



Persistent Intelligent Commerce Platform (PiCOM)

A revolutionary GenAI-powered
conversational commerce ecosystem is here



PiCOM – Persistent’s industry-first solution – revolutionizes how businesses engage with digital commerce. At a time when Retail, CPG, and E-commerce sectors urgently need scalability, adaptability, and efficiency to create hyper-personal shopper experiences, PiCOM fuels game-changing innovation through its comprehensive suite of solutions.

Replatform with MACH-powered PiCOM

A reality check

- / Is your e-commerce platform an amorphous mass of patches, half-solutions, and fixes?
- / Is it a struggle to launch business models, enter new markets, and compete across new product categories?
- / Does your platform relentlessly expand digital horizons by improving process efficiencies, cost savings, quality scores, and client satisfaction?

Moment of truth

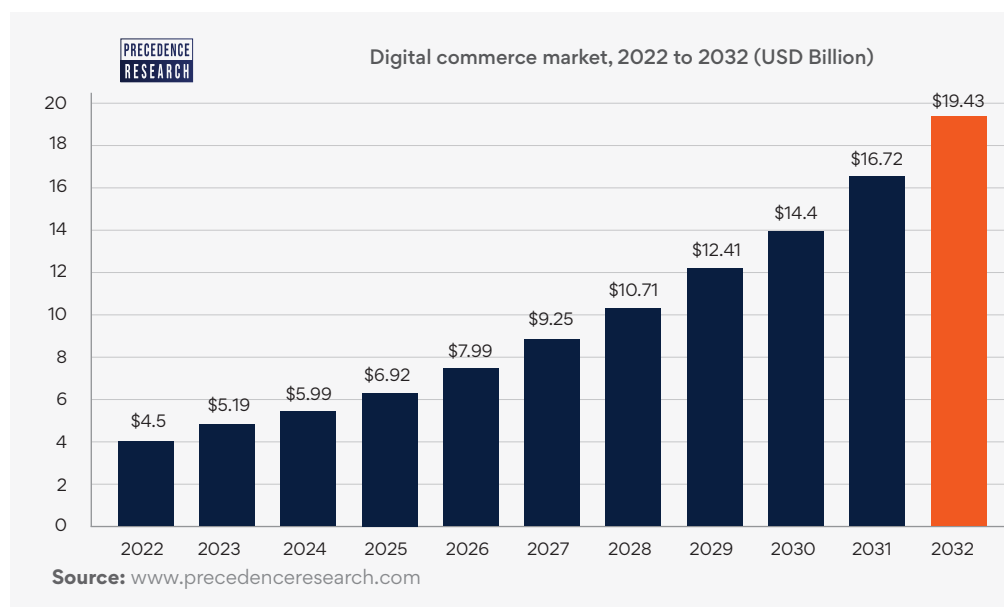
Bridging customer experience gaps, optimizing internal efficiencies and outthinking the competition will only happen as digital enterprises move past their e-commerce monoliths.

Integrate best-of-breed solutions with PiCOM!

The cloud-native, end-to-end digital retail ecosystem — PiCOM leverages MACH architecture for a modular approach to various commerce domain components. So, integrate across the funnel from storefront, supply chain, warehousing, order management, payments, delivery and logistics, and a Smart Content Development Platform (CDP). PiCOM is more than a platform. It is an enterprise springboard designed to enhance user creativity for endless growth.

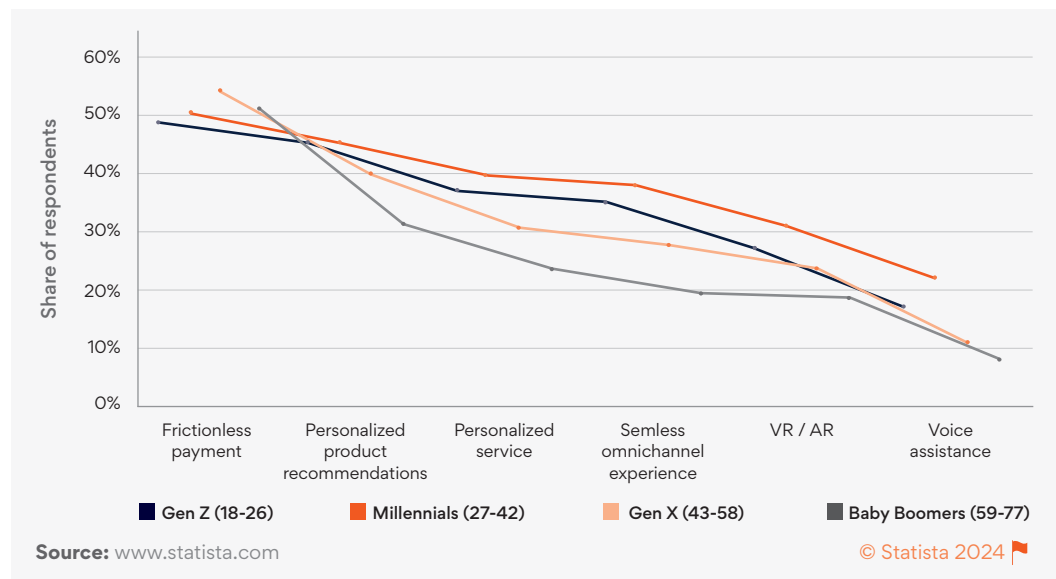
Market Size of Digital Commerce and E-commerce Innovations by Generational Cohorts

The global digital commerce market size, estimated at \$4.5 trillion (2022), is expected to grow to \$19.43 trillion (2032) at a CAGR of 15.8%.





Share of shoppers wishing for selected e-commerce innovations worldwide by generational cohorts in the 2nd quarter of 2023.



Succeed where a few Venture — Manage Multiple Brands, Audiences, and Territories with PiCOM

A reality check

- / Does your platform integrate with the latest in Generative AI, IoT, and other emergent deep tech?
- / Does it adapt to your organizational processes and guidelines – like a ramp for new product launches, faster campaign executions, and accommodating peak seasons?
- / When it comes to customer experience, does your platform partner with your vision across design, content, merchandizing, and AI-powered search?

Moment of truth

Extending reach across new countries and customer segments from one interface that allows you to rapidly deploy hundreds of shop fronts at scale and localize for brand and catalog will only be possible with fast-tracked ecosystem transformation.

With PiCOM, disrupt conversational commerce by combining GenAI, Big Data and Machine Learning!

PiCOM's digital commerce platform utilizes data to drive several Machine Learning-based outcomes such as demand prediction, inventory management, dynamic bundling, abandoned cart analytics, personalized recommendations and loyalties, and more.



Embrace the Future of Commerce

As the retail landscape undergoes a seismic shift, conversational commerce is replacing traditional search as the dominant storefront interface, powered by GenAI.

- / Conversational GenAI-based RAG (Recommend - Ask-Guide) storefront approach.
- / Flexible and scalable headless commerce platform that creates composable, hyper-personalized customer experiences.
- / Integrated CDP (Content Development Platform) driving data-driven intelligence across consumers, inventory, suppliers, stores, store associates, and more.
- / Sophisticated feature-rich platform that empowers commerce teams to deploy a high-performance foundation to build securely and reach new audiences rapidly.
- / From event-driven architecture and order fulfillment to static and dynamic bundling, and AI-enabled search and omnichannel CX solutions, choose from dozens of pluggable products to seize market opportunities.

Learn how PiCOM can help you boost conversions, power API-first headless solutions, and deliver memorable, omnichannel shopper experiences.

Contact Us

About Persistent

With over 23,000 employees located in 21 countries, Persistent Systems (BSE & NSE: PERSISTENT) is a global services and solutions company delivering Digital Engineering and Enterprise Modernization. As a participant of the United Nations Global Compact, Persistent is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With 268% growth since 2020, Persistent is the fastest-growing Indian IT Services brand according to Brand Finance.

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