

ATG solutions for retailers

WHAT CGI OFFERS

Services

- Commerce strategy
- User experience
- Solution architecture
- Platform implementation
- Solution re-platforming, migration and upgrade
- Site optimization
- Application management
- End-to-end managed services

Benefits

- Enhanced customer service
- Higher customer satisfaction
- Higher revenue streams
- Lower total cost of ownership

Capabilities

- Multi-site strategy
- Personalization
- Product bundling
- Mobile applications
- Cross-selling, up-selling
- Complex catalogs and pricing
- Promotions
- Email marketing
- Social networking / Web 2.0
- Clienteling
- Multi-platform integration

CGI & ATG TEAM UP TO OFFER BEST-IN-CLASS COMMERCE SOLUTIONS

With online sales representing a fast growing percentage of all retail sales, retailers must have more than ever before a strong online presence to remain competitive. In addition, to effectively respond to evolving customer needs, retailers now need to embrace new cross-channel strategies and focus on where those strategies can help them drive growth and profits.

Implementing a unified cross-channel user experience

Multi-channel selling is not new; most companies sell through more than one channel. However, the disparity and complexity of back-end systems and business processes along with the high cost of integration have made it difficult to deliver a truly unified cross-channel experience for customers, forcing each channel to operate independently.

With CGI and ATG, enterprises can move from independent multi-channel sales processes to an integrated and unified cross-channel sales model. This approach merges the strengths of each channel to create a highly unified customer experience, whether the customer is shopping online, in the store, over the phone, and/or with a mobile device.

Meeting the challenges

To create a superior experience across the customer lifecycle, as well as address the needs of internal stakeholders, e-commerce must meet the demands of “next generation retailing” and address the following challenges:

- Customer expectations must be met, requiring a retailer’s commerce platform to satisfy customers who expect a smart, personalized and seamless user experience across all channels.
- Average revenue per user must be maintained and increased, requiring a retailer’s commerce platform to support personalized cross and up-selling.
- Average cost per user must be reduced, requiring a retailer’s commerce platform to support customer self-service.
- Seamless integration with retail management, store operations, merchandising, and supply chain systems and operations must be achieved.



CGI's expertise and approach

- **Deep retail expertise:** Complete understanding of the retail value chain supported by a Retail Center of Excellence serving 250+ retail clients across all retail segments
- **ATG expertise:** Strong expertise with ATG's eCommerce platform, demonstrated by award-winning global implementations
- **E-commerce methodologies/frameworks:** Proven and agile CMMI and ISO-certified e-commerce implementation methodologies and frameworks
- **E-business global delivery centers:** Capability and scalability to meet global needs, leveraging the best mix of local and remote resources
- **Next generation retailing experience:** Successful track record of delivering enterprise-level supply chain management, in-store, merchandising and PLM solutions necessary for next generation client retailing
- **Full managed services:** End-to-end managed services for the e-commerce channel under multi-year partnership and with a fully operational application solution environment
- **Other technology expertise:** Professional practices in other technologies, such as SAP, Oracle and Microsoft, as well as related functional domains, such as BI, ECM, Collaboration and Web 2.0

ATG's product offering

ATG's top ranked e-commerce platform and application suite is used by more than 900 brands worldwide and by more top 300 Internet retailers than any other platform.

- **Commerce suite:** Shopping cart; product catalog; merchandising; search; personalization; multivariate testing; marketing campaign manager; business analytics; integrated customer service; knowledge management; on-demand commerce
- **Commerce optimization services:** Click to call; click to chat; call tracking; save and send; form to phone; video connect; automated recommendations

Contact us

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ABOUT CGI

CGI is in the business of satisfying clients. For 30 years, we've operated upon the principles of sharing in our clients' challenges and delivering quality services to address them. A leading global IT and business process services provider, CGI has approximately 31,000 professionals operating in 125+ worldwide offices, giving us close proximity to our clients. With its extensive footprint, CGI offers local partnerships and a balanced blend of global delivery options—including onshore, nearshore and offshore expertise.

CGI (www.cgi.com) is a global ATG partner with a solid track record of successful on-time, on-budget performance.

ABOUT ATG

ATG provides the most advanced cross-channel commerce platform to fuel the growth of the world's best brands. ATG solutions help to drive sales via a personalized customer experience—unifying and optimizing interactions across all channels. ATG Commerce is top-rated by industry analysts for powering results-driven, personalized, and innovative e-commerce sites. (www.atg.com).

