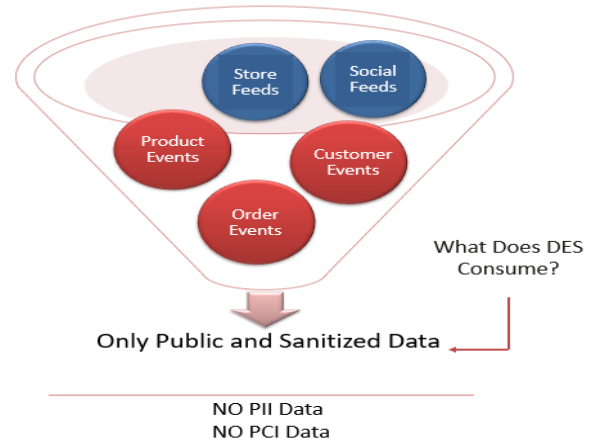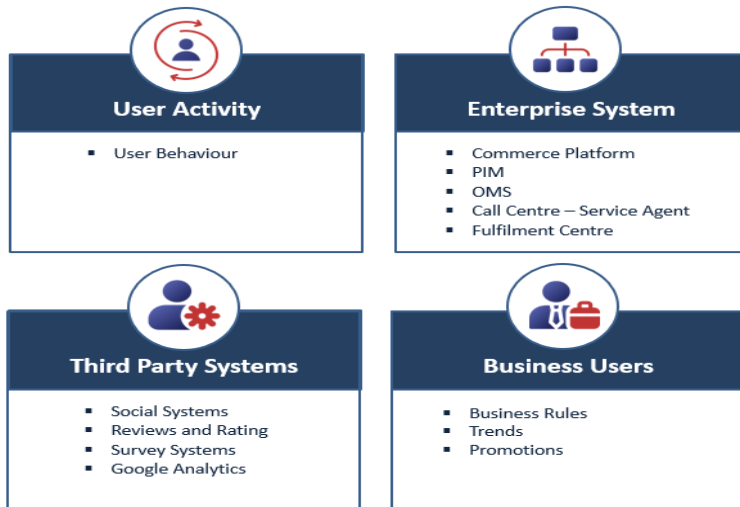**Fortune 500 trusted SI, through on-going delivery of high-quality innovation and engineering solutions & services at optimized cost.**

Since 2005, Logixal, is focused on **Composable Commerce** & **Digital Banking Enterprises**. For over 18 years we have been providing services to **Retail**, **Luxury Goods**, **Manufacturers**, **Distributors**, **Media**, **Telecom**, and **Subscription** model-based businesses. We have served customers across **Americas**, **Europe**, **Asia**, **Africa** & **Middle East**.

Data Engineering Suite (DES) is an **AI / ML Powered Experience Engine** with, out of the box Digital Commerce Accelerator. A **Cloud Native**, **future proofed application** built using **NextGen Tech Stack** can be used to integrate with any existing application. Through its **streaming architecture**, it can deliver **High User Engagement** thereby enhancing the **User Experience** resulting in **High Conversion Rates** at a significantly **lower TCO**.

The Commerce Accelerator uses the **Search** and **Recommendation PBCs** of the AI/ML powered DES. The accelerator pulls **event-based data** from multiple **Personalization Influencers**, aggregates and applies relevant ML models to deliver personalized **Search and Recommendation** results to the shopper. Search results are further enhanced by analyzing user behavior and ingesting feeds from **Social Media**, **Analytics** tools like **GTM** etc.

Personalization Influencers

User Activity
- User Behaviour

Enterprise System
- Commerce Platform
- PIM
- OMS
- Call Centre – Service Agent
- Fulfilment Centre

Third Party Systems
- Social Systems
- Reviews and Rating
- Survey Systems
- Google Analytics

Business Users
- Business Rules
- Trends
- Promotions

Store Feeds · Social Feeds · Product Events · Customer Events · Order Events

What Does DES Consume?

Only Public and Sanitized Data

NO PII Data
NO PCI Data

DES Fuel

User Activity
- Shopper Device
- # of views / X views ignored
- Cart/Wishlist Items
- Spender type
- Items for refill
- Product comparison
- Cart Abandonment
- SR activity.
- Share Product
- Email Products

Product
- Product-Inventory
- Product Rating
- New items
- Promotional Items
- Search Trends
- Facet Trends

Business
- Promotional Items
- Business Advertisement
- Holiday / Seasonality

Order
- Items purchased
- Heavily Returned Items

Events

Store
- Product
- Orders
- Inventory
- Price
- Shipping
- Cancellation
- Returns

Social
- Facebook / Insta
- Yotpo
- Survey Monkey

Google Analytics
- Customers
- Bounce Rate
- Site Stickiness
- New Users
- Returning Users

Feeds

Packaged Business Capabilities (PBCs)

Trends

- Signalling Engine
- Captures User Behavioural Patterns
  - Script-based
  - GTM plugin
- 75+ Trends across various categories
- Business Value
  - Marketing Funnel
  - Helps identify promotion needs
  - View vs Buy ratio
  - Sentiment Analysis
  - Refine SEO strategies
  - Social Trends

Recommendations

- Support for B2C/B2B
- Support across customer touchpoints
- AI/ML driven
  - Sentiment Analysis
  - NLP
  - Self-Learning
- 15+ OOTB recommenders
- Event Sources
  - Aggregation of Trends
  - Browsing Behaviour
  - Spending Habit
  - Content Events

Search

- Text / Voice / Image Search
- Intent Searching
- Phonetic Matching
- Auto-suggest
- In-built Boost and Bury
- Inbuilt Facet API
- Typeahead
- Spell check
- Synonym search
- Extensible Framework

DES Trends

Over 75+ trends across different categories like User Activity, Product Catalog, Sales & Marketing, Search, Checkout & Order, Social etc.
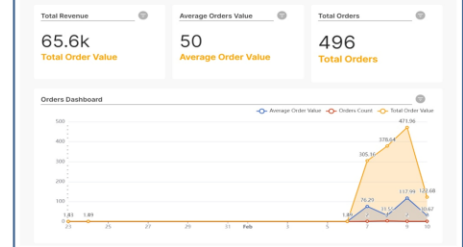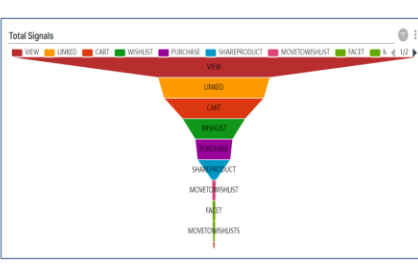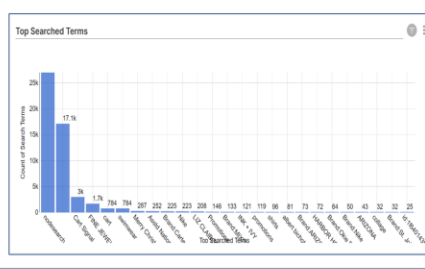
User Activity

Product Catalog
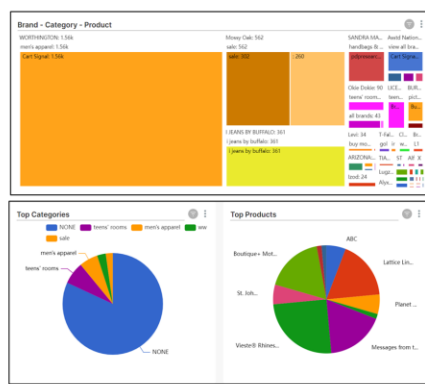
Checkout & Orders

Sales & Marketing

Commerce Search

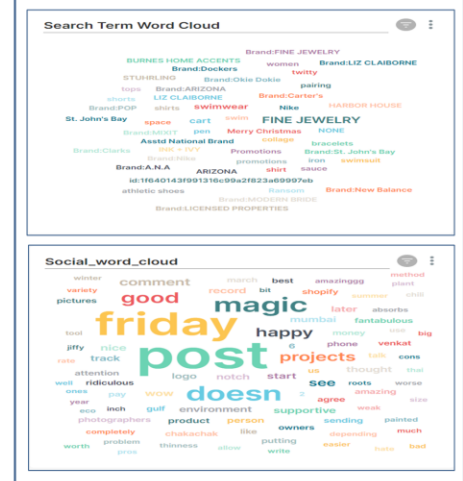### Social

Ready-To-Go DES-Composable Accelerators With Industry Leading Commerce Platforms