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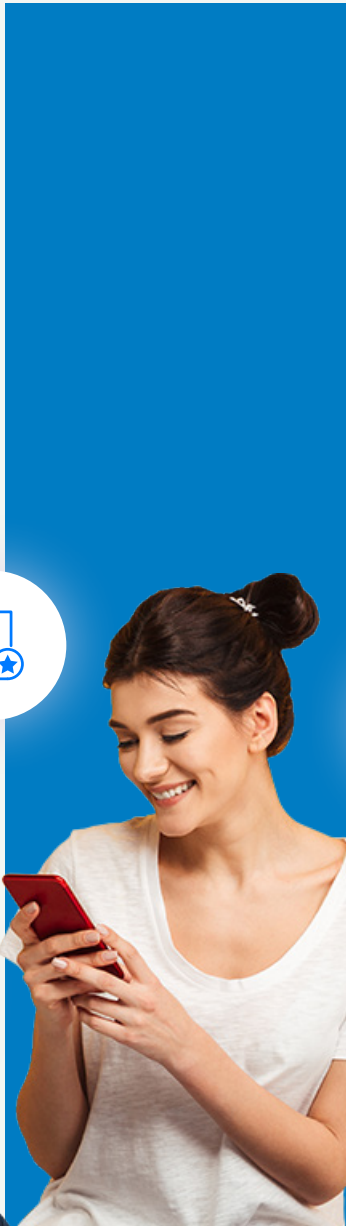
Humanizing e-commerce

Infosys
equinox

Exceed customer expectations

We live in a dynamic age where customers' expectations from businesses are continuously evolving. This is especially true of the digital world, where customers expect a highly personalized, distinctive, and engaging experience.

This means businesses need a complete digital platform that enables both engagement and commerce while exceeding customer expectations.

Make commerce human with Infosys Equinox

A perfect balance between agility and adaptability

Infosys Equinox is a digital commerce platform that drives human-centric and memorable omnichannel shopping experiences. It is a digital commerce and digital marketing platform that delivers hyper-personalized experiences across all commerce models including B2C, B2B, B2B2C, marketplaces, super apps, and many others.

An API-first microservices-based, cloud-native, and headless digital commerce platform, Infosys Equinox gives your business a host of advantages. With Infosys Equinox, you can achieve marketplace enablement on a single platform with unmatched flexibility and speed of deployment.

Infosys Equinox operates on a commerce-as-a-service model and brings together an integrated ecosystem of best-of-breed platforms, services, product partners, and industry-specific capabilities. The platform provides the perfect balance between agility and adaptability and gives you an end-to-end commerce solution that enables your organization to become customer-centric.
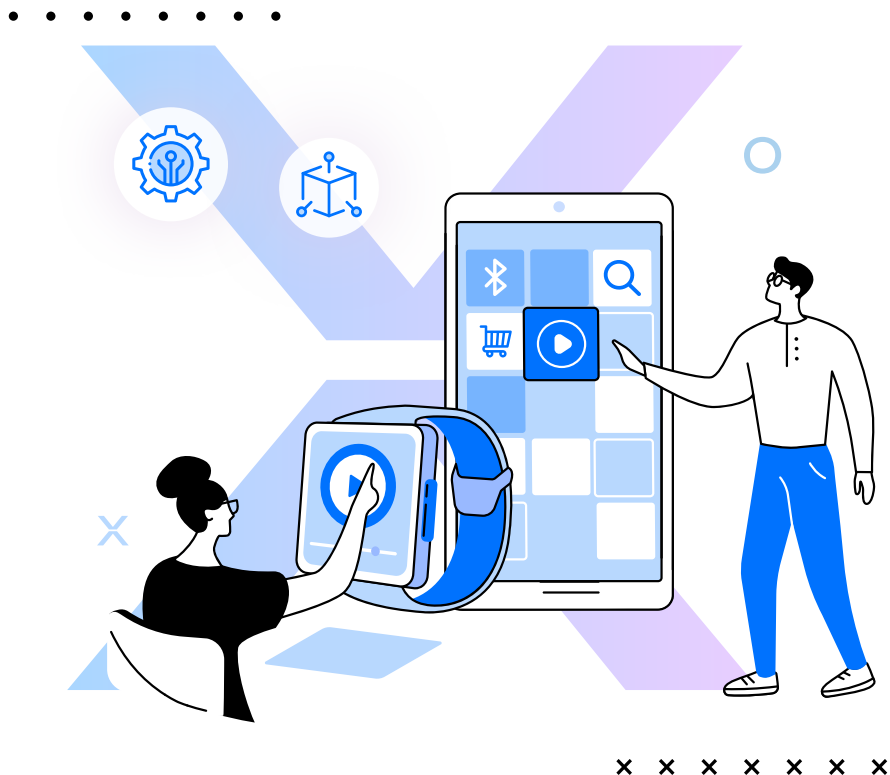
Create delightful experiences

Infosys Equinox helps you create a rich, contextual, and secure shopping experience for your customers. It pre-integrates emerging commerce channel capabilities such as social, chat, voice, smart devices, augmented reality, virtual reality (AR/VR), and more. This enables you to engage your customers in a channel of their choice, whenever and wherever they want.

The platform also blends digital experiences with physical ones to deliver a richer, more satisfying phygital shopping experience.
The range of experiences includes an endless aisle for small footprint stores as well as a contactless store shopping experience for a grab-n-go experience.

How Infosys Equinox enables seamless commerce

Flexibility to rapidly develop new touchpoint experiences including conversational, voice, social, AR/VR, smart devices, and others that are still evolving

Out-of-the-box capabilities to enable all emerging commerce models such as B2C, B2B, online mall, marketplace, in-store, brand sites with direct-to-customer, super apps, and more

Endless aisle and store associate selling app with features such as virtual try-on and virtual closet enable store sales associates to provide personalized experiences to every shopper and drive sales

A recommendation engine that leverages AI and machine learning to create a hyper-personalized experience based on customer preferences and past purchase history. This helps drive real-time upsell and cross-sell capabilities

Self-service with easy-to-use studio capability, and merchandizing tools to create and deploy rich, highly personalized experiences with just a few clicks and without IT support
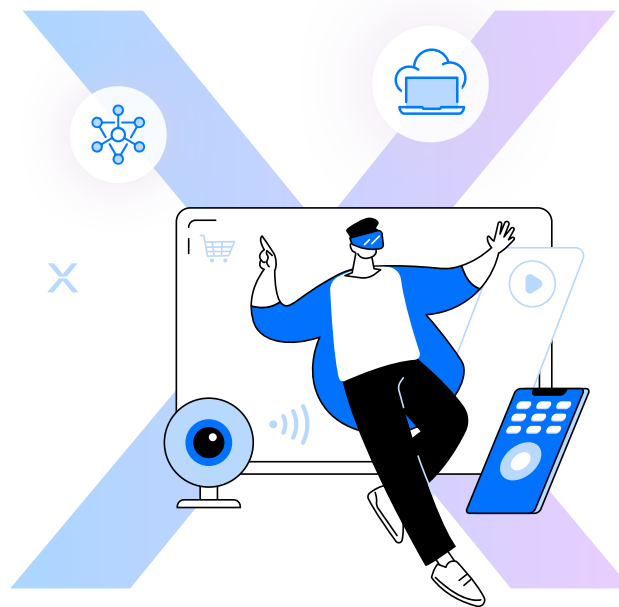
Be future-ready

Infosys Equinox is an API-first, microservices-based, cloud-native, and headless digital commerce and engagement platform. Built using open-source technologies, Infosys Equinox gives you a high degree of flexibility. You can rapidly deploy or customize our ready-to-use microservices (while staying on the upgrade path) or build your own custom microservices tailored to your needs. Deploy your customized microservices in conjunction with the out-of-the-box microservices. These cloud-agnostic microservices are deployable in any public cloud or on-premises in your own private environment.

Flexible architecture with ready-to-deploy infrastructure guarantees you up to 30% faster time to market. High availability (99.99% uptime or more) means your customers are guaranteed a consistent shopping experience, even during events such as Black Friday and flash sales.

Infosys Equinox integrates seamlessly with your existing CMS and experience platforms to maximize your current e-commerce investments. Since you can pick and choose each microservice that Infosys Equinox offers (or build your own), it flexes and grows as your business grows.

Technology that sets commerce free

SaaS-based modular platform with independent, scalable microservices spanning experience touchpoints, commerce execution, product information management, order orchestration, and performance marketing

A headless platform that easily integrates with your existing CMS and experience platforms to ensure rapid time-to-market while maximizing the value of your current investments
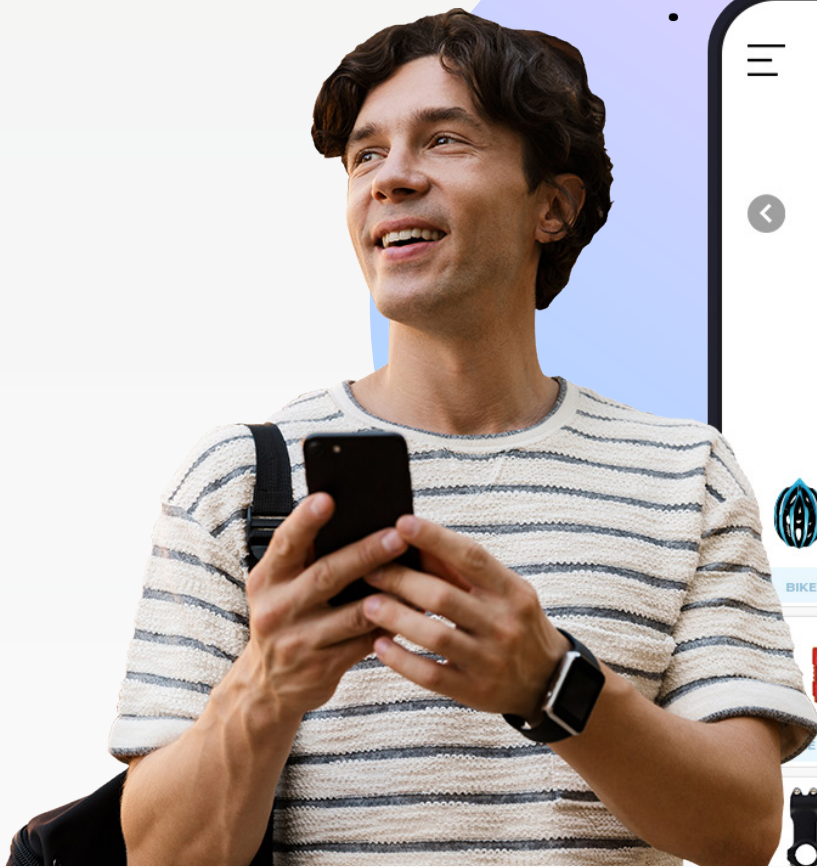
Extreme performance optimization using CDN services, front-end code optimization, and reduced network roundtrips ensure 99.99% uptime

Each microservice delivered as part of cloud-based infrastructure, with up to 30% faster time to market and implementations completed in as little as 6 weeks

Cloud-native, cloud-agnostic platform built on one of the most open technology stacks in the market for unbeatable flexibility and future-readiness

Integrated ecosystem

Infosys Equinox helps enterprises deepen customer relevance throughout the commerce value chain using its core capabilities and partnerships with leading solutions.

Infosys Equinox provides you a range of capabilities across the engage-serve-analyze commerce lifecycle. It enables a one-stop commerce experience for businesses with its integrated ecosystem of capabilities, spanning customer experience, commerce operations, and real-time analytics and insights.

Numerous sector-specific and sub-sector-specific solutions are available as out-of-the-box add-ons for CPG, telecom, media and entertainment, auto and retail, fashion and accessories, grocery, wholesale clubs, and consumer electronics.

Businesses can readily drive their innovation agenda on-demand with Infosys Equinox. Be it new experiences, add-on commerce models, real-time data insights, or monetization algorithms, Infosys Equinox is ready. It is the only commerce platform you will ever need.

Powering innovation with Infosys Equinox

The only end-to-end platform that serves your e-commerce needs by providing commerce-as-a-service across the entire commerce lifecycle from engagement and transactions to analytics

A range of value-added capabilities beyond the core commerce engine, including personalization, omni-channel engagement, marketing mix modeling, marketplace syndication, product ratings and reviews, loyalty, subscriptions, and recommendations

A powerful digital commerce ecosystem that combines the full spectrum capabilities of Infosys Limited including EdgeVerve and WongDoody, to create unmatched customer journeys

Four offerings to rapidly transform digital commerce and engagement across the e-commerce lifecycle including marketing, merchandizing, e-commerce, store operations, and customer service – Infosys Equinox Microservices, Infosys Equinox Commerce, Infosys Equinox Experiences, and Infosys Equinox Marketing

Get in touch

For more information and a product demo, please reach out to us at
contactus@infosysequinox.com

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