

kumar.rajesh@anmsoft.com

CALL US ON

+91 9619861325