



Cloud Accelerate

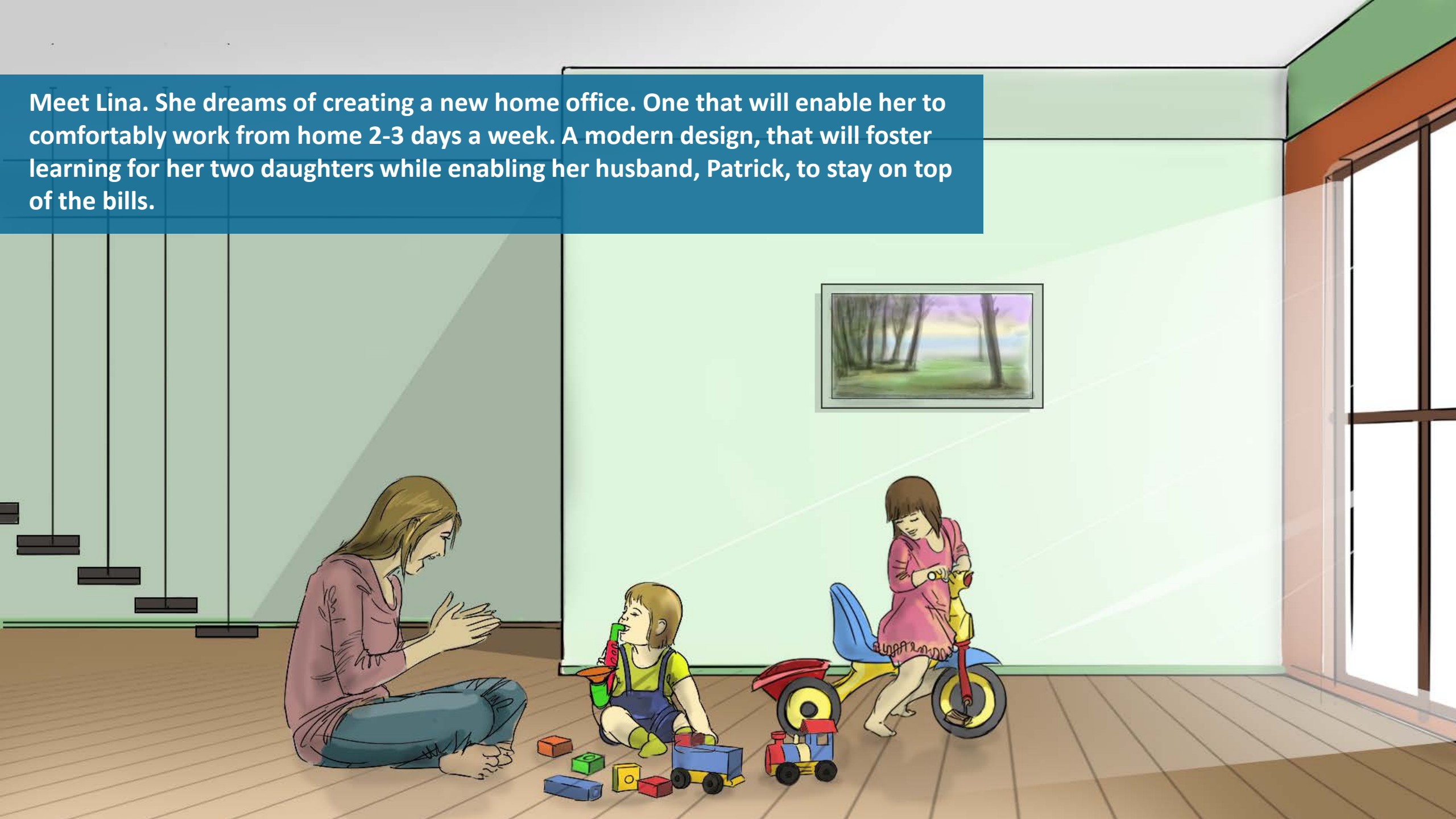
# Modernized eCommerce Solution

Firstname Lastname  
Title  
3-7-2016

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Meet Lina. She dreams of creating a new home office. One that will enable her to comfortably work from home 2-3 days a week. A modern design, that will foster learning for her two daughters while enabling her husband, Patrick, to stay on top of the bills.



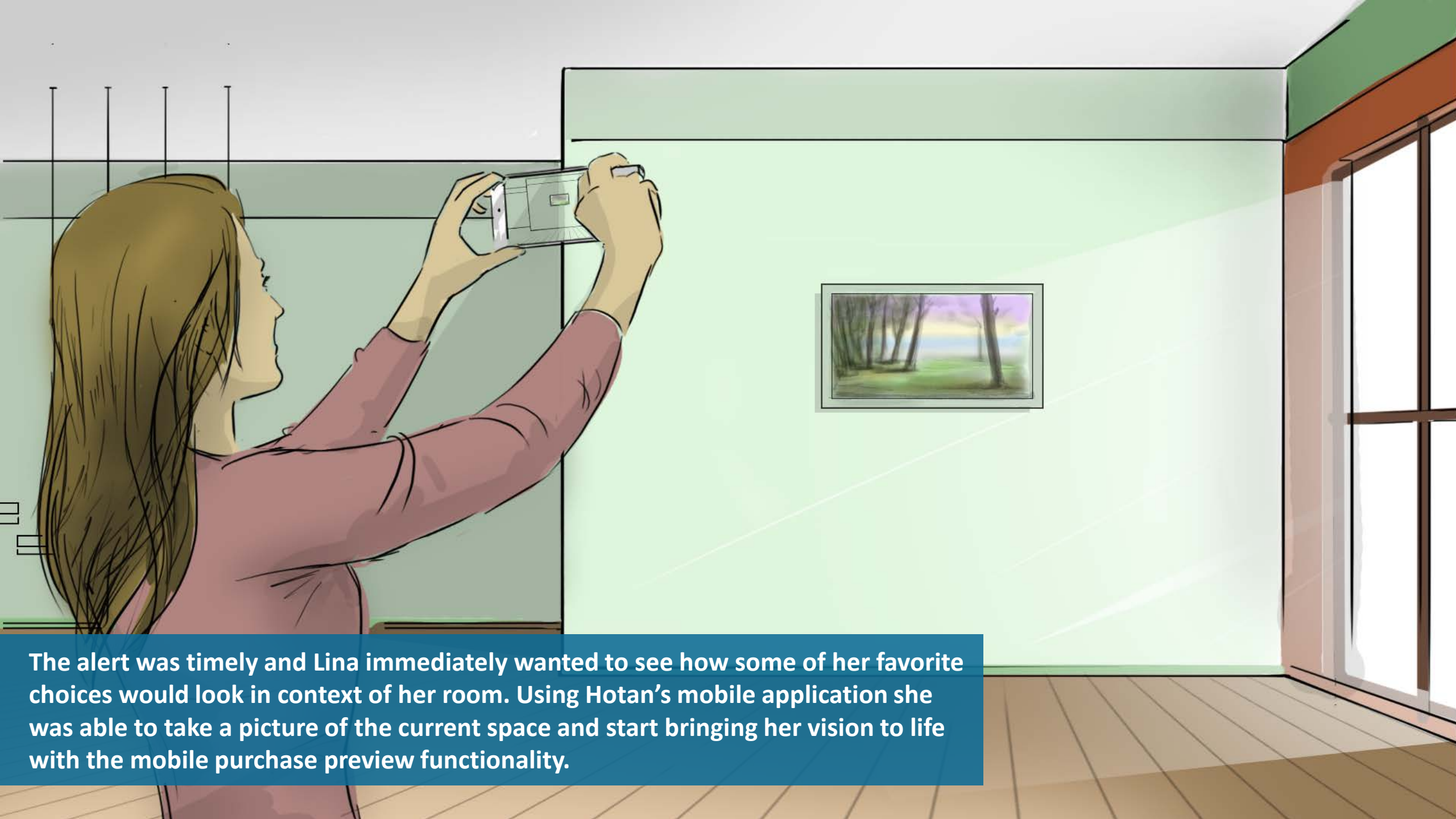




Unfortunately, Lina doesn't have much experience with interior design and she has made some purchases in the past that did not work out very well. However, she recently bought a large framed print from Hotan's, one that even her mother-in-law complimented.

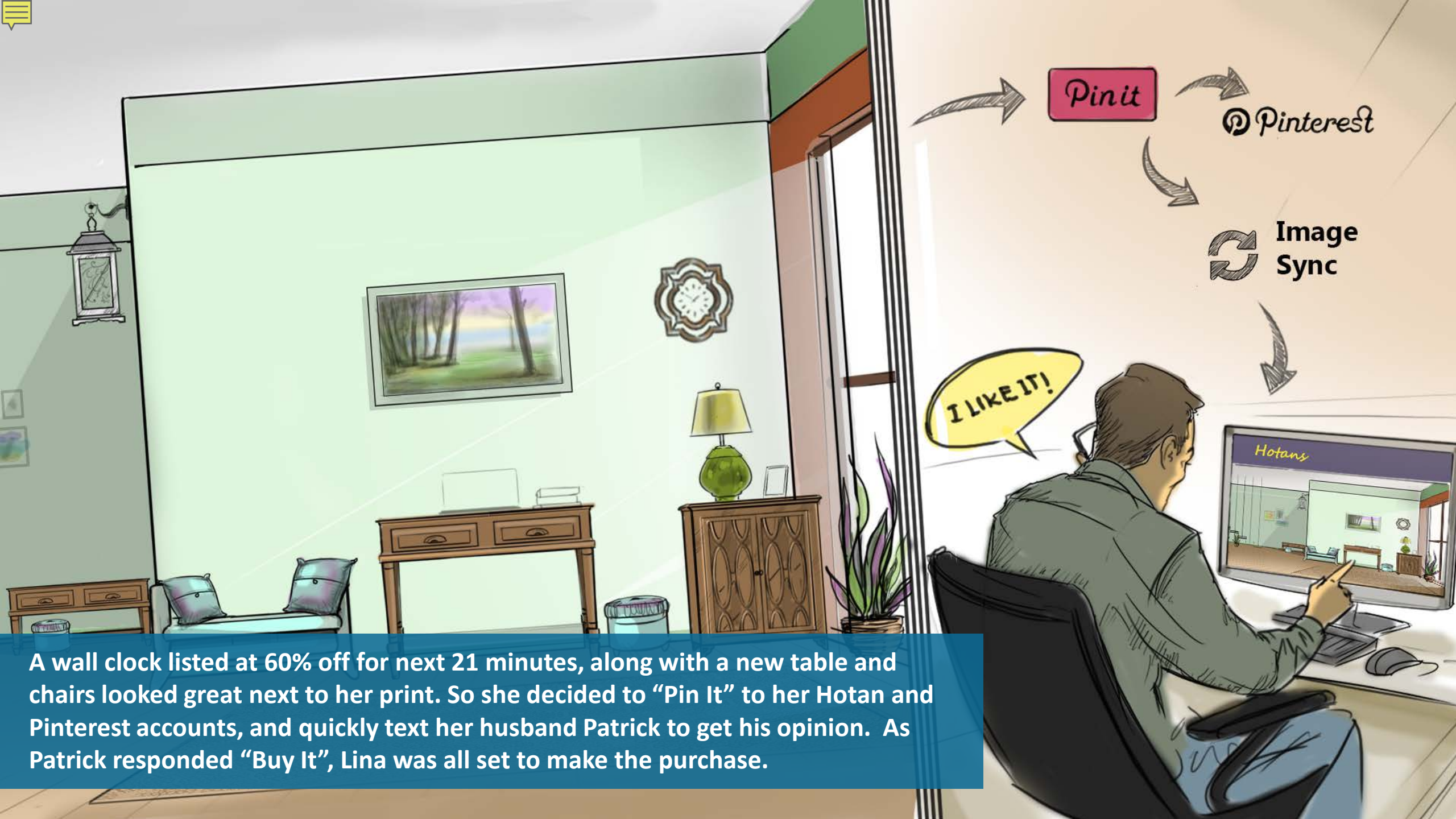


When she purchased the print, Lina signed up to receive promotional alerts for various room and decorating categories. Today, Hotan's notified her of a flash sale on home office decor.

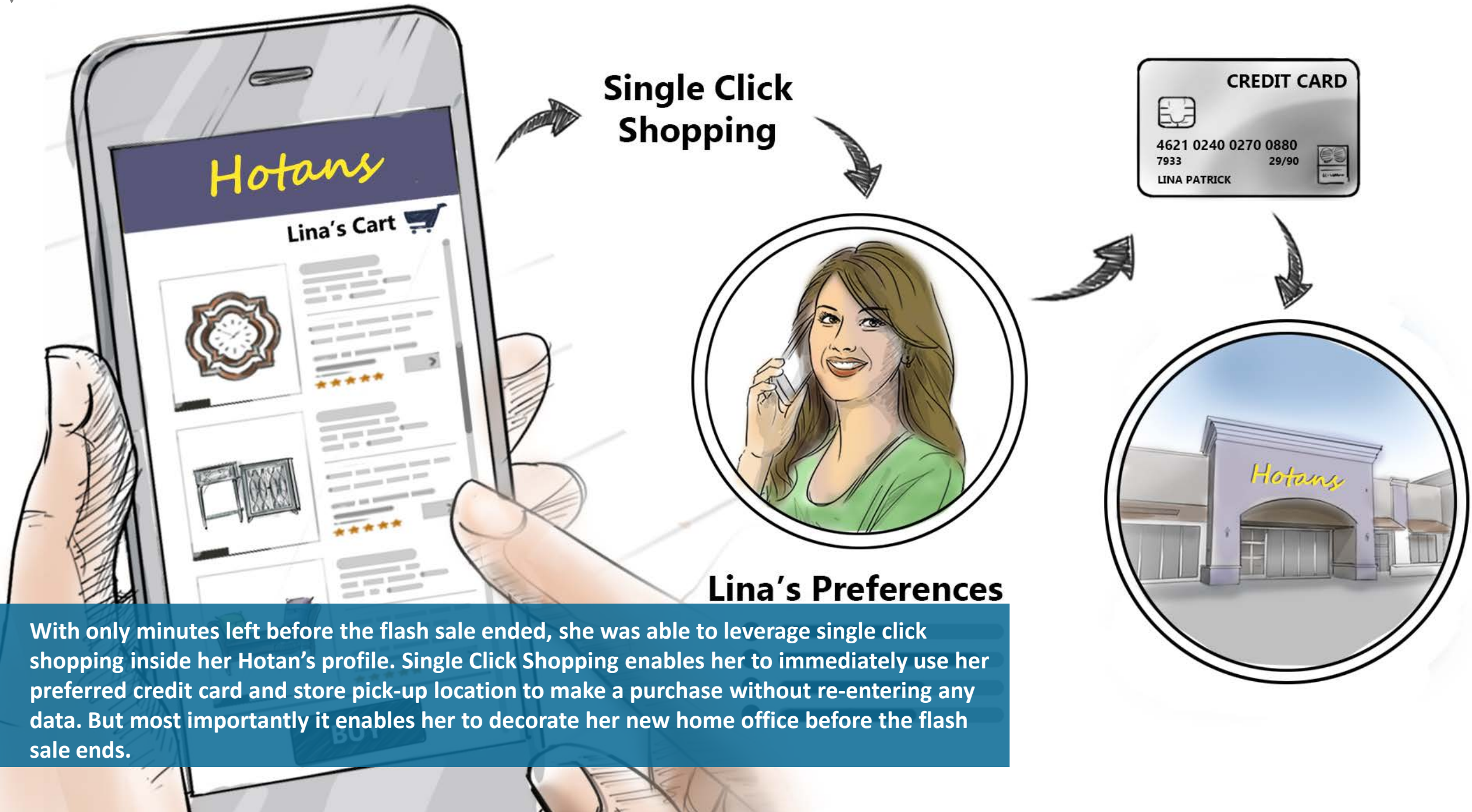


The alert was timely and Lina immediately wanted to see how some of her favorite choices would look in context of her room. Using Hotan's mobile application she was able to take a picture of the current space and start bringing her vision to life with the mobile purchase preview functionality.





A wall clock listed at 60% off for next 21 minutes, along with a new table and chairs looked great next to her print. So she decided to “Pin It” to her Hotan and Pinterest accounts, and quickly text her husband Patrick to get his opinion. As Patrick responded “Buy It”, Lina was all set to make the purchase.



# Single Click Shopping

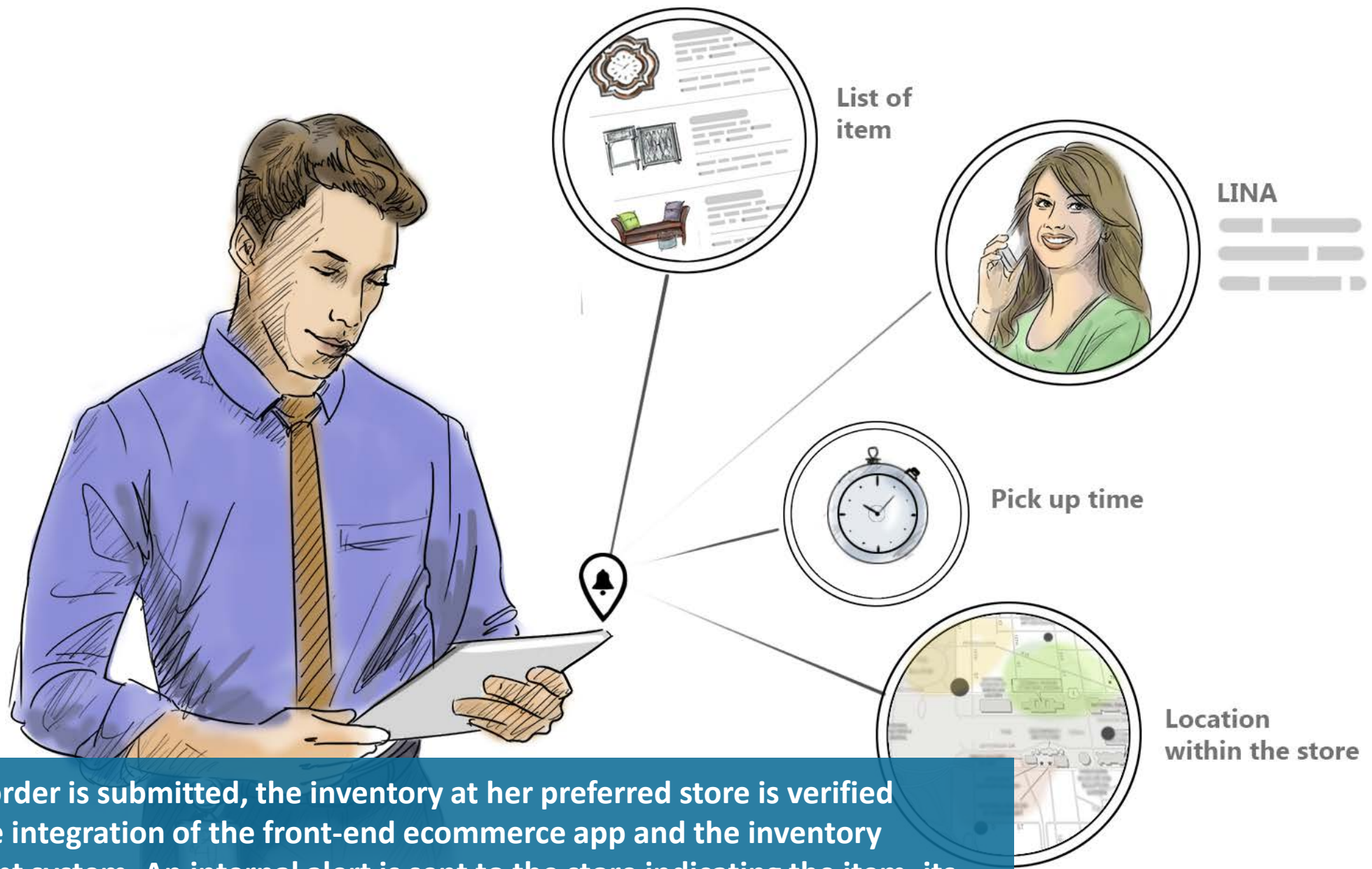


Lina's Preferences



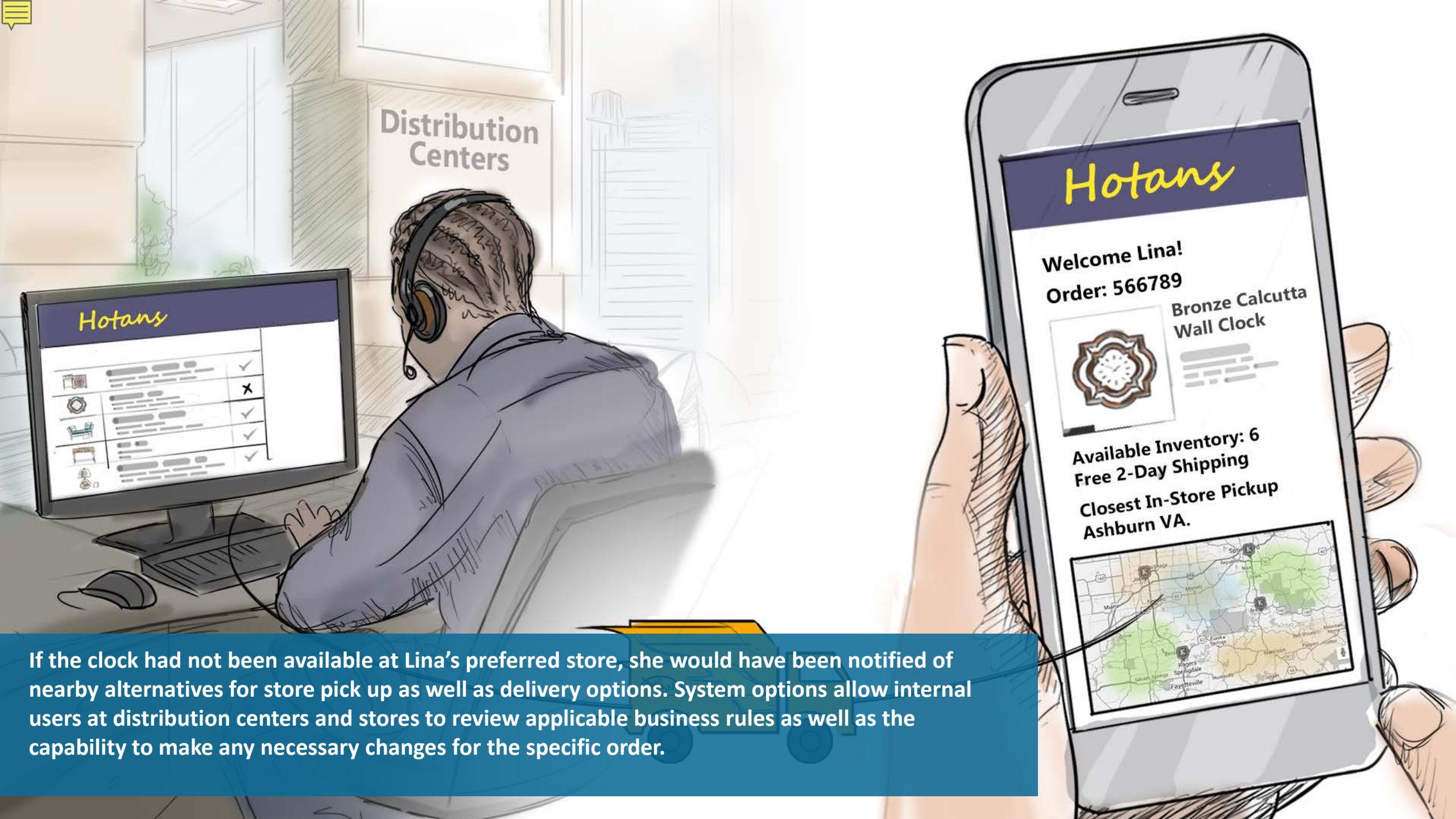
With only minutes left before the flash sale ended, she was able to leverage single click shopping inside her Hotan's profile. Single Click Shopping enables her to immediately use her preferred credit card and store pick-up location to make a purchase without re-entering any data. But most importantly it enables her to decorate her new home office before the flash sale ends.





When her order is submitted, the inventory at her preferred store is verified through the integration of the front-end ecommerce app and the inventory management system. An internal alert is sent to the store indicating the item, its location within the store, pick up time, and customer information.





Distribution  
Centers

Hotans		
	[Redacted]	✓
	[Redacted]	✗
	[Redacted]	✓
	[Redacted]	✓
	[Redacted]	✓

Hotans

Welcome Lina!  
Order: 566789



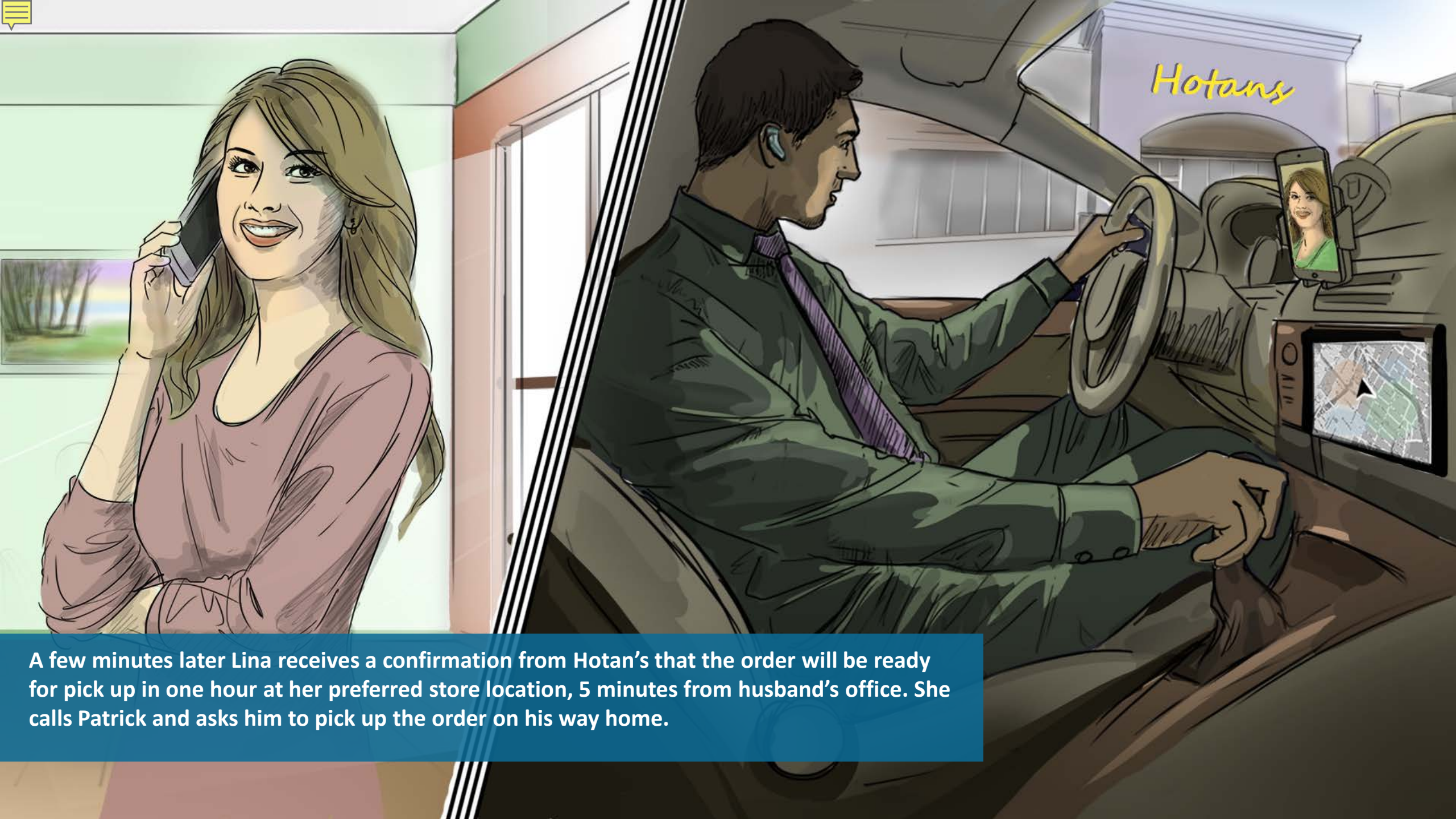
Bronze Calcutta  
Wall Clock

Available Inventory: 6  
Free 2-Day Shipping  
Closest In-Store Pickup  
Ashburn VA.



If the clock had not been available at Lina's preferred store, she would have been notified of nearby alternatives for store pick up as well as delivery options. System options allow internal users at distribution centers and stores to review applicable business rules as well as the capability to make any necessary changes for the specific order.





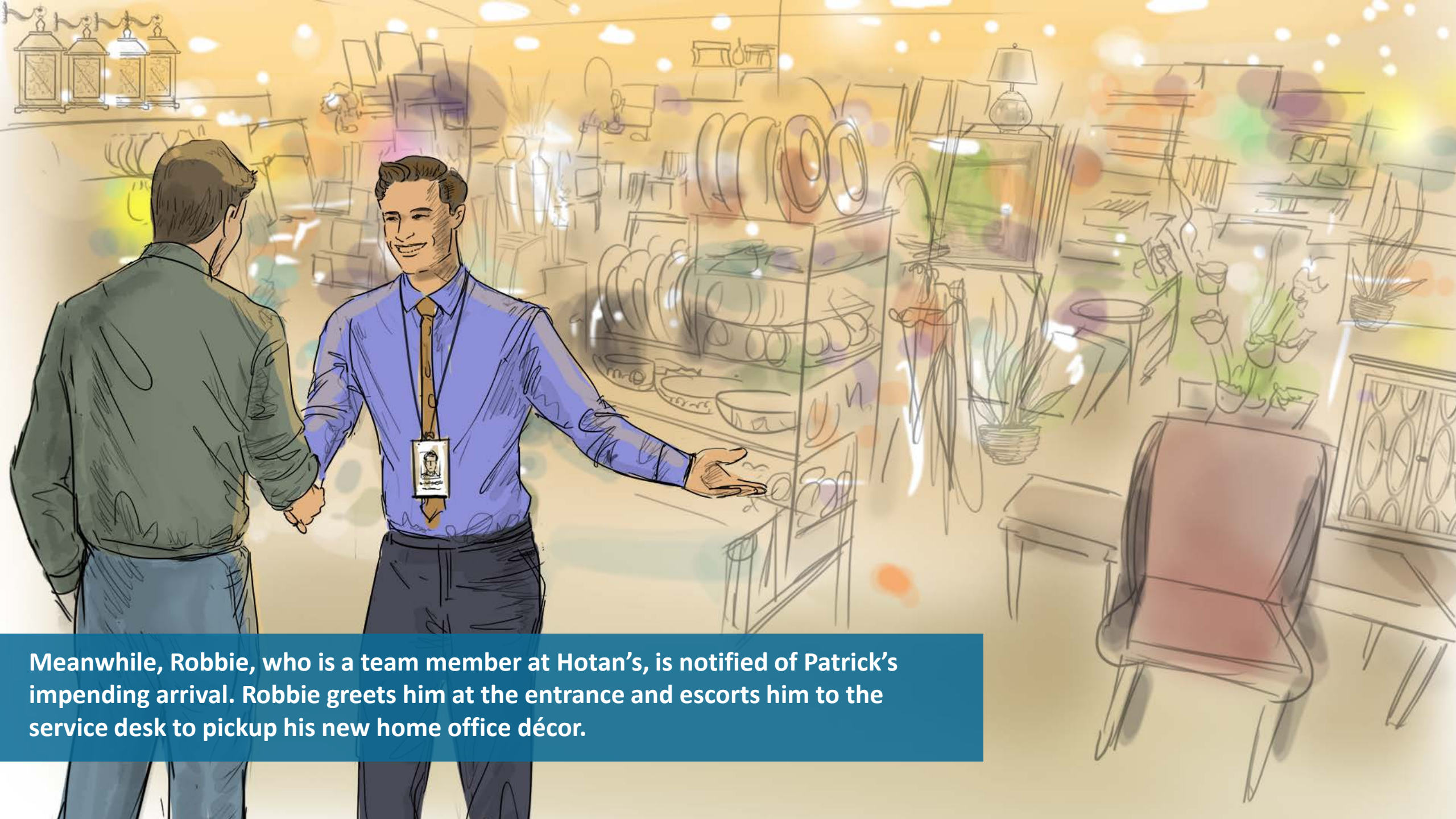
A few minutes later Lina receives a confirmation from Hotan's that the order will be ready for pick up in one hour at her preferred store location, 5 minutes from husband's office. She calls Patrick and asks him to pick up the order on his way home.





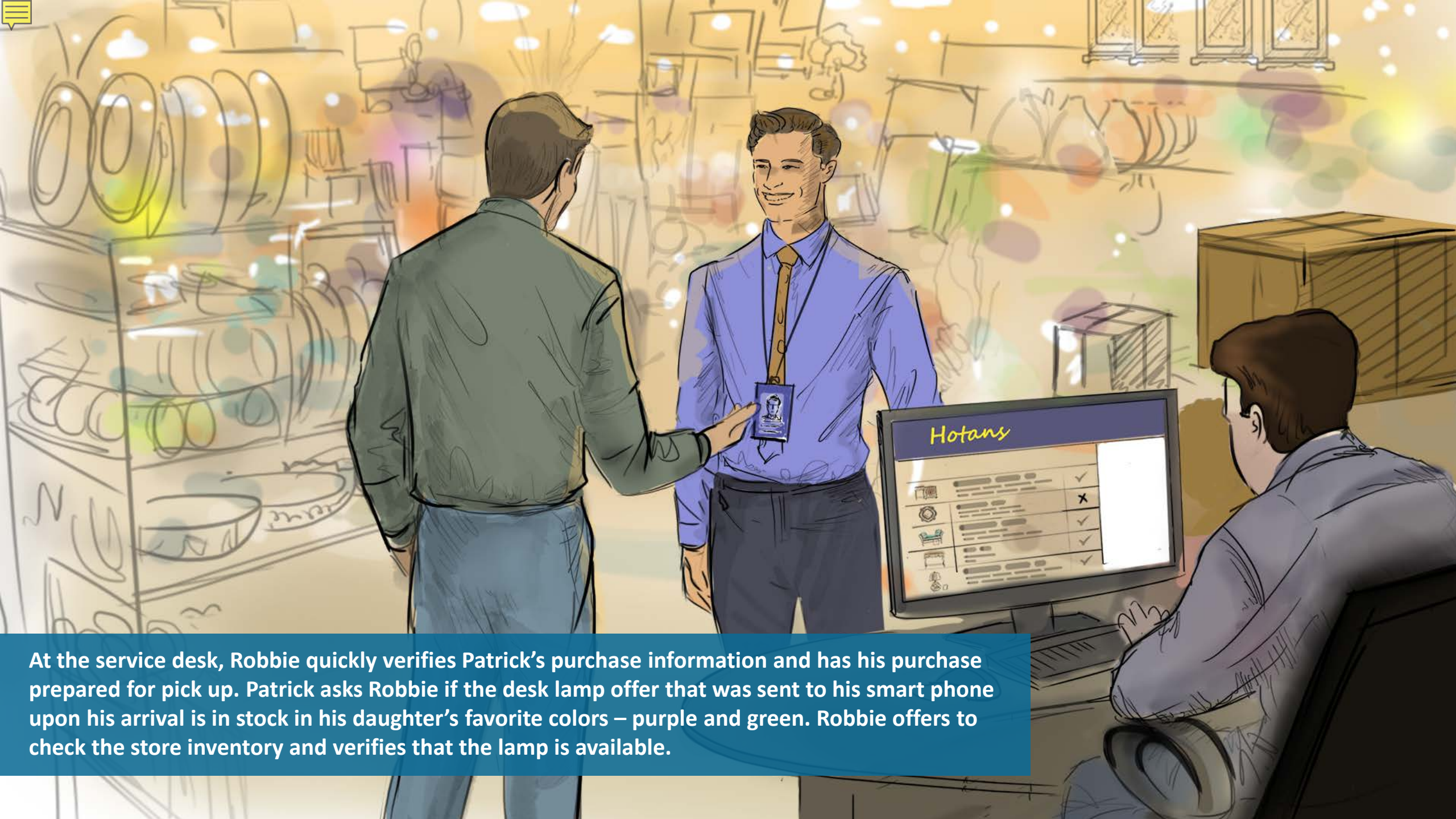
After work, Patrick heads to the nearby Hotan's store. As Patrick walks into the store, Access Points detect his entry and recognize him as a valued guest. Upon recognition, a tailored list of recommendations based on his purchase history, profile category preferences, and available inventory are sent to his smart phone, including a special offer for desk lamps matching the style preference chosen in his customer profile.





Meanwhile, Robbie, who is a team member at Hotan's, is notified of Patrick's impending arrival. Robbie greets him at the entrance and escorts him to the service desk to pickup his new home office décor.





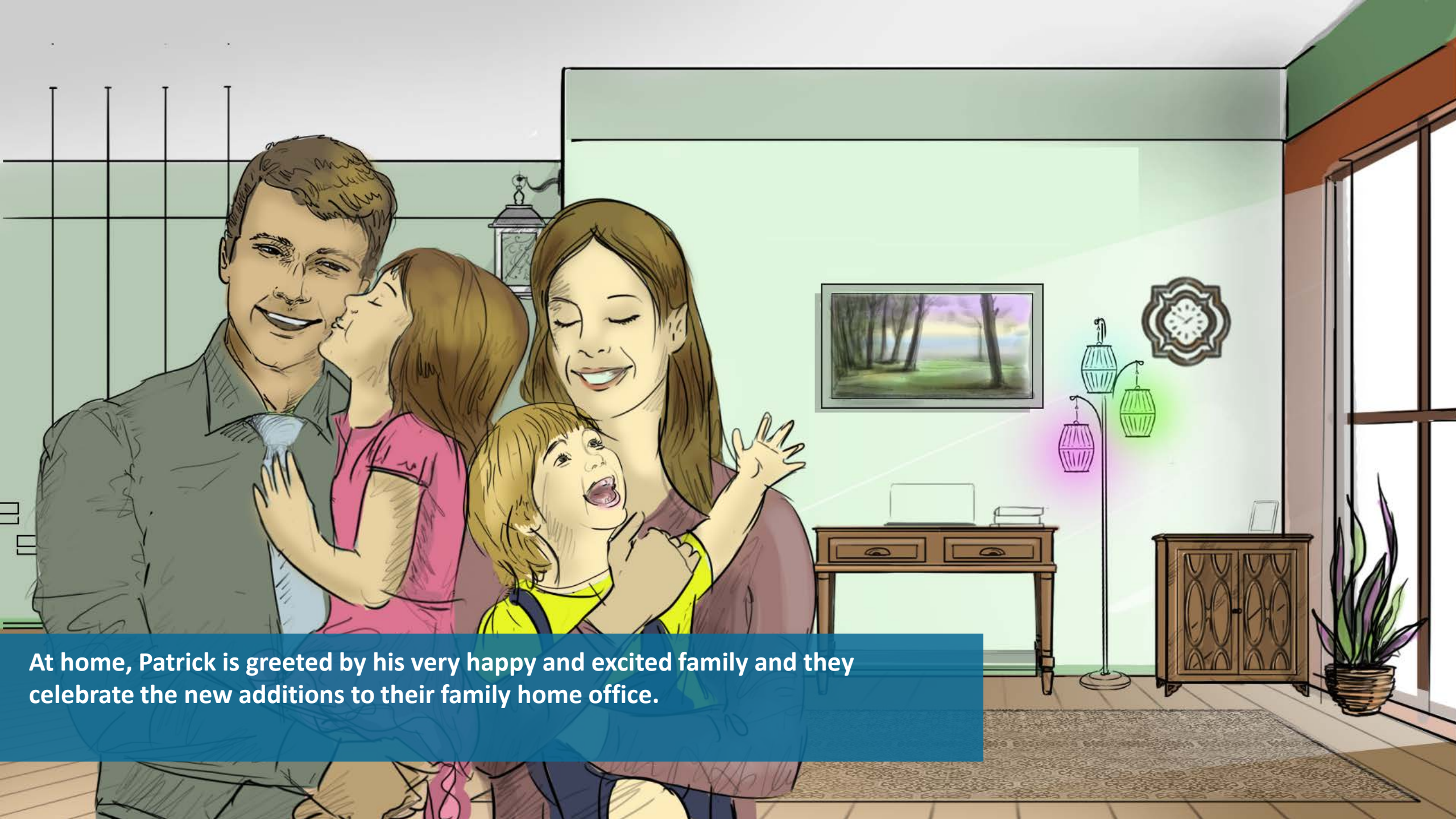
At the service desk, Robbie quickly verifies Patrick's purchase information and has his purchase prepared for pick up. Patrick asks Robbie if the desk lamp offer that was sent to his smart phone upon his arrival is in stock in his daughter's favorite colors – purple and green. Robbie offers to check the store inventory and verifies that the lamp is available.





Patrick texts Lina and asks her to show their daughters the purchase preview app to see how the new lamp would look in the office. After an enthusiastic “Yes!!” from both girls, Robbie adds the lamp to the purchase and helps Patrick load everything in the car.





At home, Patrick is greeted by his very happy and excited family and they celebrate the new additions to their family home office.



Cloud Accelerate

# Hotan's Notional Architecture

Beth Hogan  
Principal Sales Consultant  
June 1, 2016





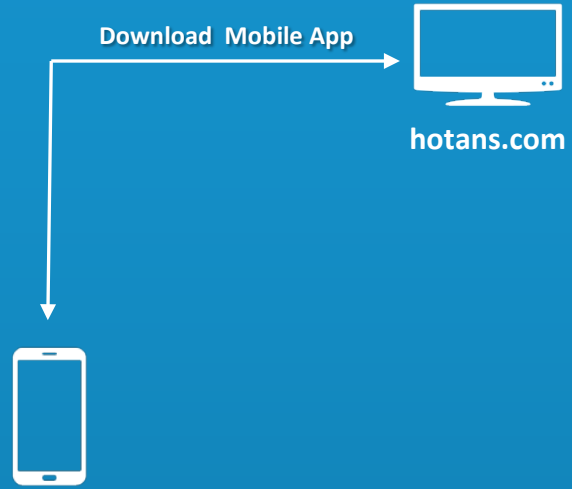
# Modernized eCommerce Solutions

*Notional Architecture – Online Ordering*



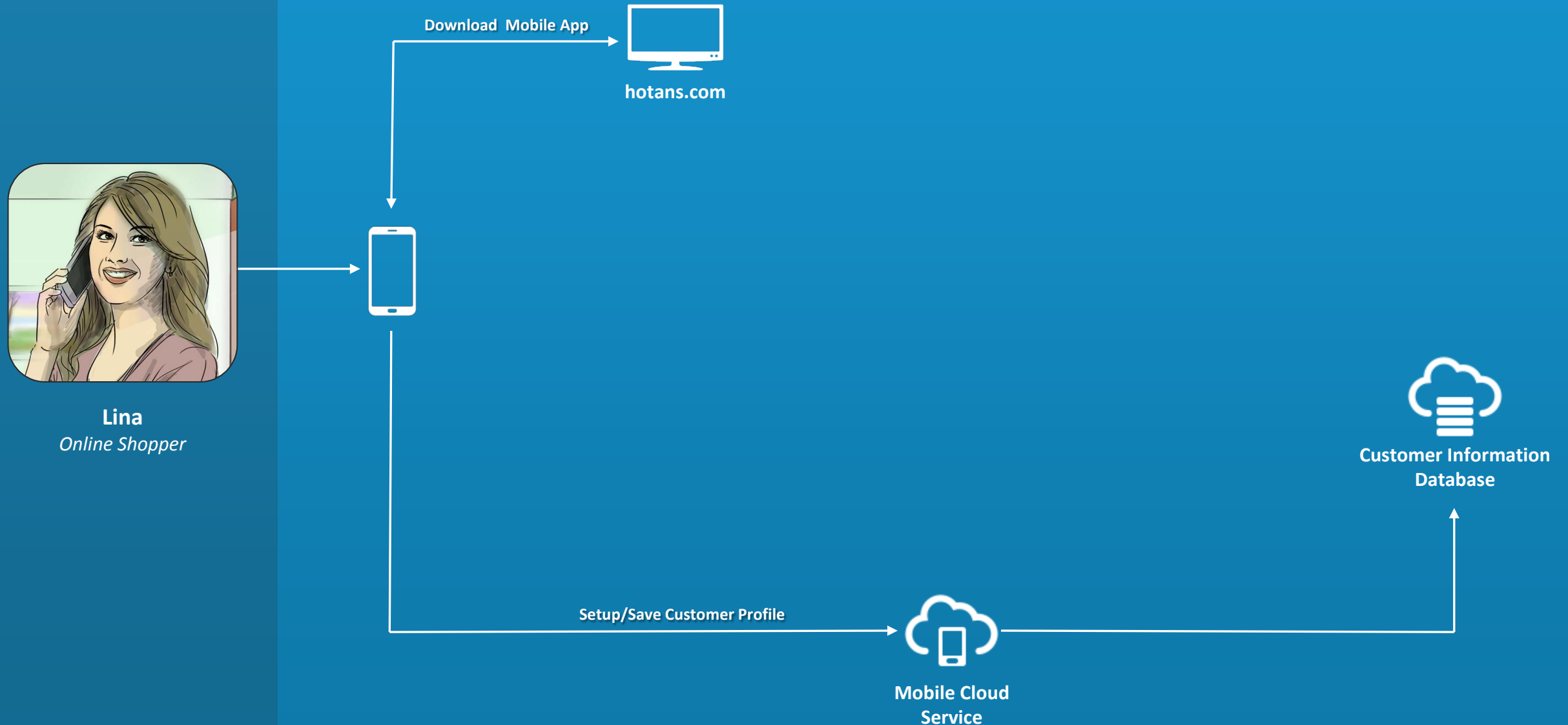
**Lina**

*Online Shopper*



# Modernized eCommerce Solutions

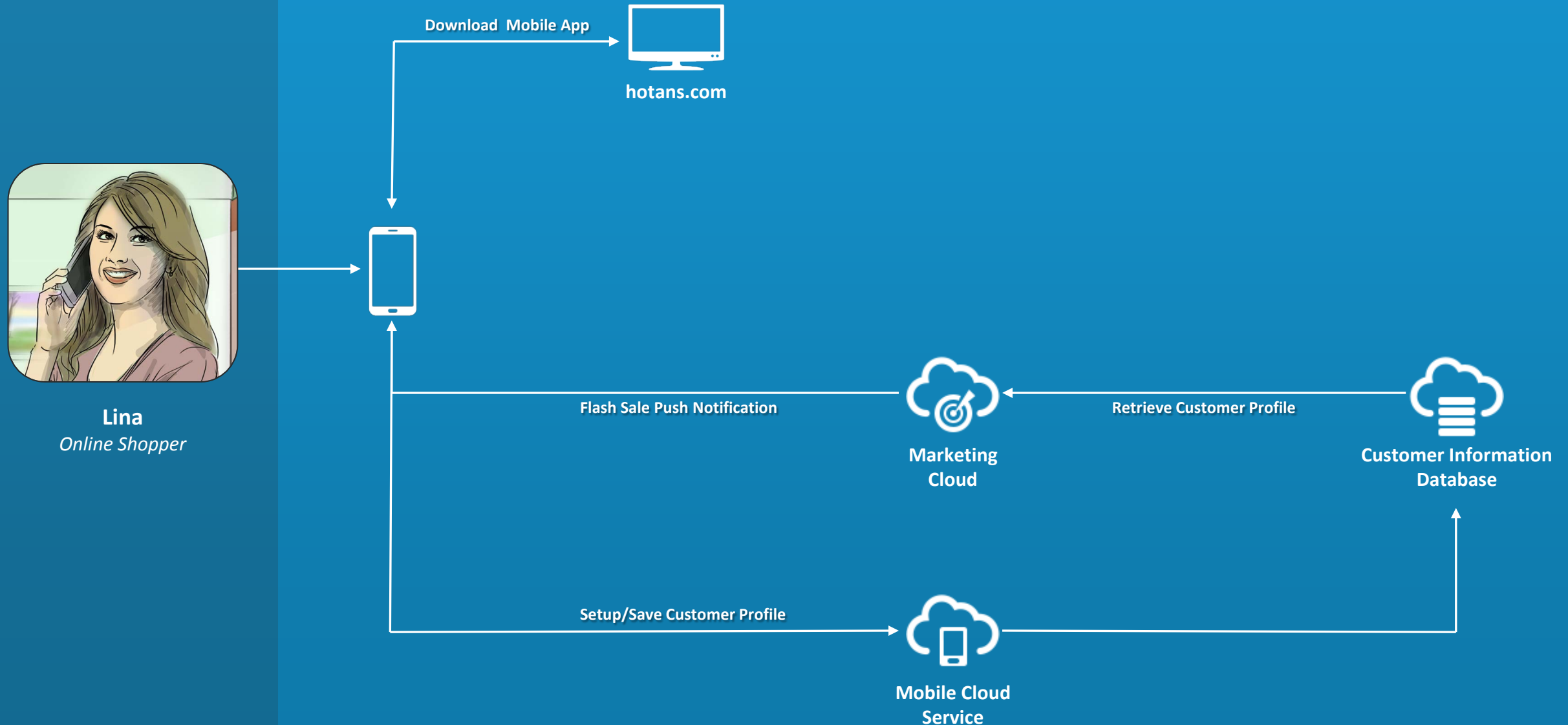
## *Notional Architecture – Online Ordering*





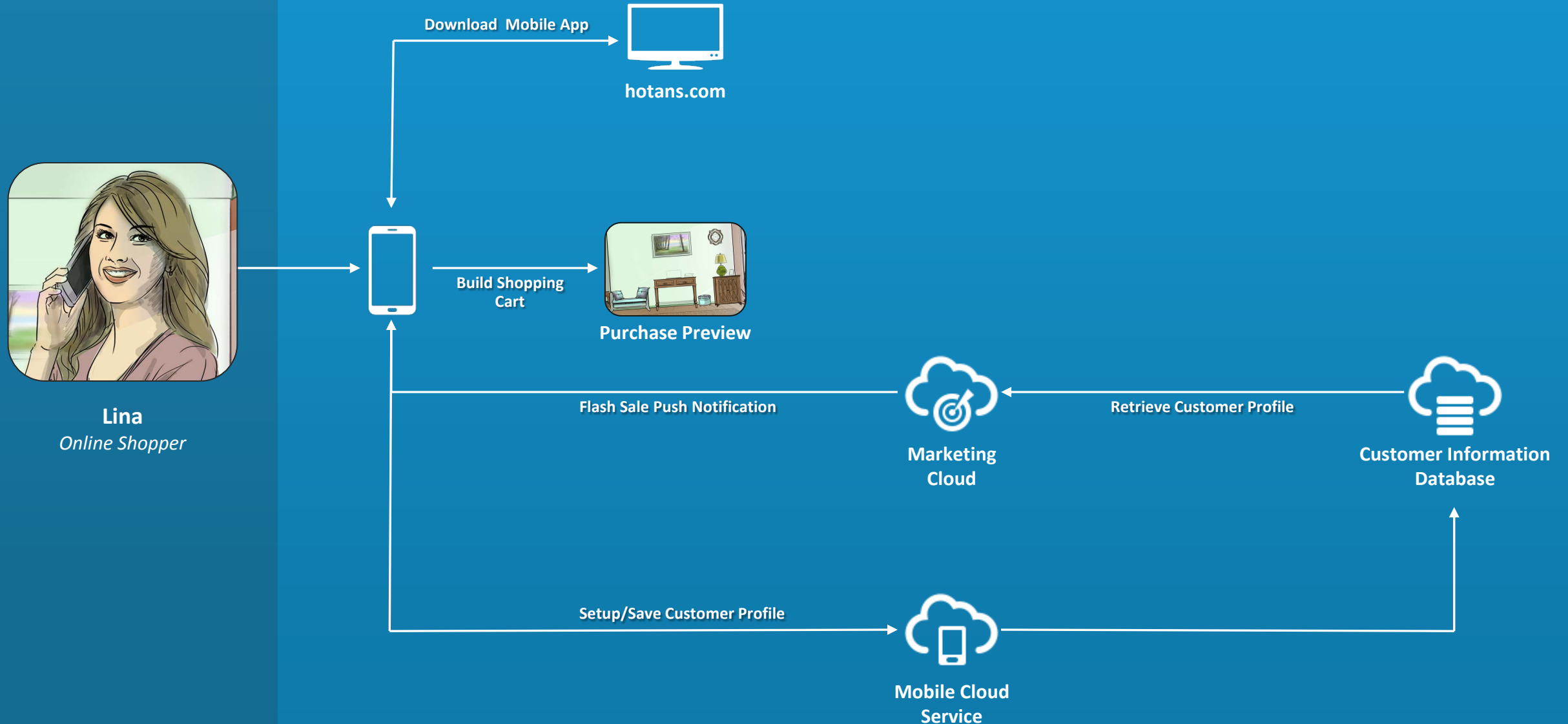
# Modernized eCommerce Solutions

## *Notional Architecture – Online Ordering*



# Modernized eCommerce Solutions

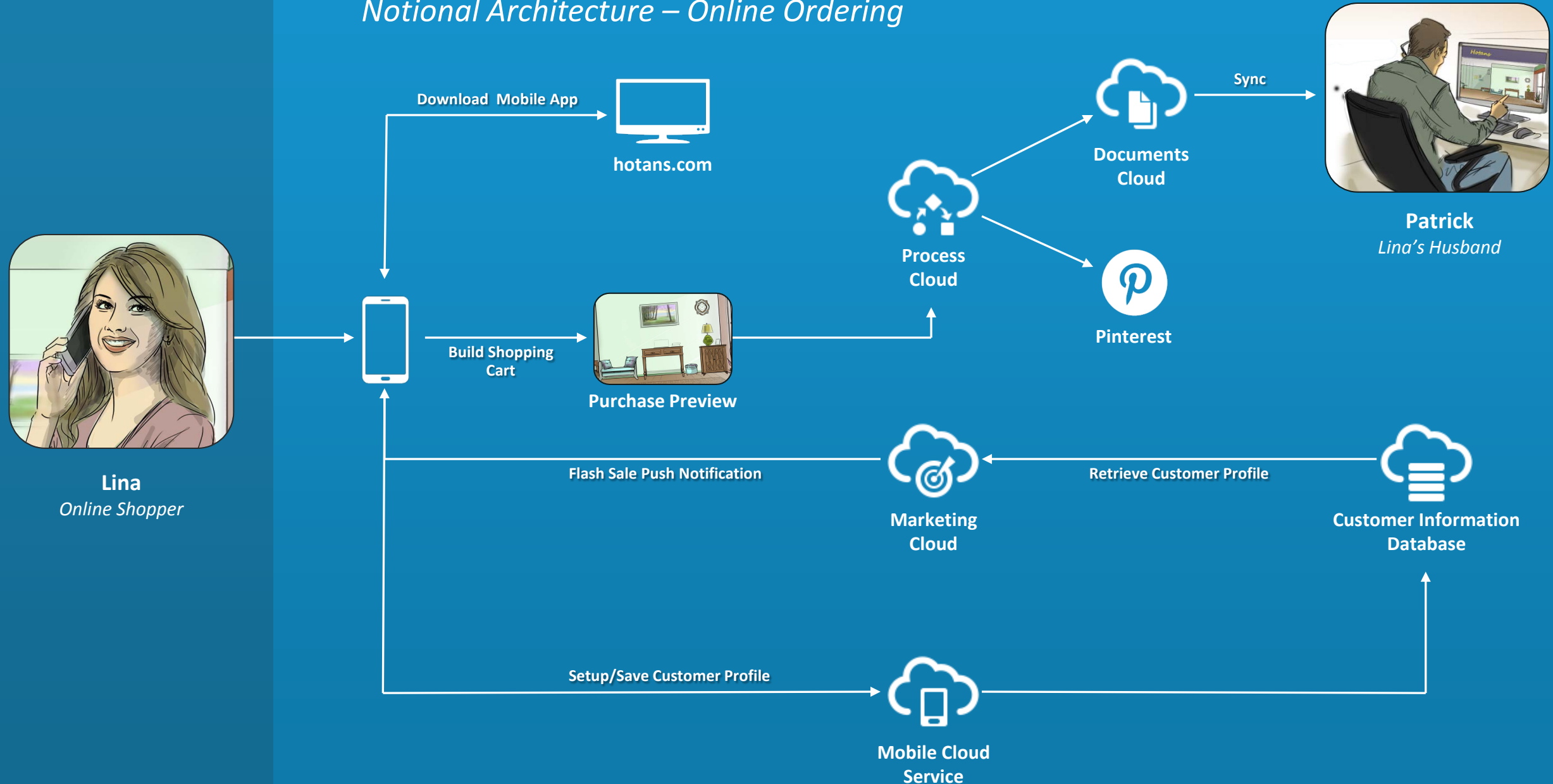
## Notional Architecture – Online Ordering





# Modernized eCommerce Solutions

## Notional Architecture – Online Ordering



# Modernized eCommerce Solutions

*Notional Architecture – In-Store Pickup*



**Patrick**  
*Lina's Husband*



Proximity  
Recognition



**Beacon**

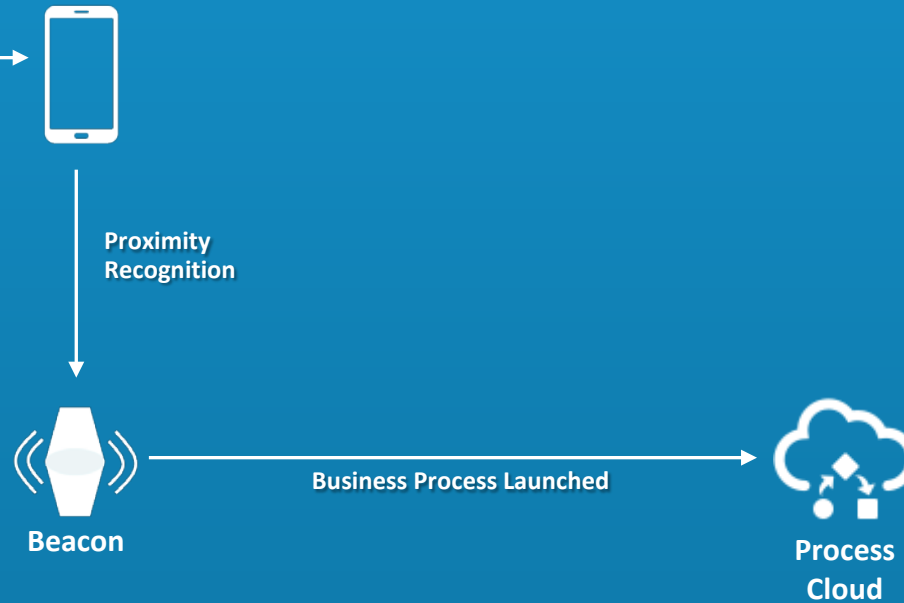


# Modernized eCommerce Solutions

*Notional Architecture – In-Store Pickup*



**Patrick**  
*Lina's Husband*

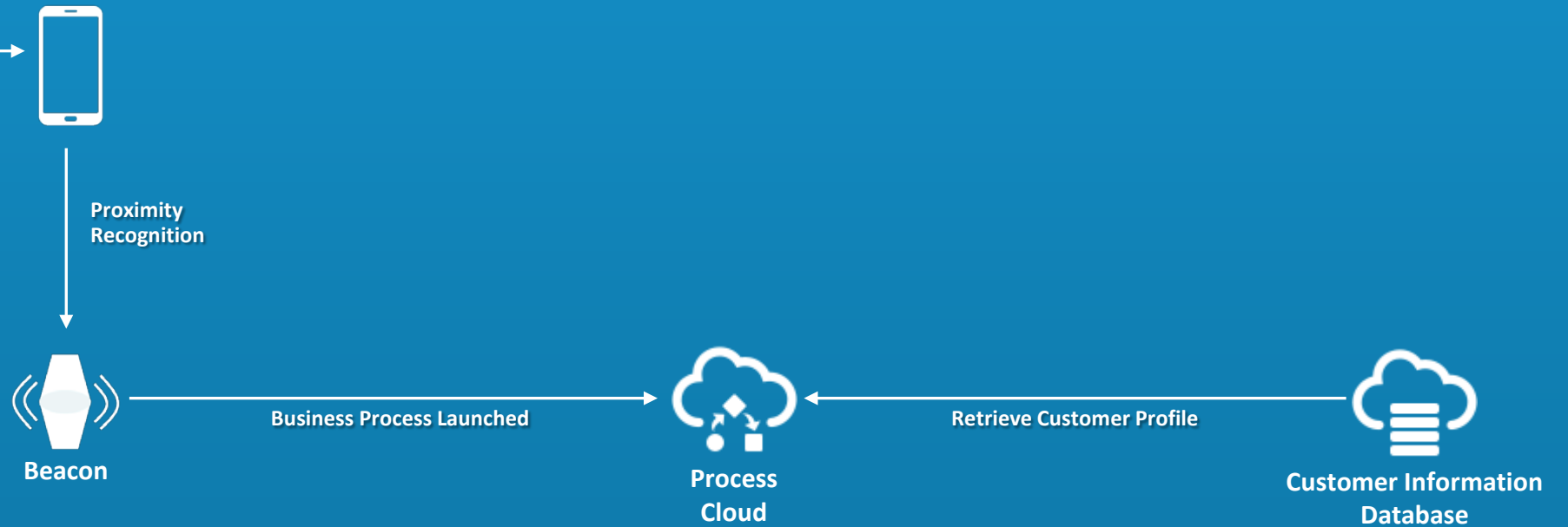


# Modernized eCommerce Solutions

*Notional Architecture – In-Store Pickup*



**Patrick**  
*Lina's Husband*



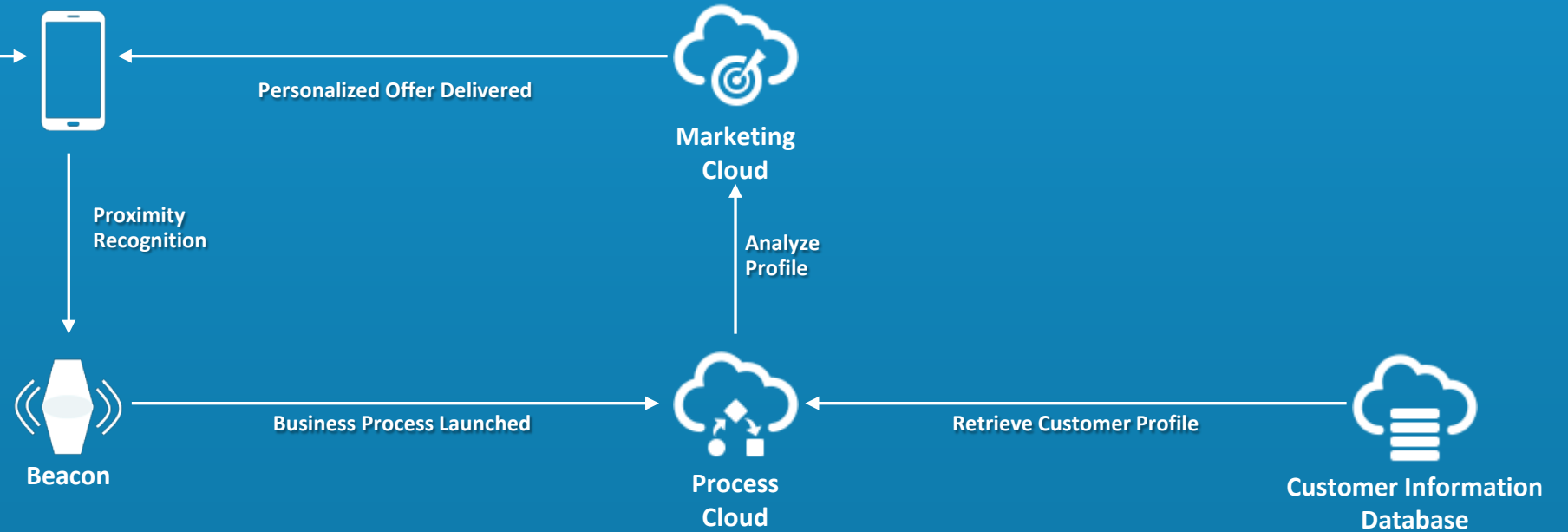


# Modernized eCommerce Solutions

*Notional Architecture – In-Store Pickup*

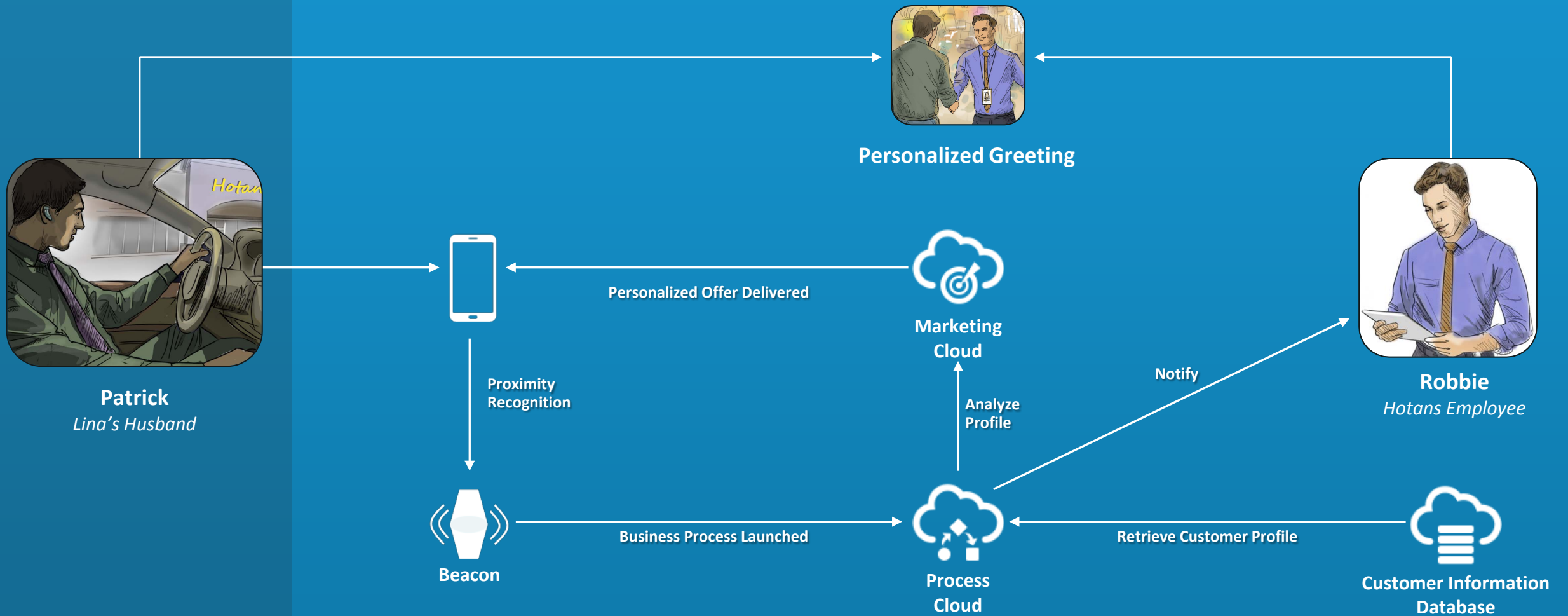


**Patrick**  
*Lina's Husband*



# Modernized eCommerce Solutions

## Notional Architecture – In-Store Pickup





# Modernized eCommerce Solutions

*Notional Architecture – Supply Chain*



**Lina**

*Online Shopper*



Order Placed



hotans.com

# Modernized eCommerce Solutions

*Notional Architecture – Supply Chain*



**Lina**

*Online Shopper*



Order Placed



hotans.com



Integration  
Cloud Service



Store Inventory



Customer Information



Legacy Systems



# Modernized eCommerce Solutions

*Notional Architecture – Supply Chain*



**Lina**  
*Online Shopper*



Order Placed



hotans.com



Integration  
Cloud Service

Fulfillment  
Process  
Initiated



Process  
Cloud

Gather  
Data



Store Inventory



Customer Information



Legacy Systems

Inventory  
Verification



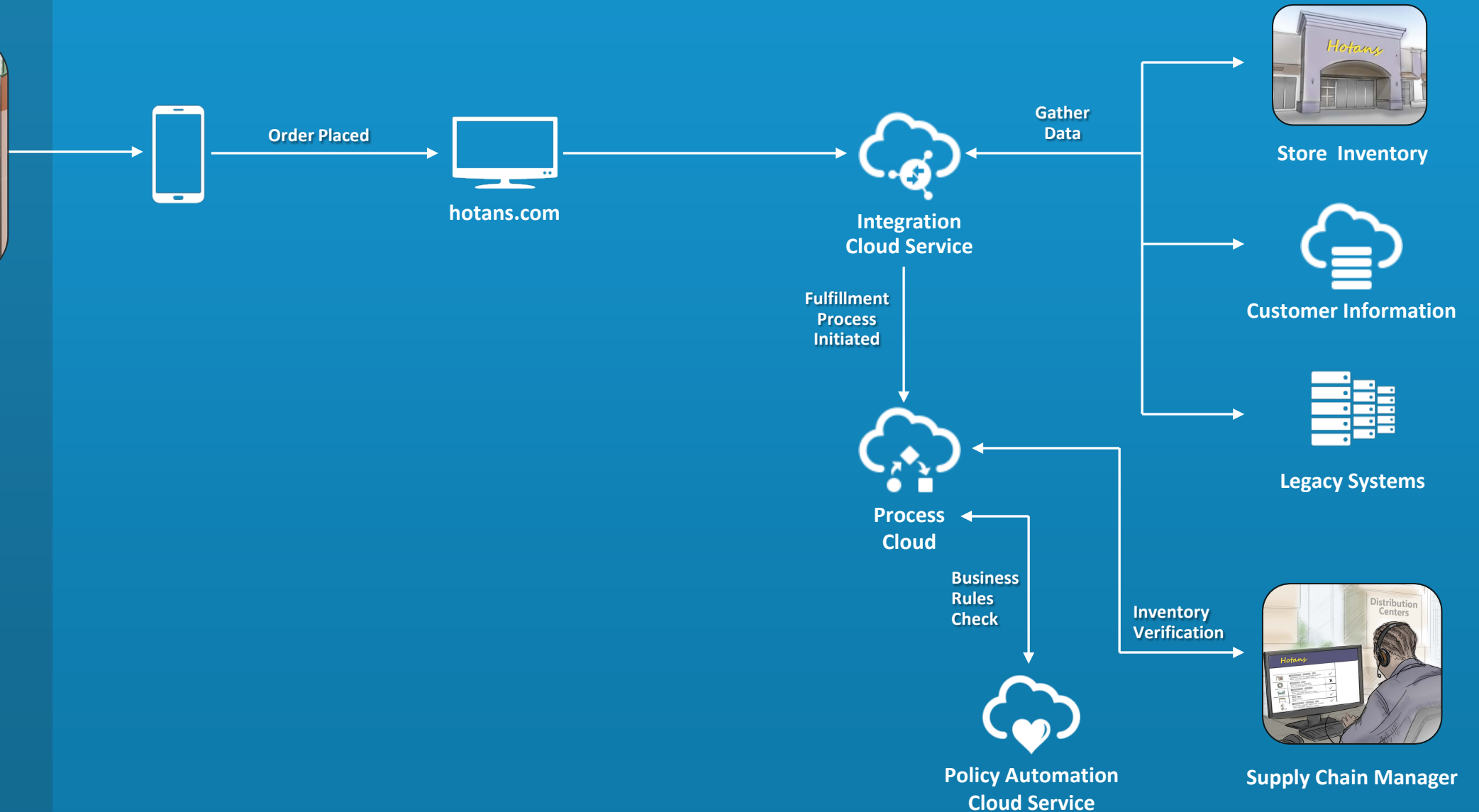
Supply Chain Manager

# Modernized eCommerce Solutions

*Notional Architecture – Supply Chain*



**Lina**  
*Online Shopper*





# Modernized eCommerce Solutions

*Notional Architecture – Supply Chain*



**Lina**  
*Online Shopper*



Order Placed



hotans.com



Integration  
Cloud Service

Fulfillment  
Process  
Initiated



Process  
Cloud

Inventory  
Replenish  
Initiated



Business  
Rules  
Check



Policy Automation  
Cloud Service

Inventory  
Verification



Store Inventory



Customer Information



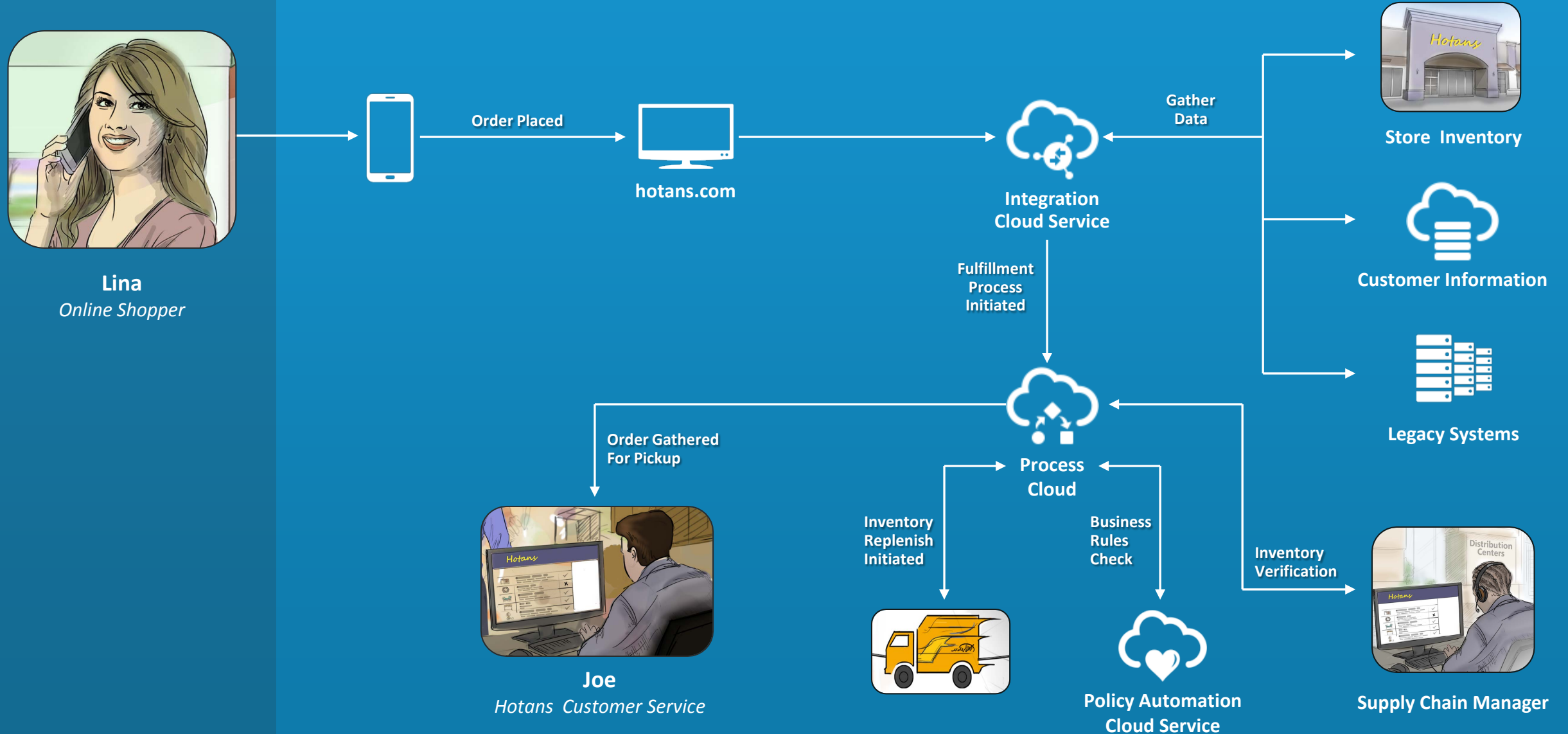
Legacy Systems



Supply Chain Manager

# Modernized eCommerce Solutions

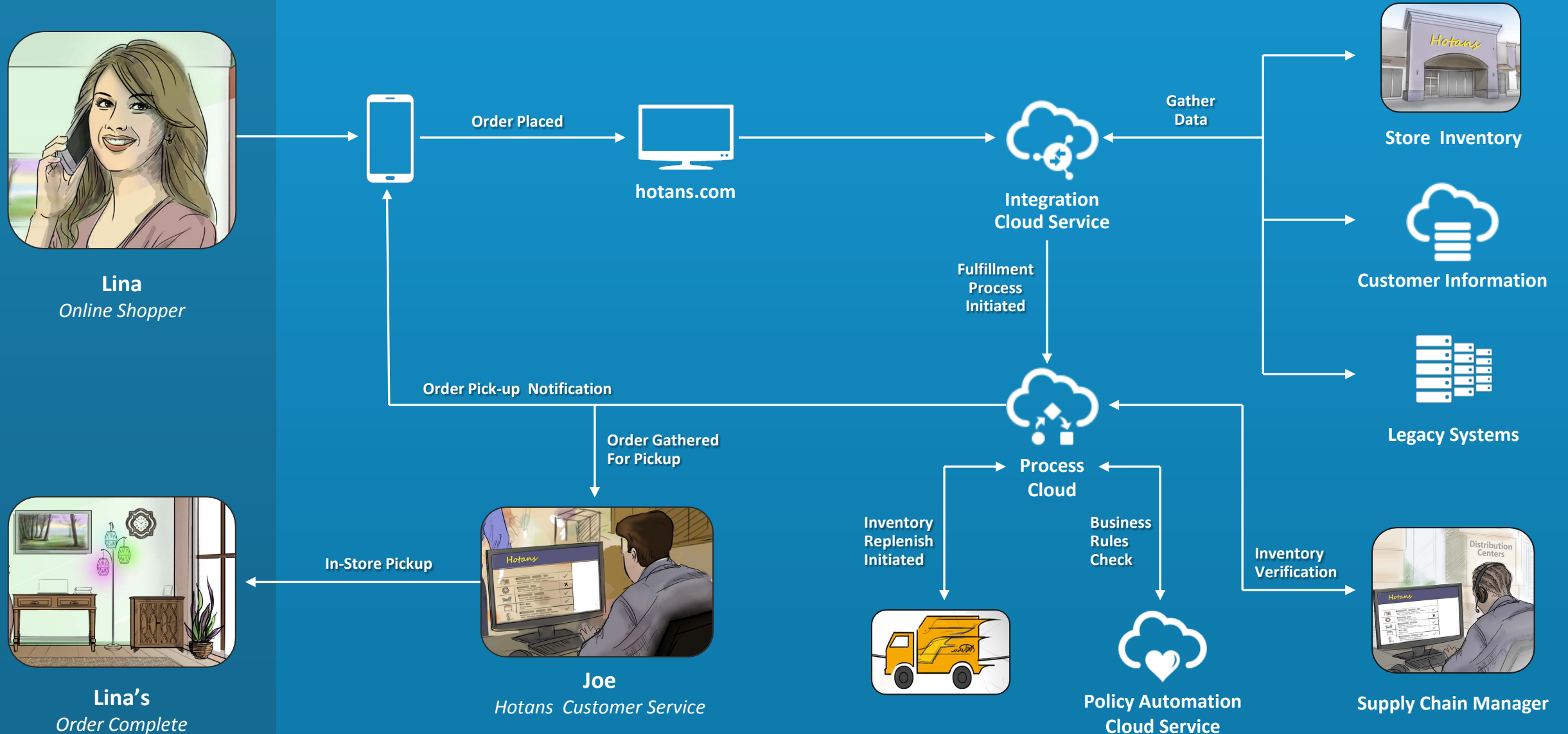
## Notional Architecture – Supply Chain





# Modernized eCommerce Solutions

## Notional Architecture – Supply Chain



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