

An aerial photograph of a city skyline at dusk or dawn. The sky is dark and cloudy, with a faint glow of light on the horizon. Several tall skyscrapers are visible, some of which have smoke or steam rising from their tops, creating a hazy atmosphere. The city below is densely packed with buildings of various heights and architectural styles. The overall tone is dark and moody.

# *EMPOWERING EXPERIENCES WITH* **DIGITAL COMMERCE**



# KNOW e-Zest



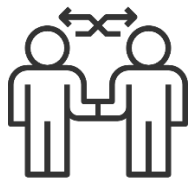
## GROWTH MINDSET

Founded in 2000, 500+ strong team.  
Endorsed by Deloitte as Fast 50  
technology company



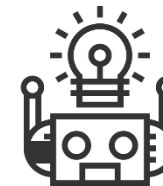
## LONG-TERM RELATIONS

70+ customers spread across 4  
continents. 50% customers with 5+ year  
long relationships



## TECHNOLOGY PARTNERS

Microsoft | AWS  
Magento | Episerver | uCommerce



## DIGITAL @HEART

10 emerging technology toolkits for  
CDOs





# EMPOWERING EXPERIENCES

# WE BELIEVE

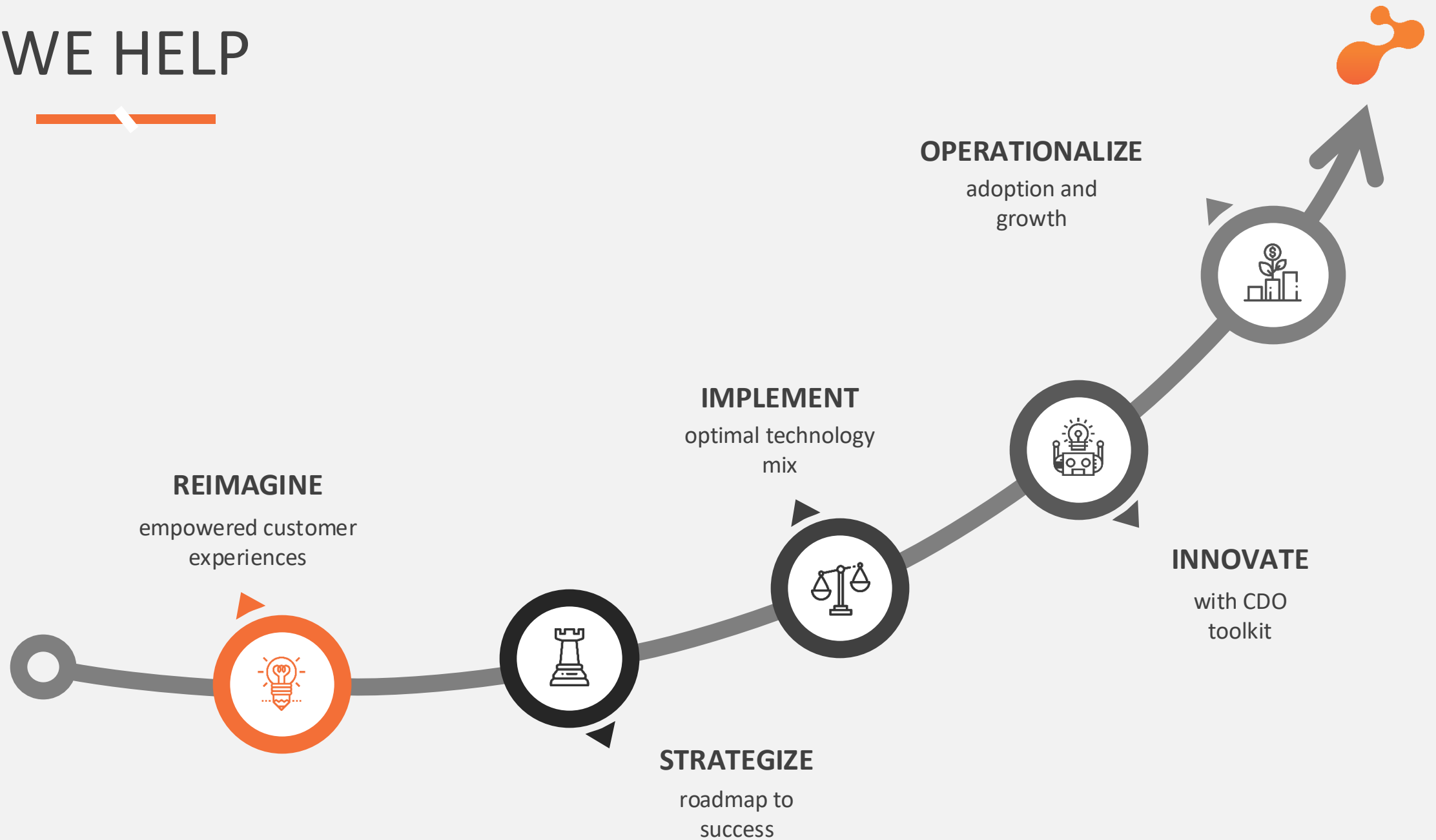


that technology should  
empower people to do and be  
their best

in creating experiences that  
are natural and emotionally  
fulfilling

in collaborating with strategic  
intent-driven execution

# WE HELP



# experiences



REIMAGINE

STRATEGIZE

IMPLEMENT

INNOVATE

OPERATIONALIZE



How customers  
find the right  
products



Purchase and  
consumption  
process



How the customer  
loyalty is built

REIMAGINE

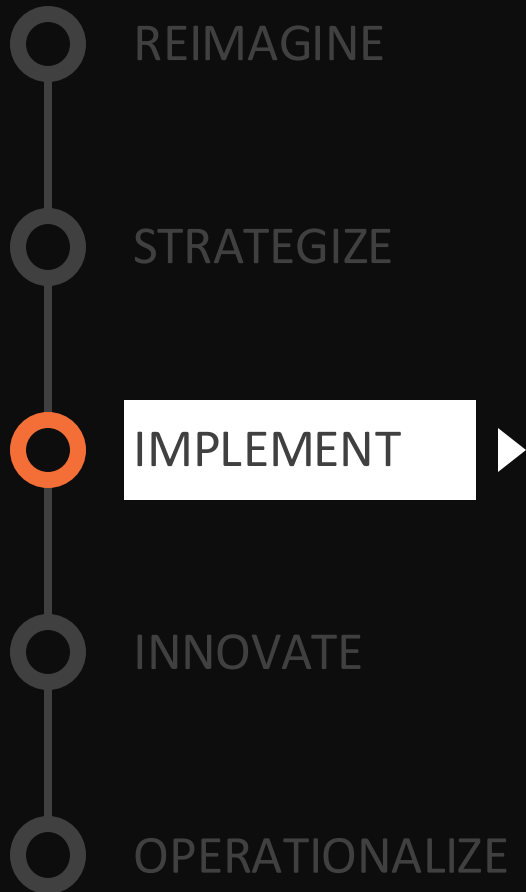
▶ experiences

# success roadmap





# technology mix



## LEADING PLATFORMS

Magento Commerce, Hybris, EpiServer Commerce, Insite, Znode



## PLUG-INS & ACCELERATORS

CyberSource Integration, Scheduled Orders, Quote Builder, Pricing Framework



## CONTENT MANAGEMENT

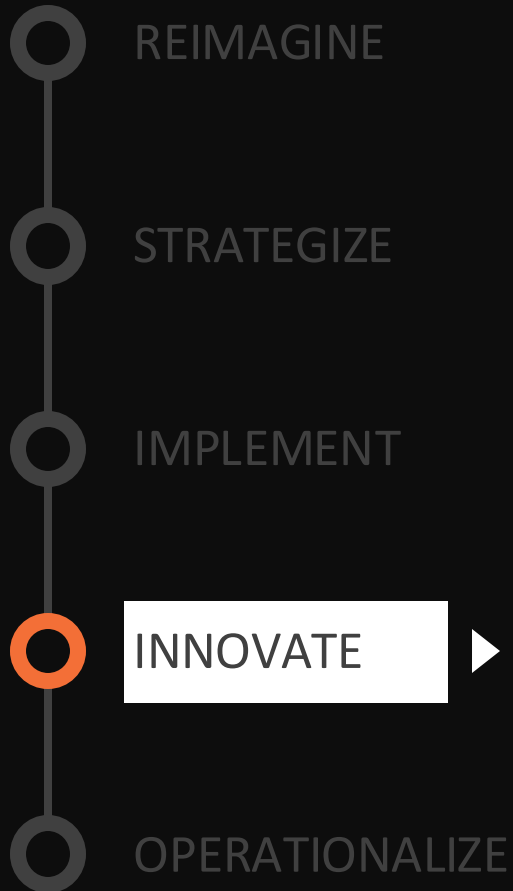
Adobe Experience Manager (AEM), BlueFoot, Sitecore, EpiServer



## SYSTEMS INTEGRATIONS

Order Management Systems, ERP, Pick-pack & Shipping, CPQ, CRM, Marketing & Promotions, Logistics

# with toolkit



## CONVERSATIONAL COMMERCE

Bots | CS cockpit



## BUYING EXPERIENCE

Artificial Intelligence  
Mixed Reality



## UNSHACKLE THE LEGACY

Headless Commerce


# adoption & growth






# ENGAGEMENT **EXPERIENCES**

Digital commerce consulting & implementation partner  
for Fortune 500 enterprises



\$27.39 billion  
revenue in 2017



F500 enterprise from  
23 years



Amongst top 100  
global innovators



# Abbott Labs

## FORTUNE 500 PHARMA COMPANY

Client is a global healthcare giant specializing R&D, generic pharmaceuticals, medical devices and nutritional products





Rejuvenated dwindling sales  
with launch of  
this new platform



7000 orders generated over  
\$2 Million sales within a  
month



Client-controlled and secure  
web store ensuring 100%  
uptime



# B2C NUTRITION E-COMMERCE PLATFORM

## BUSINESS CHALLENGE

Client aimed to bridge security gaps in their existing e-Commerce platform and thus prevent revenue loss.

## TRANSFORMATION

Relaunched a PCI-DSS certified e-commerce platform with highest level of security compliances and a production roll-out within 2 months ensuring business continuity.



Processing 2000+ orders daily  
for 1.5 million+ users



“Offline Orders” feature for  
older patients ensuring high  
user adoption



Automated insurance  
handling process saving 500+  
hours of manual work per  
month



# E-COMMERCE FOR A DIABETES CARE PRODUCT

## BUSINESS CHALLENGE

Client had an ambition for immediate global expansion of their specialized diabetes care product. However, smaller product shelf-life and expensive cold storage led to a delayed time-to-market.

## TRANSFORMATION

Built a cutting edge e-Commerce platform for the sale of this product with integrated payment methods and reimbursements corresponding to country-specific health insurance laws.



75% performance  
improvements over previous  
platform



Average calls to Customer  
Service reduced by 20%



2% boost in revenue through  
increased revenue per  
customer




# MIGRATION OF A B2B E-COMMERCE PLATFORM

## BUSINESS CHALLENGE

Client spotted a chance to fulfil their vision by embracing a state-of-the-art e-Commerce platform for their healthcare division and decommissioning the legacy implementation.

## TRANSFORMATION


Migrated the system from legacy to Magento 2.0 with an intuitive interface powered by our Design Thinking and seamless integration with complex SAP interfaces.




\$4.7 billion  
revenue in 2017



25% market share in  
this industry



60,000+ employees  
across the globe



# Rush Enterprises FORTUNE 1000 COMMERCIAL VEHICLE COMPANY

Client is market leader in commercial vehicle industries and operates the largest network of truck dealerships in the USA



9 million+ parts from  
different manufacturers with  
5 million cross referenced  
parts available in catalogue



50% increase in average  
order value



41% increase in transactions



# TRUCKING PARTS MARKETPLACE


## BUSINESS CHALLENGE

Client wanted a unique B2B2C e-Commerce aggregator platform that enables customers to match truck part numbers with parts available with various suppliers.

## TRANSFORMATION

Single store multi-vendor solution with drop-ship capability complimented by advanced search algorithms to match parts, specially since each manufacturer uses different part number for same part.





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# Reach Influence OMNI-CHANNEL DIGITAL PROMOTIONS & REWARDS PLATFORM

Client's business is focused on shopper engagement programs for independent retailers and small chains; helping in conversion and loyalty of customers in Digital Commerce



1000 retailers on-boarded  
within 6 months of launch



1.2 Million+ coupon  
clips across its  
digital retailers



Real-time syncing of offers  
with the retailers



# OMNI-CHANNEL DIGITAL PROMOTIONS & REWARDS PLATFORM

## BUSINESS CHALLENGE

To reduce TCO and scale up the business, Client aspired to re-engineer their customer self-service via personalized and white labelled microsites

## TRANSFORMATION

A contemporary platform that drives more efficient marketing and merchandising through a single source to deliver and measure promotions to all shopper channels.



# DIGITAL @ HEART

Emerging technology toolkit for CDOs: Stories



# GoPro

## TRANSFORMING IN-STORE DIGITAL COMMERCE EXPERIENCE

### What it did

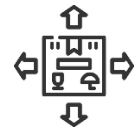
Trained, educated, and inspired brick and-mortar sales associates at big box stores and mom and pop surf shops alike



App launched in 9 languages, across 4 continents



Total revenue rose to \$985.7 million from \$64.5 million



Instant distribution of new product info. & training initiatives to global sales force



# Toyota Motors KNOWLEDGE APP FOR SALES TEAM

## What it did

Transfers knowledge from the traditional training portals, kiosks, and printed handbooks and places it in the pockets of every single sales consultant and marketer across globe.



No prints (Sustainable),  
content always up-to-  
date



Interactive dealer  
education – effective &  
efficient



Superior experience





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