

Accion Labs

CMS & eCommerce Capabilities





- ▶ Web Portals & CMS
- ▶ ECommerce
- ▶ Case Studies

Web Portals & Content Management



Asset Mgmt.

Content Authoring

Integrations

Administration

Migrations

DevOps

- ✓ On-Prem → Cloud migration
- ✓ Integration of Analytics with Cloud Websites
- ✓ Integration with Compliance & Security tools – SonarQube, Veracode & Crownpeak



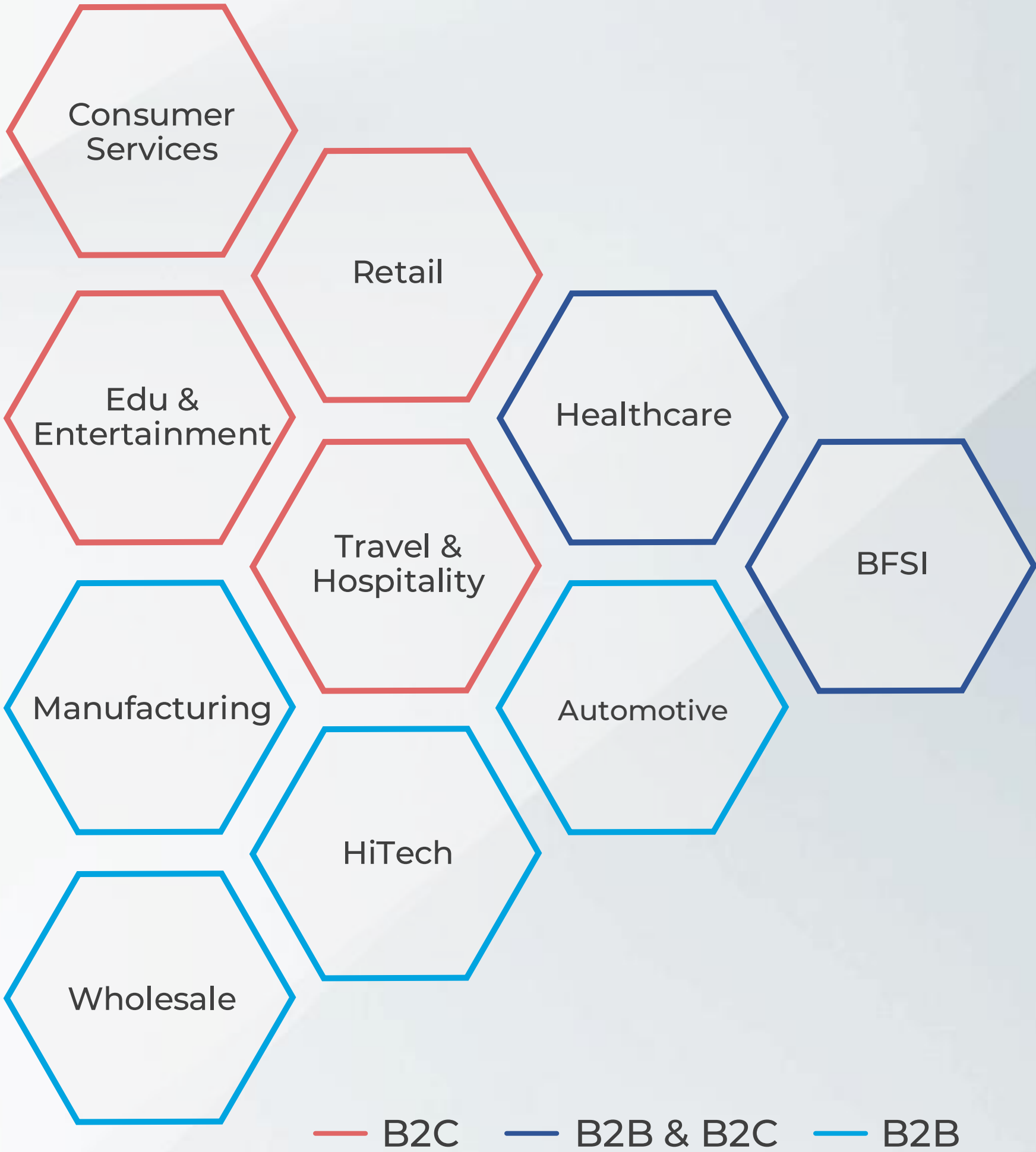
Key Functionality

Product Configuration & Pricing	Content & Product Info. Mgmt.	Order mgmt., Fulfilment & Logistics
Payments & Chargebacks	Compliance & Quality	3rd Party Integrations
Reporting & Analytics	Customer Journey Mapping	Customer Experience

Integrations

- Analytics & AI
 - Consumer Journey Analytics
 - Content Mgmt.
 - ERP Systems
 - Payment Gateways
 - Marketing Tools
- Logistics & Fulfilment Systems
 - CPQ Systems
 - OMS Systems
 - PIM
 - Digital Commerce Platforms
 - Integration Platforms

Segments Served



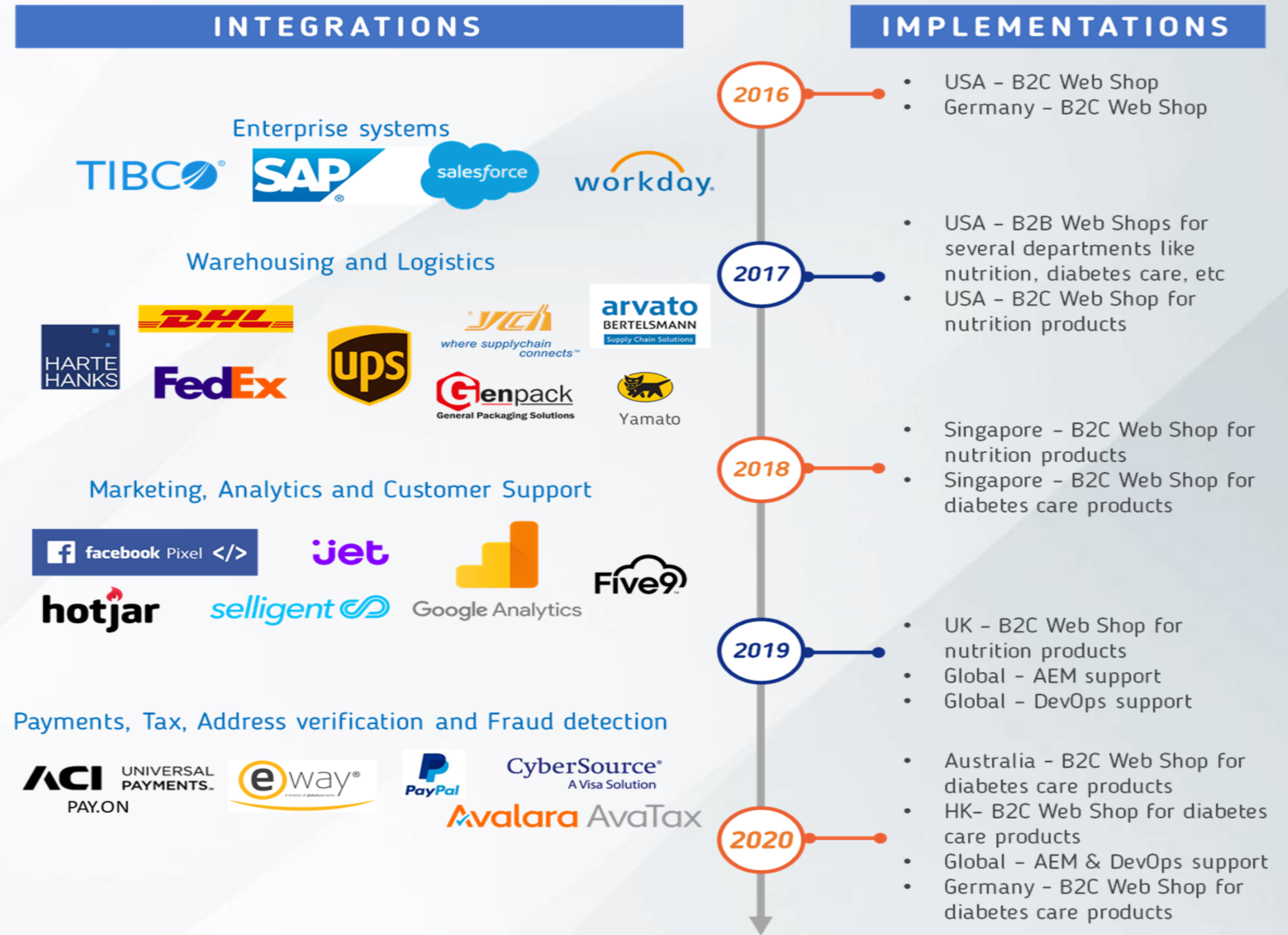


Case Studies

Global E-Commerce Partner for a Life-Sciences Org



- ▶ E-Commerce partner of a multi-billion Global Life Sciences Org
- ▶ Developed 20+ eCommerce landscapes for multiple regions across the globe
- ▶ **NA & Asia Region:**
 - Adobe AEM (Content)
 - Magento (e-Commerce)
 - AWS Services (Middleware)
 - Magento (Orders data)
 - AWS EOM (Custom Enterprise Order Management System)
- ▶ **EMEA (non-DACH) Region:**
 - Adobe AEM (Content)
 - Salesforce (e-Commerce)
 - CloudSense (Salesforce-based CPQ)
 - MuleSoft (Salesforce family Middleware)
- ▶ **EMEA (DACH) Region:**
 - Adobe AEM (Content)
 - Commercetools (e-Commerce)
 - AWS Integration services (Middleware)



Case Studies – eCommerce | Web Portals



Client Organization	Managed Process	Details
Global Computer Hardware Manufacturer	B2B E-commerce platform on .NET stack	<ul style="list-style-type: none">• Made-to-Order Computer Configuration & Assembly ordering eCommerce system• Microservices based components and architecture• 40+ Global Sites
Automobile Manufacturer	B2B E-commerce platform - Custom Built on .NET stack	<ul style="list-style-type: none">• Custom built B2B e-commerce platform• Leveraging of rules engine to recommend products based on past buying patterns, stock situation, nearest available dealer, better margin etc.• Real time data fetch from SAP Systems
Trucking Parts Marketplace	B2B2C e-Commerce aggregator platform	<ul style="list-style-type: none">• Enables customers to match truck part numbers with parts available with various suppliers.• Single store multi-vendor solution with drop-ship capability• Complimented by advanced search algorithms to match parts, especially since each manufacturer uses different part number for same part.



ECommerce end-to-end SDLC and Support



Case Study: Retail Image Analytics with Computer Vision



Client Overview: The convenience store chain, with hundreds of locations across the United States, faced significant challenges in maintaining optimal product availability across their stores. Manual inventory checks were time-consuming, inconsistent, and often resulted in missed restocking opportunities, directly impacting sales and customer satisfaction.

Challenge: The company needed an automated solution to continuously monitor product availability in key areas such as coolers, candy displays, and ready-to-eat sections. They sought a partner with expertise in emerging technologies to develop a scalable, cloud-based image analytics system that could integrate with their existing infrastructure while providing actionable insights.

Solution: Accion Labs developed a sophisticated computer vision pipeline that leveraged the existing in-store camera infrastructure, transforming it into an intelligent monitoring system.

Impact: Accion Labs' computer vision solution represents a significant advancement in retail operations management, demonstrating how emerging technologies can address real-world business challenges. By transforming passive camera feeds into actionable business intelligence, the system delivers continuous value while leveraging existing infrastructure investments.

Ecommerce Tool Stack and Partnerships





Thank You

For more info please visit www.accionlabs.com