Drive personalized shopping experiences using Commerce at Scale

The digital economy has revolutionized how consumers shop, with online retail platforms offering various products and services accessible from anywhere with an internet connection. With consumers demanding not just transactions but memorable shopping experiences, commerce enables businesses to reach consumers through digital channels to provide those experiences. Brands that recognize each customer's unique journey stand to win loyalty in a crowded marketplace.

The estimated size of the e-commerce market is USD 8.80 trillion in 2024, projected to reach USD 18.81 trillion by 2029. This growth represents a compound annual growth rate (CAGR) of 15.80% during the forecast period from 2024 to 2029.

The risks are amplified when brands offer generic shopping experiences, need more relevant communication, or mishandle personal data. These mistakes undermine trust and reduce the perceived value of the brand.

Virtusa's Commerce at Scale offers a pathway to surpassing the ordinary in digital commerce. By delivering seamless and robust solutions tailored to contemporary consumer behaviors, we empower brands to stay ahead of market demands.

How can Virtusa help?

Revolutionizing retail with an Engineering mindset

- Engineering-led approach is a smarter, faster, and better way to enable businesses to deliver a personalized commerce experience

Faster time to market

- Virtusa's commerce engagements are twice as fast as those of our industry peers.
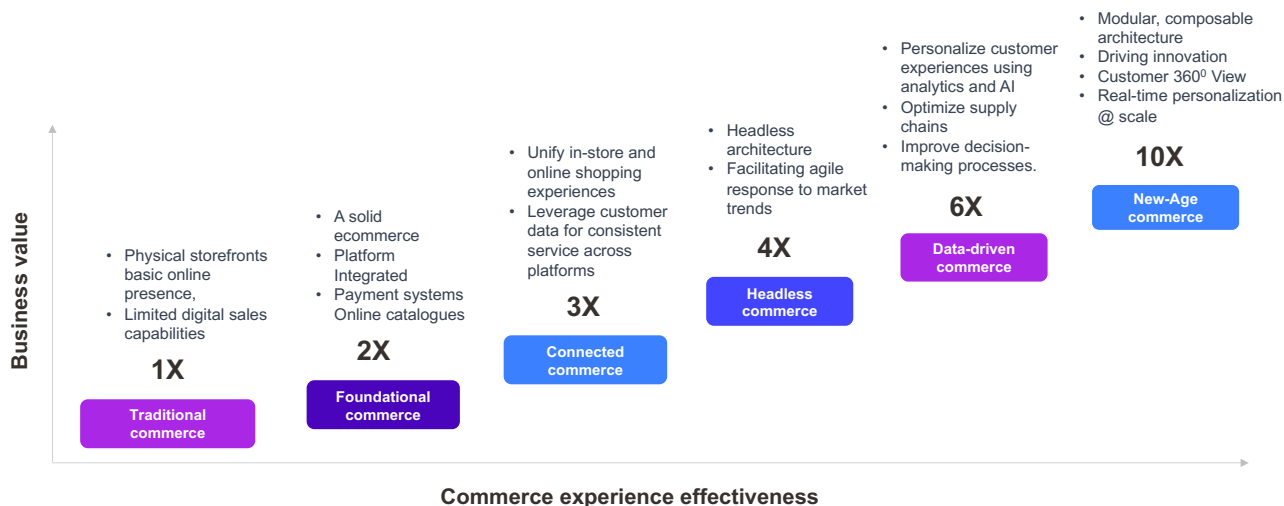
Accelerated excellence with trusted partnership

- Leveraging our Adobe partnership to deliver cutting-edge commerce solutions with speed and compliance.

Capabilities

Virtusa assists businesses in achieving commerce transformation through a consultative approach. Personalized commerce transformation requires consistent omnichannel journeys for firms to outperform their competition. Our maturity model approach will help companies reach a 10x maturity level with the right technology adoption.

Business value

- Physical storefronts basic online presence,
- Limited digital sales capabilities

1X

Traditional commerce

- A solid ecommerce Platform
- Platform Integrated
- Payment systems Online catalogues

2X

Foundational commerce

- Unify in-store and online shopping experiences
- Leverage customer data for consistent service across platforms

3X

Connected commerce

- Headless architecture
- Facilitating agile response to market trends

4X

Headless commerce

- Personalize customer experiences using analytics and AI
- Optimize supply chains
- Improve decision-making processes.

6X

Data-driven commerce

- Modular, composable architecture
- Driving innovation
- Customer 360^0 View
- Real-time personalization @ scale

10X

New-Age commerce

Commerce experience effectiveness

Success stories

- Constructed a next-generation e-commerce website with responsive design, optimizing application performance during peak seasons. This led to substantial enhancements in user engagement, traffic increase, and revenue growth.

- Executed a modern commerce solution, streamlining operations and seamlessly integrating with critical business systems. This initiative resulted in significant reductions in IT costs and bolstered operational agility.

Ready to elevate your commerce strategy? Contact us today to explore how Commerce at Scale can bridge the gap between customer insights and actionable understanding, leveraging data to propel your business growth.

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Engineering First