



# Scalable, Intelligent, and Cost-Efficient Digital Commerce for Modern Retailers





# Leverage the tech behind Flipkart and Walmart to power your retail business

Today's digitally savvy customers don't just buy products. They buy into seamless, consistent, personalized digital experiences across the buyer journey — from discovery to checkout.

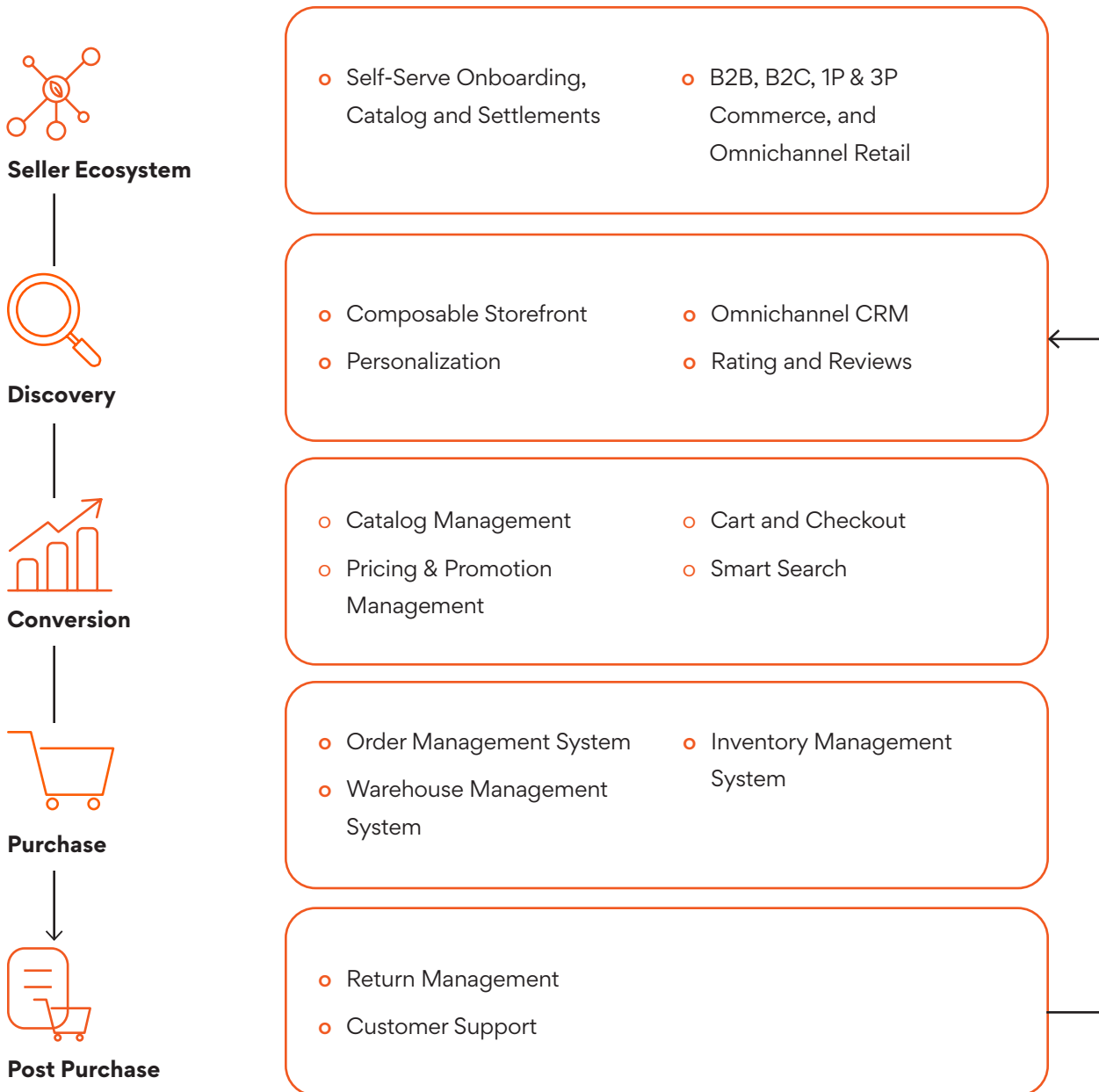
In collaboration with Persistent, the Flipkart Commerce Cloud (FCC) Digital Commerce Solution helps consumer brands and retailers build intelligent, flexible, and connected commerce journeys. While the FCC provides a robust commerce infrastructure, Persistent ensures these capabilities are embedded intelligently into your ecosystem. Its deep focus is on delivering optimized experiences at scale, supported by Retail Agentic AI.

Covering all nine yards of digital commerce — from demand, supply, and supply chain modules to catalog management, personalization, customer data, and order orchestration — it ensures brands deliver experiences that convert faster, scale better, and earn loyalty across touchpoints.

With modular offerings, clients can choose the right features to meet their needs and deploy only what they require through a scale-tested SaaS delivery model — the same tech that powers Flipkart and Walmart.

Through AI / ML-powered capabilities that cut across modules, such as search, personalization, catalog, pricing, ratings and reviews, promise, and forecasting, FCC delivers personalized, frictionless shopping experiences.

## Capabilities



## Who is this for?

- Retailers and brands that want to elevate digital presence with faster, smarter, more connected commerce
- E-commerce leaders looking to simplify tech complexity and improve time to market
- B2B and B2C brands looking to deliver omnichannel experiences across geographies and devices
- CX, marketing, and IT teams that want to work from a unified commerce stack

# Business impact



Highly cost-efficient, enterprise-grade commerce operations.



Higher conversion and retention through personalized, responsive storefronts.



Reduced bounce rates and abandoned carts due to improved navigation and performance.



Faster campaign rollout and product launches with centralized content control.



Streamlined operations through unified data and commerce platforms.



Increased customer satisfaction through consistent experience and real-time availability.

## How will your customers benefit?

### Frictionless shopping from search to checkout

Faster site navigation, smarter search results, and unified product content reduce buyer fatigue and boost conversion.

### Reliable, channel-agnostic journeys

Customers can switch seamlessly between app, web, and store without disruptions to — cart, profile, or preferences.

### Personalization that adds value

From dynamic recommendations to content targeting, shoppers enjoy more relevant experiences that reflect their intent and behavior.

### Confidence in product availability and fulfillment

Real-time inventory visibility ensures customers can buy what they want, where they want, without surprises.

### Faster, smarter customer service

Connected systems help service teams resolve queries quickly, improving post-purchase experience and brand trust.



## What does this solution enable for you?

- Comprehensive solution covering Demand, Supply, and Supply Chain modules
- Modular microservices architecture — to deploy only what you need
- SaaS delivery model for quick onboarding and scalability
- AI / ML-powered capabilities across retail functions, such as: Search, Personalization, Catalog, Pricing, Ratings and Reviews, Promise, Forecasting, etc.
- Centralized product catalog and content orchestration
- Unified commerce APIs across B2C and B2B channels
- Customer 360 and identity management.
- Smart recommendations and content personalization
- Real-time inventory, cart, and order orchestration.
- Seamless integrations with loyalty, promotion, and CX platforms
- Insights that bridge product, marketing, and fulfillment teams

# What we offer

Persistent, brings deep expertise [in Composable Commerce, Customer Experience Platforms, and Digital Engineering](#) to build intuitive, connected, and customer-first storefronts.

With [PiRACE – Persistent Retail Agentic AI CoE](#) at the core, we ensure that FCC’s capabilities are delivered in the most adaptive, intelligent, and customer-centric manner. This approach enables:

PiRACE powered AI-driven decision-making that adjusts campaigns, inventory, and offers based on real-time shopper behavior and performance.

Context-aware targeting and personalization that scale across product, pricing, and promotions with minimal manual effort.

Continuous optimization of the shopper journey, where experiences evolve based on data-driven insights.

## We work closely with you to

- Implement FCC’s digital commerce capabilities into your ecosystem
- Accelerate time-to-value using MACH principles and our [Persistent Intelligent Commerce Platform \(PICOM\)](#)
- Create adaptive, scalable storefronts that support multi-brand, multi-region operations
- Build integrations across product, pricing, loyalty, and customer service platforms
- Use data-driven insights to refine and improve shopper journeys continuously

Elevate digital commerce beyond channels and deliver unified, personalized experiences.

## Joint value proposition



### Flipkart’s commerce foundation

Tap into comprehensive digital commerce modules, retail-proven scalability, AI / ML-powered capabilities, and modular flexibility.



### Persistent’s tailored customer experiences

Bridge business logic, systems integration, and CX innovation, all supported by PiRACE.

# Together, we can

- Maximize revenue with flexible and intelligent media monetization capabilities
- Deliver personalized, context-aware experiences that scale efficiently
- Create unified, seamless retail journeys across digital and physical channels
- Drive business agility with a modern, cloud-native architecture

## Let commerce be your experience strategy

Deliver digital commerce that doesn't just sell — but also serves, delights, and connects.

[Talk to us Today](#)

### About Persistent

Persistent Systems (BSE: 533179 and NSE: PERSISTENT) is a global services and solutions company delivering AI-led, platform-driven Digital Engineering and Enterprise Modernization to businesses across industries. With over 25,000 employees located in 18 countries, the Company is committed to innovation and client success. Persistent offers a comprehensive suite of services, including software engineering, product development, data and analytics, CX transformation, cloud computing, and intelligent automation. The Company is part of the MSCI India Index and is included in key indices of the National Stock Exchange of India, including the Nifty Midcap 50, Nifty IT, and Nifty MidCap Liquid 15, as well as several on the BSE such as the S&P BSE 100 and S&P BSE SENSEX Next 50. Persistent is also a constituent of the Dow Jones Sustainability World Index. The Company has achieved carbon neutrality, reinforcing its commitment to sustainability and responsible business practices. Persistent has also been named one of America's Greatest Workplaces for Inclusion & Diversity 2025 by Newsweek and Plant A Insights Group. As a participant of the United Nations Global Compact, the Company 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 468% growth in brand value since 2020, Persistent is the fastest-growing IT services brand in 'Brand Finance India 100' 2025 Report.

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