



Brochure

Digital commerce

Introduction

Businesses across the world are experiencing a radical transformation in the way they interact and engage with their customers owing to multiple factors including - exponentially increasing digital adoption, technology modernization and the new normal rendered by the pandemic. The current scenario demands businesses to act faster and continuously differentiate themselves by providing superior customer experience across every touchpoint.

LTI's Digital commerce brings together our in-depth understanding of commerce functionality across industry segments and rich technology expertise to transform buyer experience. LTI's Digital commerce employs a consulting-led approach to clearly outline commerce objectives, define roadmap, and render end-to-end implementation services to deliver superior buying experience, while enhancing sales and marketing returns throughout the customer lifecycle.



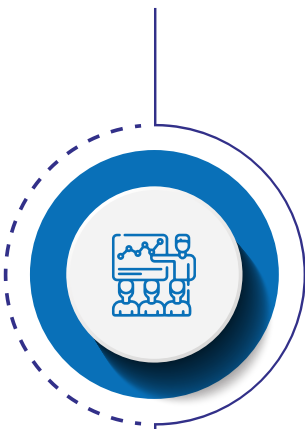
DE Commerce at a glance

200+ Clients

1600+ Dedicated consultants

25+ Solutions and accelerators

Service Offerings



Strategy & Consulting

Consulting-led approach to define a clear commerce roadmap to define target operating model.

- // Platform Analysis, Feasibility and Selection
- // User Personas & User Journeys
- // Commerce Maturity Readiness Assessment and Roadmap



Commerce Implementation

End-to-end commerce implementations (B2B, B2C, B2B2C, Marketplace business models).

- // Omnichannel commerce
- // Digital Commerce Implementation (B2B, B2C, B2B2C & Marketplace)
- // Custom e-Commerce platform development



Replatforming

Accelerated migration from legacy commerce to a modern, cost-effective platform.

- // Replatforming
- // User experience revamp
- // Platform Enhancements & Maintenance



Digital Marketing

Higher ROI from marketing investments & improved customer conversions.

- // Marketing Automation
- // Marketing Operations
- // Campaign Management

Partner Ecosystem



Engagement Highlights



E-Commerce
Replatforming results in faster time-to-market, improved conversion, and cost optimization

Leading blender manufacturer in the US



Improved traffic and time-to-market by eliminating inefficiencies of eCommerce portal

Global healthcare provider in the US



Brand new B2B Marketplace platform to provide one-stop-shop for vendors & dealers

Construction division of renowned Indian conglomerate



Next-Gen Customer Engagement Portal with improved availability and response time

Leading human resource consulting company



Online procurement portal to revamp global supply chain results in improved order processing and cost savings

Leading semiconductor manufacturer

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 unparalleled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 35,000 LTItes enable our clients to improve the effectiveness of their business and technology operations and deliver value to their customers, employees and shareholders. Follow us at @LTI_Global

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