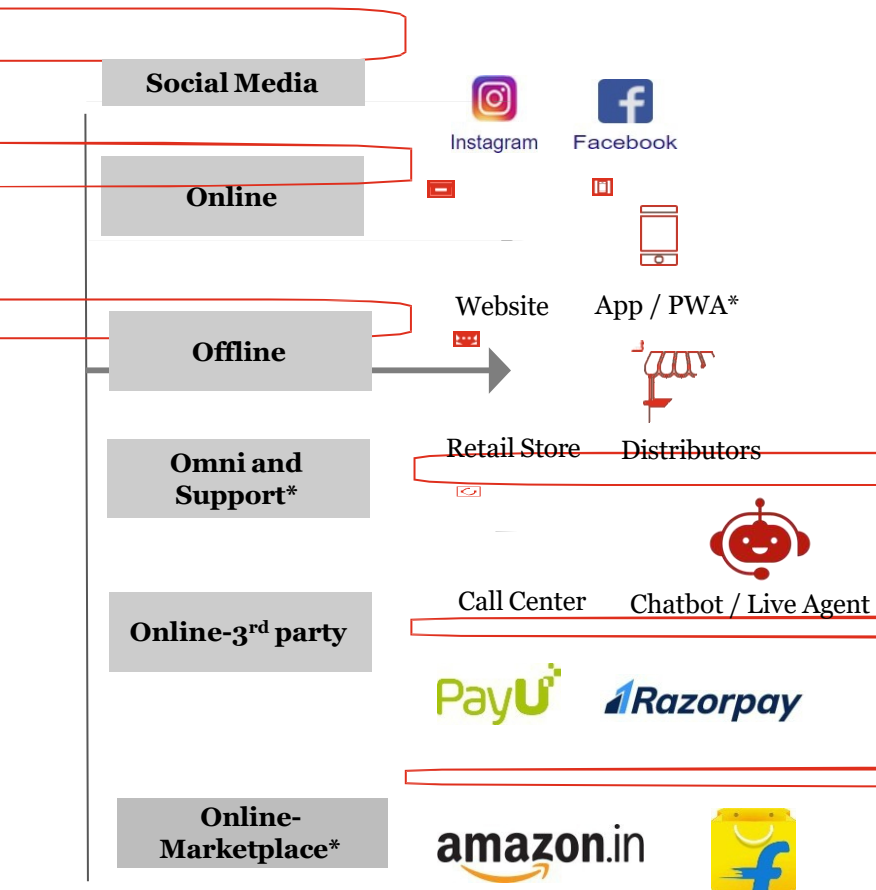


01

Our Point of View on D2C Commerce for Eye Wear



Envisaged future state of GKB Optical



Differentiating Factors

Some Key Focus Areas

Have a unique value proposition

- Affordable prescription glass
- Ease of Purchase
 - Try before buy
 - Home Try on
 - Omni Purchase

Focus on Basic Digital Sanity

- Near Real-Time Inventory Syncing
- Store Inventory Mapping & Allocations
- Fulfilment TAT Monitoring
- Fulfillment Status Update
- Post-purchase Grievance Management
- Mobile Responsive Website Development
- Competitive Analysis
- Performance Marketing and Brand Marketing

Offer a personalized buying experience

- Making the digital discovery worthy
- Understanding customers' preferences (likes, dislikes), scrollability, clickability, Page views, Rage Clicks, Dead clicks
- Connect Online and Offline experience
- Vernacular Content
- Capturing Omni (Online as well as Offline) experience

Provide Exceptional Customer Experience

- Customer-first approach
- Creative grievance Management
- Customer 360 degree view
- Community of problem solving

Focus on Sustainability

- Championing the social cause
- Promoting goodness

Key Challenges & Resolution

Relationship	Pain-points	Solution
Customer → Eye Wear Brand	Customers have doubts on <i>look and feel, size, pricing, authenticity</i>	Rich content (Imagery, Content) Augmented Reality Virtual Consultation Price & Warranty Return Policy Prescription Upload Facilities Home Trial Booking Customer Review Store Appointment Store Locator Shipment Cost and Time
Customer → Logistics Partner	Customer's fear <i>tampered, counterfeited</i> products on delivery	Real time tracking Return Policy Warranty
Eye Wear Brand → Customer	Brands fear <i>fraudulent order placements, counterfeited return</i>	OTP based authentication Prepaid Orders Omni Orders
Eye Wear Brand → Logistics Partner	Brands fear <i>delayed order delivery</i>	Tightly coupled integration between commerce and 3 rd party logistics OTP authentication Delivery Agent Authentication
Logistics Partner → Customer	Logistic partner fears <i>customer abuse during order fulfillment or return orders</i>	Updated Order Status Order Validation Easy Return Policy Open Delivery

02

Our Envisaged Technology Landscape



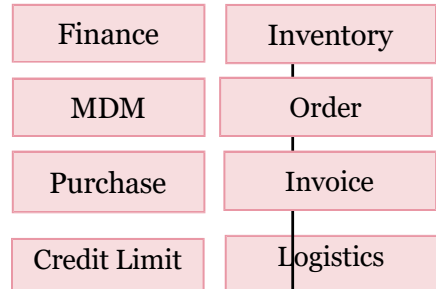
Our Envisaged Solution Architecture



Products, Prices, Discounts,
Stock Availability, Order Status, Invoices

Mobile-First Web

ERP System



Finance, Warehouse,
SCM, Administration

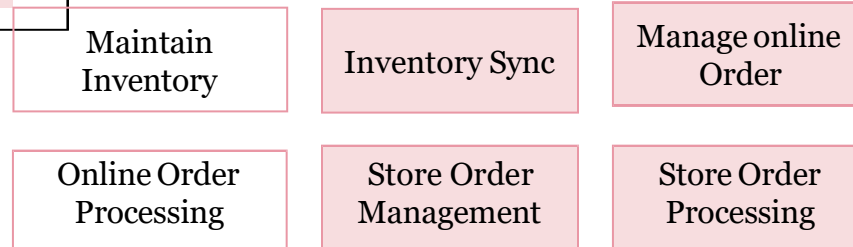
WH 1

WH 2

Warehouse

Order Orchestrator

Customers
Orders,
Payments



Order

Customer, Products,
Prices, Discounts, Stock
Availability, Order
Status, Invoices

Retail Cloud Scale
Unit

D365
Store

Store 1

D365
Store

Store 2

D365
Store

Store



03

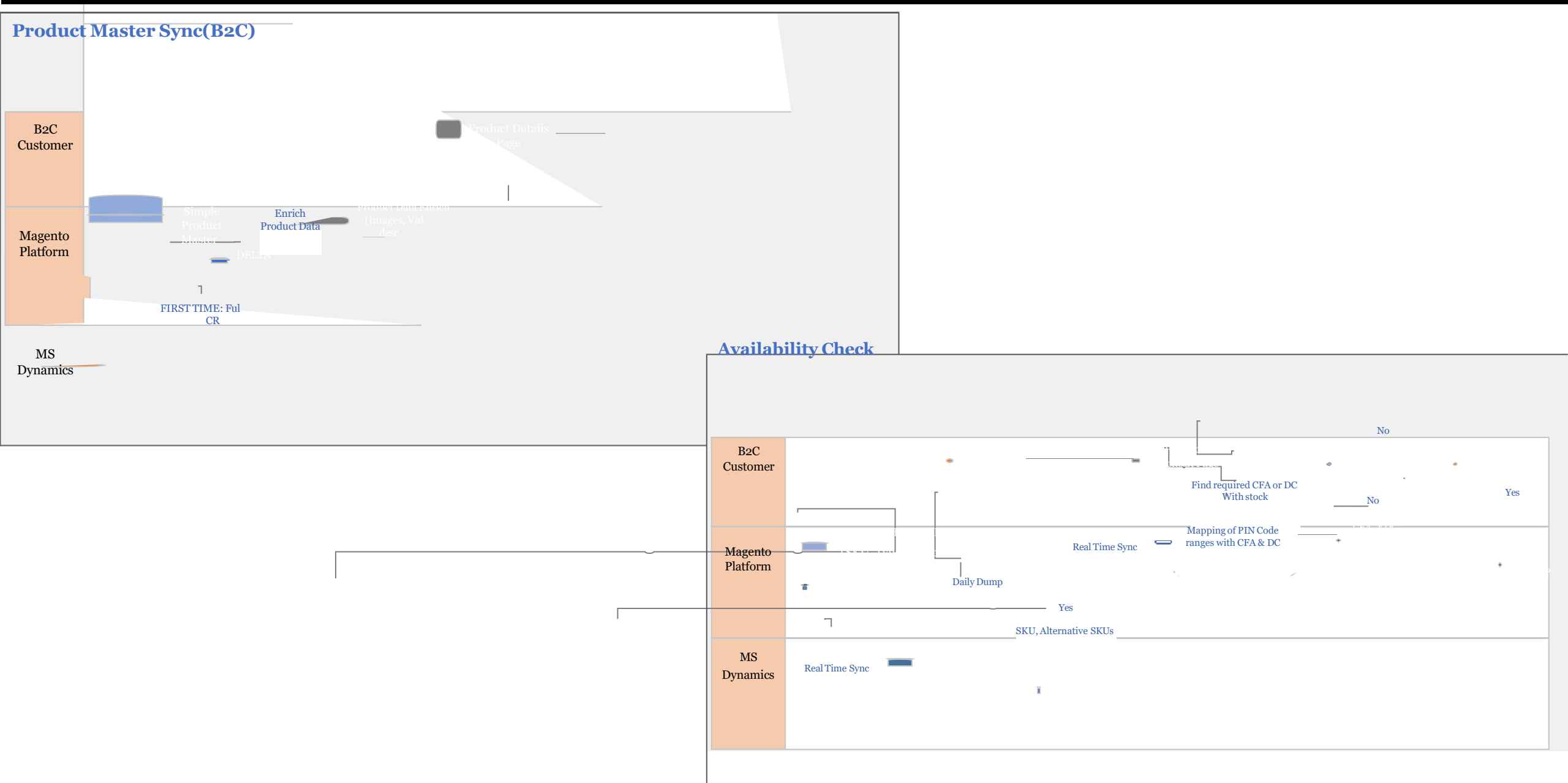
Envisaged User Flow Diagram



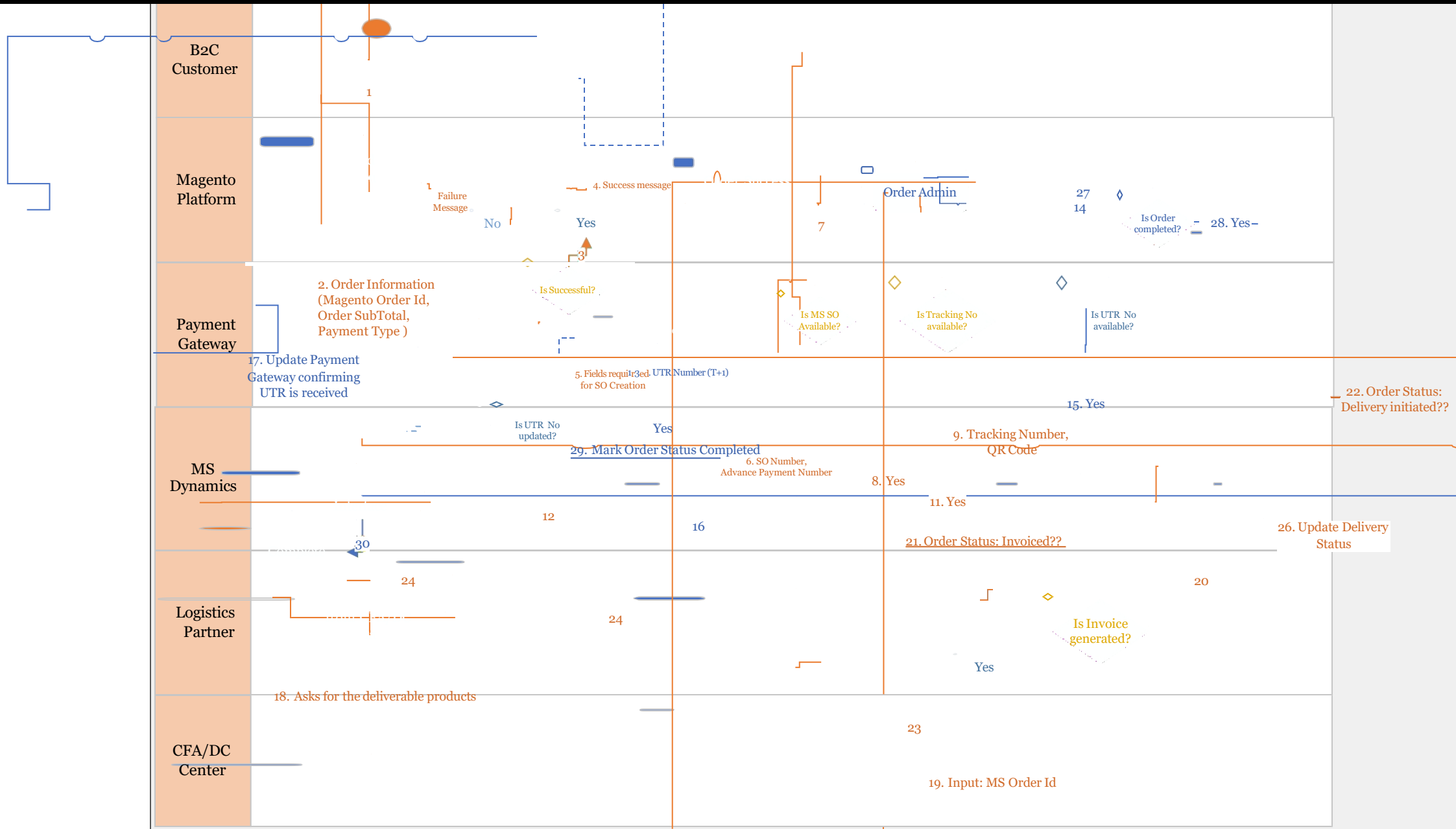
Our Envisaged User Flow diagram – **Customer Onboarding**



Our Envisaged User Flow diagram – *Product Master Sync & Stock Check*



Our Envisaged User Flow diagram – Sales Order Interface



04

Functional Scope



Functional Scope - Overview



Stakeholder Coverage

B2C Customer

Administrator

We are going ahead with the approach to enable conversion friendly Ecommerce site with relevant integrations between Magento and FnO system for a healthy PnL.

Overall Modules

- Revamping the site Experience
- Solutioning the overall program
- Governing the Magento Development work of GKB's internal
- Integration work between Magento and FnO

Specific Use Cases

- Customer Journey Mapping
- Page designs – Home Page, Search Page, My Account Page, Product Listing Page, Product Details Page, Cart Page, Checkout Page, Order Success Page
- Global Catalogue Management
- Store Master Management
- Segmented Product Listing (Pricing, Stock)
- Variants of Product SKUs
- Zonewise Order Fulfillment enablement
- Self-assisted Ordering
- Order Splitting based on Inventory strategy
- Order Fulfillment
- Order Cancellation
- Forward and Reverse Logistics

Scope of Admin

- Users Management
- Store Management
- Catalog Management
- Dynamic Pricing Rules
- Promotion Management
- Banners & CMS Management
- Payments Management
- Order Management
- Invoice Management
- Delivery Management
- Order Status Management
- Order Cancellation
- Grievance Management
- Newsletter Management
- Email/ Notification Management
- Audit Trail & Reports

Scope of Integration

ERP

- a. Customer
- b. Product Master
- c. Catalog Master
- d. Inventory Master
- e. Store Master
- f. Store Allocation
- g. Create Order
- h. Order Status
- i. Invoice
- j. Shipment
- k. Cancellation
- l. Return
- m. Refund
- n. Replacement

Logistics

- a. Delivery Status
- b. Delivery Time
- c. Delivery Cost
- d. Reverse Logistics

Other Integrations

- a. Google Location
- b. Google Ad Page

Integration Scope in Detail – Magento & FnO

Sl#	Integration Scope	Integration Direction (D365FO)	Integration Description	Integration Medium
1	Customer	Inbound	- Customers can be created in two ways in the Magento Portal - Sign up During Checkout - Customers' data will be pushed to FnO in real-time / in batch	REST / JSON
2	Product Master	Outbound	- Source of truth for Products will be the ERP system. - Magento will pull the Product Master and Delta changes on a regular interval. - Magento system will enrich the Product data with other metadata (Images, Videos etc.)	REST / JSON
3	Catalog Master	Inbound	- Catalog data will be configured in Magento. - As part of the order, catalog specific data can be sent to ERP.	REST / JSON
4	Inventory Master	Outbound	- ERP will be the source of truth for Inventory. - Magento will consume Store wise inventory on a regular basis. - Once orders are placed from Magento, the order data is pushed to the ERP system and ERP should block or reserve the inventory accordingly.	REST / JSON
5	Store Master	Outbound	Store data (Address, Lat Long, Pincode, other Meta data) will be pushed to Magento.	REST / JSON
6	Store Allocation	Outbound	Allocation of orders based on the availability of stock, shipment cost and shipment time (in case of auto-allocation failure)	REST/JSON
7	Create Order	Inbound	- Order data will be pushed to FnO from Magento in real-time. - FnO will return ERP Order Id back to Magento - Order Status will be changed upon ERP confirming the order	REST / JSON
8	Order Status	Outbound	- Order Status info will be pulled from ERP on every 30 minutes. - My Account section of Magento will show the revised Order Status.	REST / JSON

Integration Scope in Detail – Magento & FnO

Sl#	Integration Scope	Integration Direction (D365FO)	Integration Description	Integration Medium
9	Invoice	Outbound	- Once the orders are invoiced in the ERP system, the status should be changed to 'Ready to Ship'. The invoiced status should move to Magento - Along with the Invoiced status, Shipment id should also be pushed to Magento	REST / JSON
10	Shipment	Outbound	Based on the Shipment id, shipment status needs to be pushed to Magento	REST / JSON
11	Cancellation	Inbound	Cancellation can be enabled from Magento until the order is in 'Invoiced' state.	REST / JSON
12	Return	Inbound	Return will be triggered from Magento	REST / JSON
13	Refund	Inbound	In case of return, refund should be initiated from Magento based upon validation of the order	REST / JSON
14	Replacement	Inbound	In case of replacement, it will be triggered from Magento to FnO	REST / JSON

Integration Scope in Detail – Magento & CRM

API-Based Integration	Description	Bidirectional Aspect	Source System	Action/Process	Outcome/Benefit
1. Historical Case Display	Retrieve and display historical case data from both the website and backend systems. Updates to case data are reflected across both platforms.	Historical case data is synchronized in both directions—any changes on the website or backend are automatically reflected on the other platform.	Website & CRM	Data retrieval and real-time synchronization of historical cases.	Ensures consistency in case history across platforms and provides real-time access to historical data.
2. Case Creation & Status Tracking	Create new cases on the website and track their status in real-time. Status updates are reflected on both the website and backend systems.	Case creation and status changes are bidirectionally synced, ensuring updates to case status are instantly reflected on both platforms.	Website & CRM	New case creation on the website and tracking of status changes in real time.	Provides seamless tracking and updates, ensuring both the user and backend team are always aligned.
3. Syncing Case-Related Sub-Masters	Synchronize case-related sub-masters (Product category, Defect Type, Resolution, Store) between the website and backend systems.	Sub-master data changes are bidirectionally synchronized, ensuring consistency and accuracy across all systems.	Website & CRM	Synchronization of case-related metadata such as categories, priority levels, and case types.	Ensures data consistency and accuracy across all platforms, avoiding discrepancies in case-related info.
4. Customer Validation	Validate the existence of a customer in the backend system before creating a new case. Ensures no duplicate customer records.	Customer data is validated and synchronized in both directions, ensuring any updates to customer info are reflected across both platforms.	Website & CRM	Verification of customer data to prevent duplicate records and ensure correct case linkage.	Prevents data duplication and ensures correct association between cases and customers across platforms.
5. Coupon Integration (Unidirectional)	Show active personalized coupons for customers on the website, synchronized from the CRM system. Coupons are updated in real-time.	Unidirectional: Coupon data flows from the CRM to the website, ensuring that new or updated coupons are available for customers on the website.	CRM to Website	Syncing of active coupons and related tables from the CRM to the website in real time.	Provides customers with personalized, real-time coupon offers on the website, improving user engagement and sales.

Scope Assumptions and Exclusions

- As the boundary of the scope is not available, we have assumed the features based on our previous experiences.
- All integrations should be done by JSON/REST APIs.
- There will be the development of maximum 3 reports as part of the scope.
- Data related to logistics will flow from ERP to Magento i.e., career name, delivery time etc.
- Order splitting logic will be defined during requirement gathering discussions.
- Mapping of warehouse, buddy store or Endless Aisle will be defined based on the chosen business model
- If there is a need for auto KYC approval of suppliers based on the APIS of Govt portal, Ebo Mart needs to provide us the licensed End Point URLs.
- The platform will integrate with the following applications: ERP, Order Orchestrator, Real-time Inventory, Payment gateways. The number of integration points will not exceed than what has been mentioned in the detailed scope items. However, the scope will not include any activities in the ERP and Logistics applications.
- Integration with any other systems or platforms such as Google Analytics, Loyalty, Salesforce, Social Media etc. would be out of scope. If there is any change in scope, same will be taken into consideration as CR post agreement.
- Any changes in the third-party systems for integration with the platform is out of scope.
- GKB will provide required integration points (API / File-sharing / DB) during the requirement phase only. Web services/API for integrations with downstream/external/third party systems will be made available to the client.
- If any integrations mentioned above are un-available during the requirement / design phase, then based on mutual agreement those integrations will be taken up at a later stage to avoid schedule variance.
- Magento Code development is out of scope of PwC as it will be done by GKB's internal team.
- We propose a stage gate post the requirement and design phase after which the steering committee from Ebo Mart will decide the way forward and relook at any scope deviations that might happen based on the outcome of the above two phases. Effort deviation (if any) will be estimated and communicated during the steering committee meeting.
- Site is being created for one territory i.e., India. If the site is supposed to be multi-country, that would be additional effort.
- Multiple Currency pricing and taxation is out of scope.
- DR Setup and Infra Monitoring is out of scope.

Thank you

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