

Persistent Intelligent Commerce Platform (PiCOM)

Disrupting Digital Commerce. GenAI-Powered. MACH-Enabled

Customers are left searching, not shopping. Memorable shopper experiences call for hyper-personalization, seamless user journeys need unified platforms, and rapid innovations rely on a secure, scalable, and extensible commerce platform.

The Challenge



PiCOM leverages MACH architecture for a modular approach to various e-commerce domain components. At a time when Retail, CPG, and E-commerce sectors urgently need scalability, adaptability, and efficiency to create hyper-personalized shopper experiences, PiCOM, a GenAI powered conversational commerce ecosystem, fuels game-changing innovation through its comprehensive suite of solutions.

Introducing PiCOM



The Need

To break away from Generic Shopper experiences, new-age retailers need a new paradigm.

Intelligent

Connected

Future-Ready

The PiCOM Benefits



Conversational GenAI

Feel the power of Natural Language interactions to replace search and increase conversions.



Hyper-Personalization

Leverage ML algorithms to predict shopper needs, driving loyalty and revenue.



MACH Architecture

Build customizable apps, integrate, or replace third-party services, and build connected customer experiences with headless commerce.



Integrated CDP

PiCOM anticipates and offers intelligent predictions, bundles, and supply chain optimization. Seize data-driven insights that power the entire commerce cycle.



Cloud Delivery

Leverage in-built deployment tools for agile development and testing.

PiCOM — Your Gateway to Conversational Commerce

[Learn More](#)

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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