



**Customer Satisfaction Rate** 

97%



**Successful Projects** 

200+



Years of Experience

18+





OctaShop - Version 1.0 launched in 2005 building world class globally competitive online



**18 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



#### 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.



#### **Promoters Overview**

Manu Agarwal is the Director of OctaShop, a strong visionary, has 25+ years of technology and software see expertise which has successfully guided OctaShop into becoming a leading and specialized software technology provider. A top of the class graduate engineer from IIT Kanpur, Mr. Agarwal holds a Master's degree in Computer Science and Electrical Engineering from University of Minnesota. His first engagement was with Waferscale Inc., USA where he, along with his colleagues, held patents in the flash chip design. His first venture in software was when he co-founded and took over as the CEO of the newly formed business enterprise "Design Expo Private Limited". Where within a period of 3 years, he expanded the company to 125 team operations, handling multiple skill sets and gaining foothold into financial domain. In 2001, after the acquisition of Design Expo, he took over as the head of bid management and pre- Sales for SLMsoft Inc. where he was primarily responsible for making winning bids. He is also Cofounder of ANMSoft and Naaptol (Top 10 Largest e-commerce company in India).

He is currently serving as CEO of Naaptol.

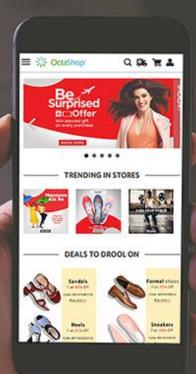
Vikash Sinha the Chief Executive Officer and Promoter of OctaShop is first generation serial entrepreneur and i visionary technocrat with 23+ years of straight on-board experience. A graduate alumnus of ISM (IIT Dhanbad), he is a hardcore multi-domain enterprise technology expert, with years of experience, gained by providing architect solutions to various e-commerce, eRetail, Travel and Retail Banking products for customers in USA, Europe, Asia and West Africa. He had been instrumental to launch Shubhyatra.com as online travel-commerce portal during 2000-01. He is also Co-founder of ANMSoft and Naaptol.

In 1998 he co-promoted Design Expo and looked after the technology operations till the company was acquired by a Canada based global financial technology player SLMsoft Inc. In 2001 he took over as the product owner and architect of their retail banking system product wherein he was primarily responsible to design the next generation banking product.

He is an excellent technology administrator and is known for his sharp technical acumen and organizational skills. His other interests include amateur astronomy and Indian philosophy.







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**



## 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



B2C

B<sub>2</sub>E

**MARKETPLACE** 

**B2B** 

C2C

**B2B2C** 

SO 27001:2013 CENTIFIED

Our all business module allows addition of new categories with utmost ease.















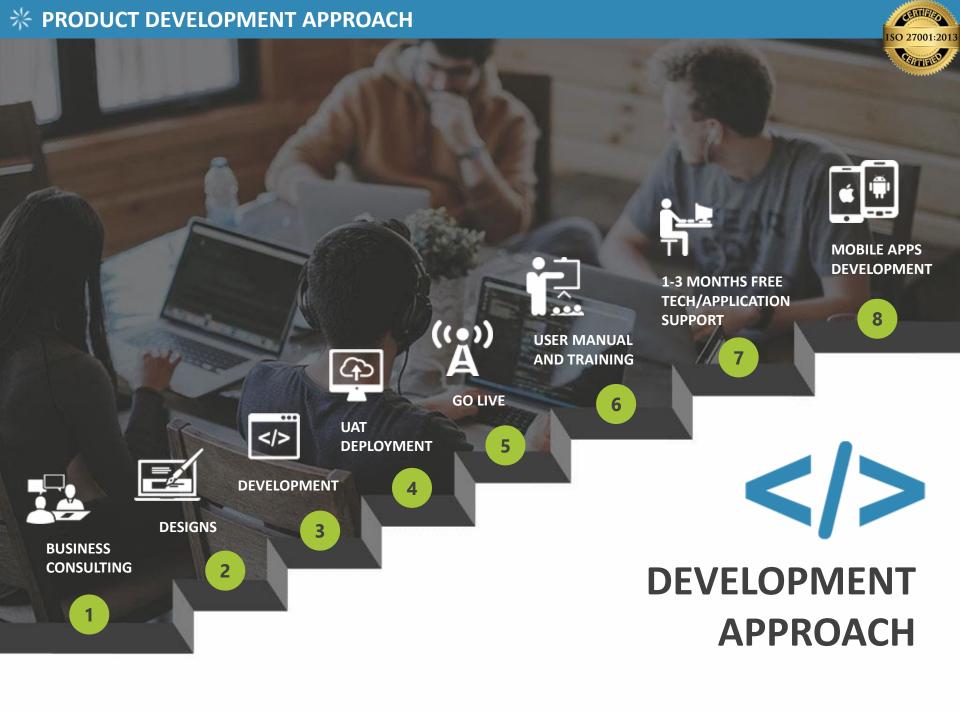












#### **※ TECHNOLOGY STACK**

- 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





































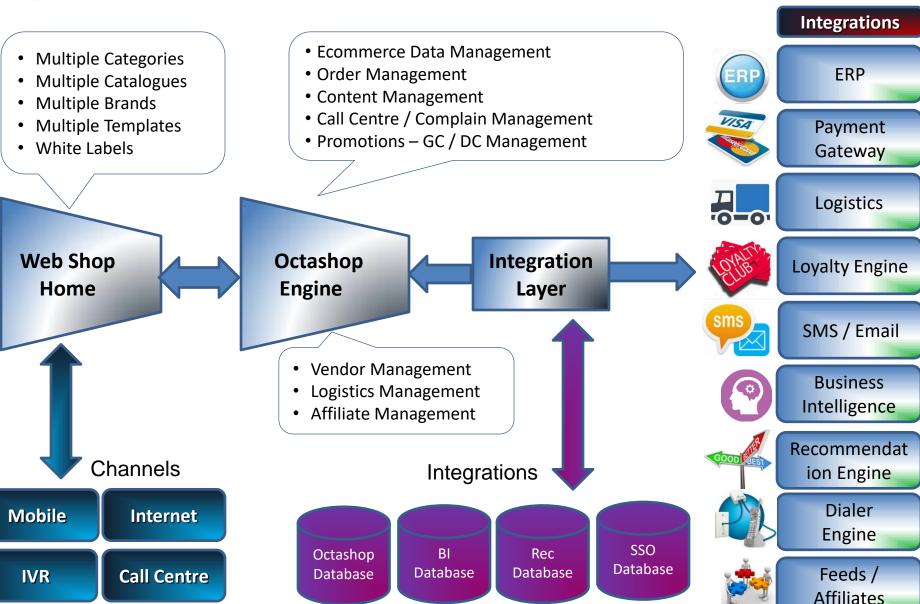


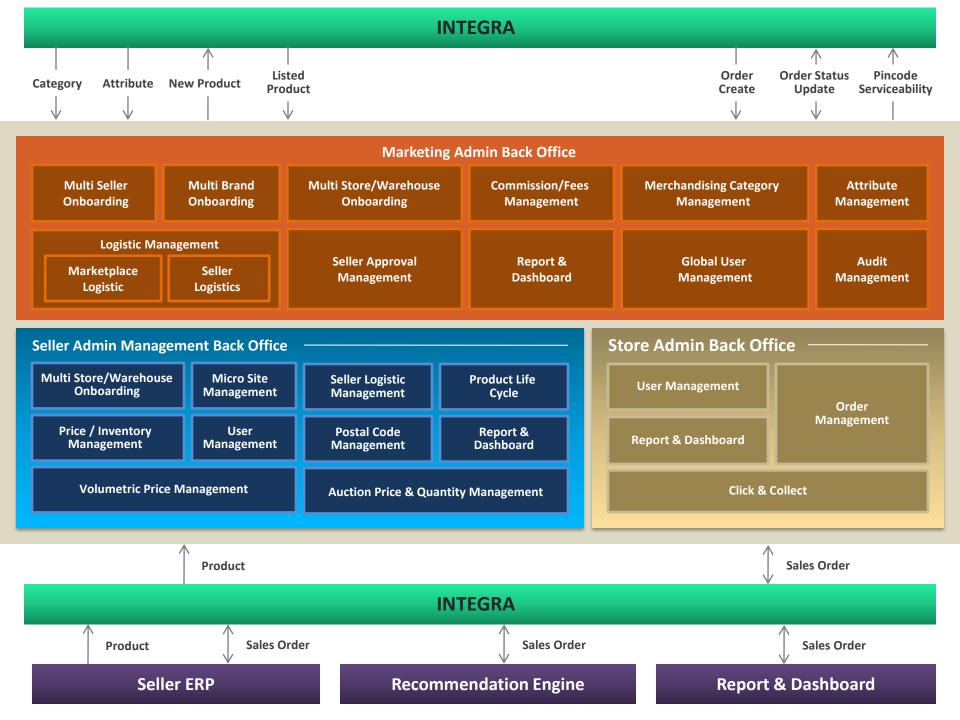




## Octashop - Ecommerce Ecosystem









#### **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

CHILLED

SO 27001:2013

**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



# SO 27001:2013

#### **Omniware Building Blocks**



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



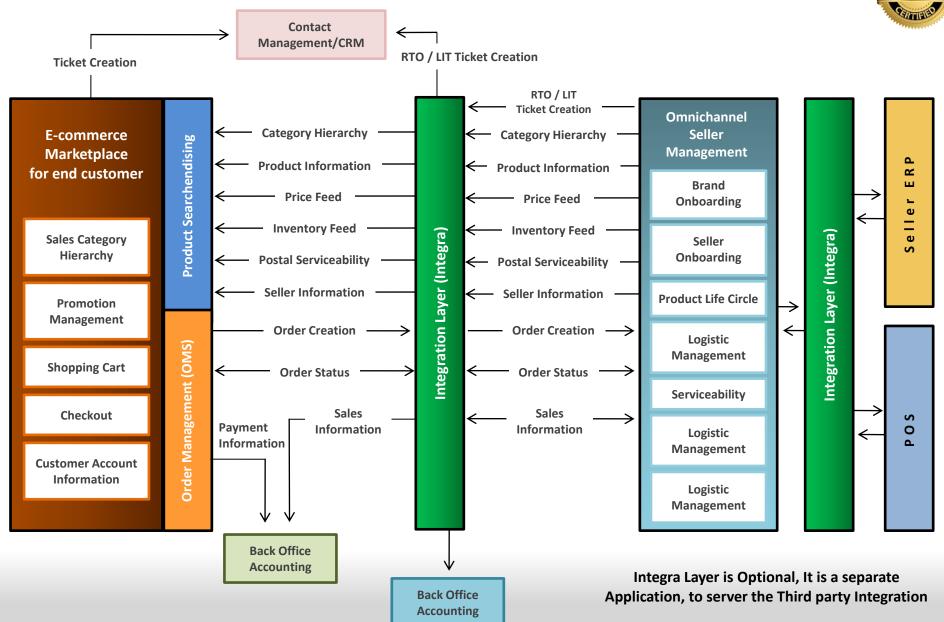
Order **Fulfillment** 



Invoice Management

### **※ TYPICAL OMNI CHANNEL MARKETPLACE SOLUTION**









#### **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





**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







### **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 020
- 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.



## OctaShop Case Studies (Cont.)



# <u>UniLever</u> (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**



# <u>Tata Unistore</u> (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

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