



Let's Solve



A Larsen & Toubro
Group Company



Case Study

Ecommerce Transformation for Leading Pet Food Company

Client

Our client is Fortune 500 Company catering to premium segment of the pet food market worldwide



Challenges

- ▶ The client has plans to expand its online presence in Professional-to-Consumer (P2C) & Business-to-Consumer (B2C) space by enhancing the customer's ability to work with veterinary clinics in evolving nutrition plans for pets and help consumers order pet care products online or using mobile devices.
- ▶ The tax was maintained manually in SAP Hybris, which was not accurate in comparison to the SAP system.

LTI Solution

LTI implemented the following features for the client:

- ✓ Ability to create Pet Nutrition Plans from the client's Home page
- ✓ Enabling support from the client's Home page
- ✓ Ability of vet clinics to maintain a list of all their vets and update nutrition plan
- ✓ Enabling ordering and "Ship Now" features for subscriptions
- ✓ Functionality to add tax data from SAP to Hybris
- ✓ Ability for Pet parents to initiate a return and be able to pick from a dropdown the reasons for returning the order / item (similar to Amazon)

Business Benefits

**Achieved
strongest organic
sales growth in 11
years**

**Better
visibility on
tax data
seamlessly**

**Improved
user
experience**

LTI (NSE: LTI) is a global technology consulting and digital solutions Company helping more than 400 clients succeed in a converging world. With operations in 31 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivalled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 32,000 LTIites enable our clients to improve the effectiveness of their business and technology operations and deliver value to their customers, employees and shareholders. Find more at <http://www.Lntinfotech.com> or follow us at @LTI Global.

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