



Turning Delivery Promises into Growth Engines

for Consumer Tech Brands





The Reality: Customer expectations have changed

Today's consumers shop with urgency and intent. They expect products to be available, delivery options to be clear, and promises to be kept — across every channel and device.

But for brands, the behind-the-scenes reality looks like this:

Inventory data is siloed and inconsistent

Fulfillment systems can't scale in real-time

Promises made online aren't always promises kept

Every broken promise costs more than canceled order, negatively impacting customer trust and brand loyalty.

What if you could promise with confidence, every time?

Imagine giving customers real-time delivery or pickup options on every product page, tailored to their location, updated by the second, and backed by your actual inventory.

That's the power of a Digital Promising Engine from Fluent Commerce.

Fluent Commerce: Smart, fast, fulfillment-ready

A Digital Promising Engine ensures your storefront makes only promises you can keep, powered by accurate, real-time inventory logic and lightning-fast responses.

Key Capabilities:

Real-Time Inventory Ingestion

Sync inventory with your storefront.

- Ingests batch or streaming data.
- Skips unchanged values for faster updates.

Available-to-Promise (ATP) Control

Avoid overselling, overpromising, and costly cancellations.

- Segment virtual stock by region or channel.
- Apply safety stock buffers and tailored sourcing rules.

Lightning-Fast Response Times

Because “Checking availability...” is a bounce waiting to happen.

- Processes logic in parallel.
- Responds to multi-item availability checks in milliseconds.

Seamless Integration Across Systems

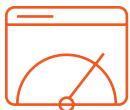
Deliver faster without overhauling core systems.

- Plugs into ERP, OMS, POS, and legacy tools.
- Uses APIs to embed into PLPs, PDPs, and checkout.

Why it matters

Legacy fulfillment systems were built for transactions, not expectations.

Fluent Commerce helps you:



Improve page load times



Decrease cart abandonment



Reduce SLA misses and cancellations



Win customer trust at the exact moment it counts

When customers believe your promise, they click “Buy Now.” When you deliver on it, they come back.

Persistent: The partner that knows Consumer Tech

With 20+ years of deep domain experience,
Persistent is the strategic engine behind some of the world's top consumer brands.

We don't just implement — we architect, integrate, and optimize real-time fulfillment systems that deliver business outcomes.

We are trusted by

40%

A Fortune 500 retailer to reduce SLA non-compliance by 40%.

80%

Global brands to boost inventory update frequency by 80% through intelligent ingestion.

500ms

Leading retailer to enable sub-500ms product availability checks.

6 of the top 10

global e-commerce and retail brands.

4 of the top 10

global CPG companies.

Why Persistent

- Deep expertise in composable commerce and MACH architecture.
- AI-led orchestration for intelligent fulfillment decisions.
- Full-stack integration across ERP, OMS, POS, and cloud ecosystems.
- End-to-end delivery — from blueprint to business impact.
- PiRACE — Persistent Retail Agentic AI CoE for intelligent inventory, pricing, shopper assist, and last-mile optimization.

We bring speed, scalability, and certainty to your fulfillment transformation.

Keep every promise with Fluent Commerce and Persistent



Promise smarter



Deliver faster



Scale better

Because in digital commerce, trust isn't told — it's delivered.

Turn every click into a kept promise — talk to us today.

[Learn More](#)

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.

USA

Persistent Systems, Inc.
2055 Laurelwood Road, Suite 210
Santa Clara, CA 95054
Tel: +1 (408) 216 7010
Fax: +1 (408) 451 9177
Email: info@persistent.com

India

Persistent Systems Limited
Bhageerath, 402
Senapati Bapat Road
Pune 411016
Tel: +91 (20) 6703 0000
Fax: +91 (20) 6703 0008

