



AURAS

Future ready integration
platform for Omni-channel
& Digital transformation
initiatives

www.aspiresys.com/auras/





The Digital Revolution has radically transformed all businesses. Connected devices have fundamentally changed consumer behaviour. To continue to attract, retain and delight customers, businesses must leverage savvy digital tools and rich customer data.

There are 5 key areas that B2C enterprises must focus on to stay atop the ever-shifting business landscape:



Seamless Shopping Experience:

Consistent brand experience across all customer touchpoints through a single cart model



Online Personalization:

Providing more accurate product information & readily accessible promotions through digital devices.



Offline Personalization:

Offering proximity based promotions & recommendations to lure customers to the store/ sales point



Logistics:

Ability to track the order status, shipment and delivery notification anytime, anywhere.

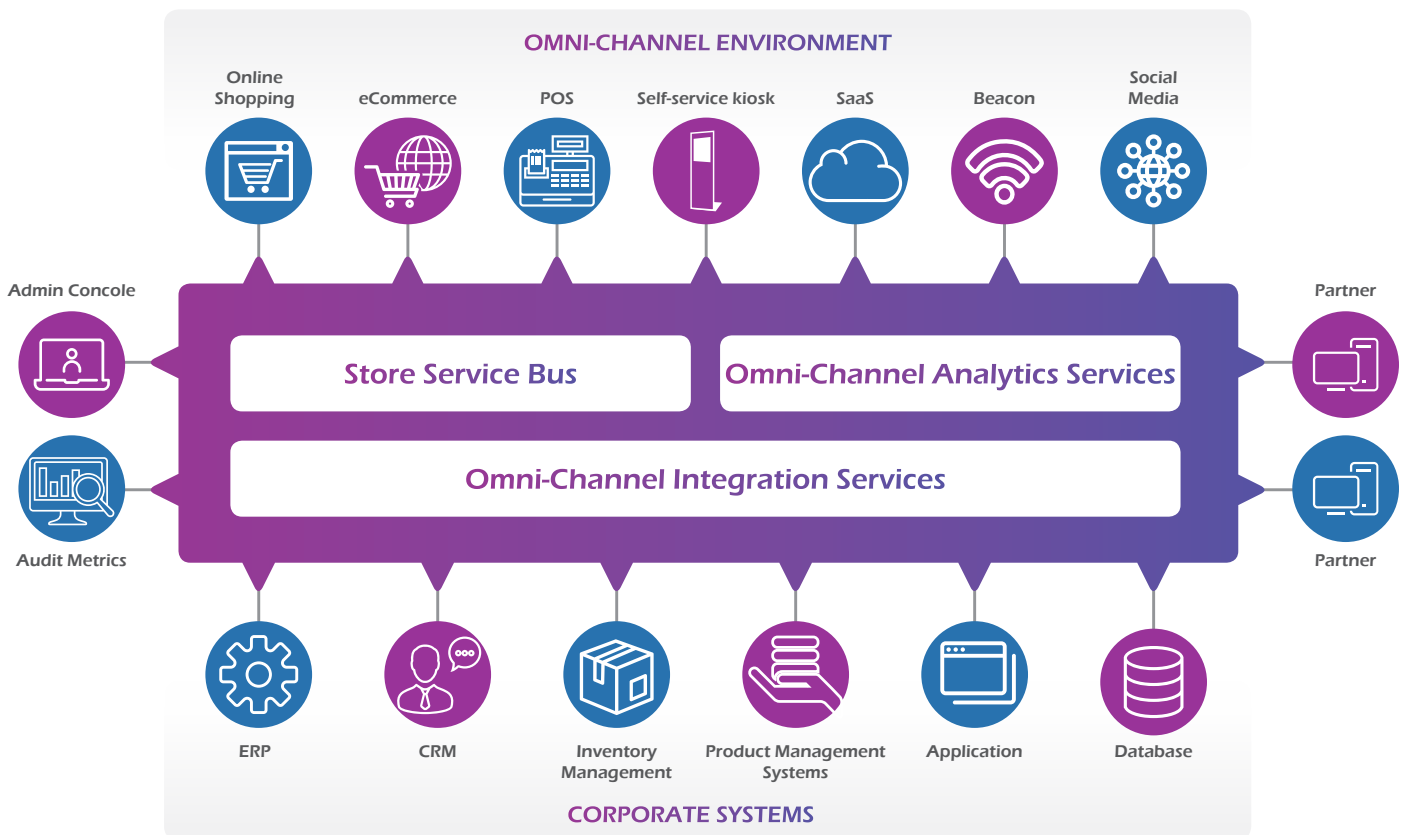


Single Source of Truth:

Leveraging customer data from disparate sources to define more successful sales and marketing strategy

AURAS-Omni

AURAS-Omni is the next generation Omni-channel integration platform which resolves practical challenges in Omni-channel implementation and Digitalization. In addition to solving legacy integration challenges, AURAS-Omni also enables accommodation of POS, Ecommerce, Mobility, Kiosk, mPOS, IoT, Smart-Store and Analytics specific advancements.



AURAS-Omni would help to standardize and streamline the data flow between Business or Corporate applications and Omni-Channel touchpoints (physical store, Ecommerce or partner store). AURAS integration design based on SOA and API principles as service bus architecture model to enables high connectivity and consistent data delivery guaranteed across connected devices. In addition to providing pre-built integration capabilities, AURAS also provides real-time streaming analytics for better operational intelligence.



Core modules of AURAS-Omni Platform:



Omni-Channel Integration Services (OCIS) - The core engine for data transfer between corporate and omni-channels.



Store Service Bus (SSB) - Store specific engine works closely with any third-party store POS, Kiosk and Beacon devices.

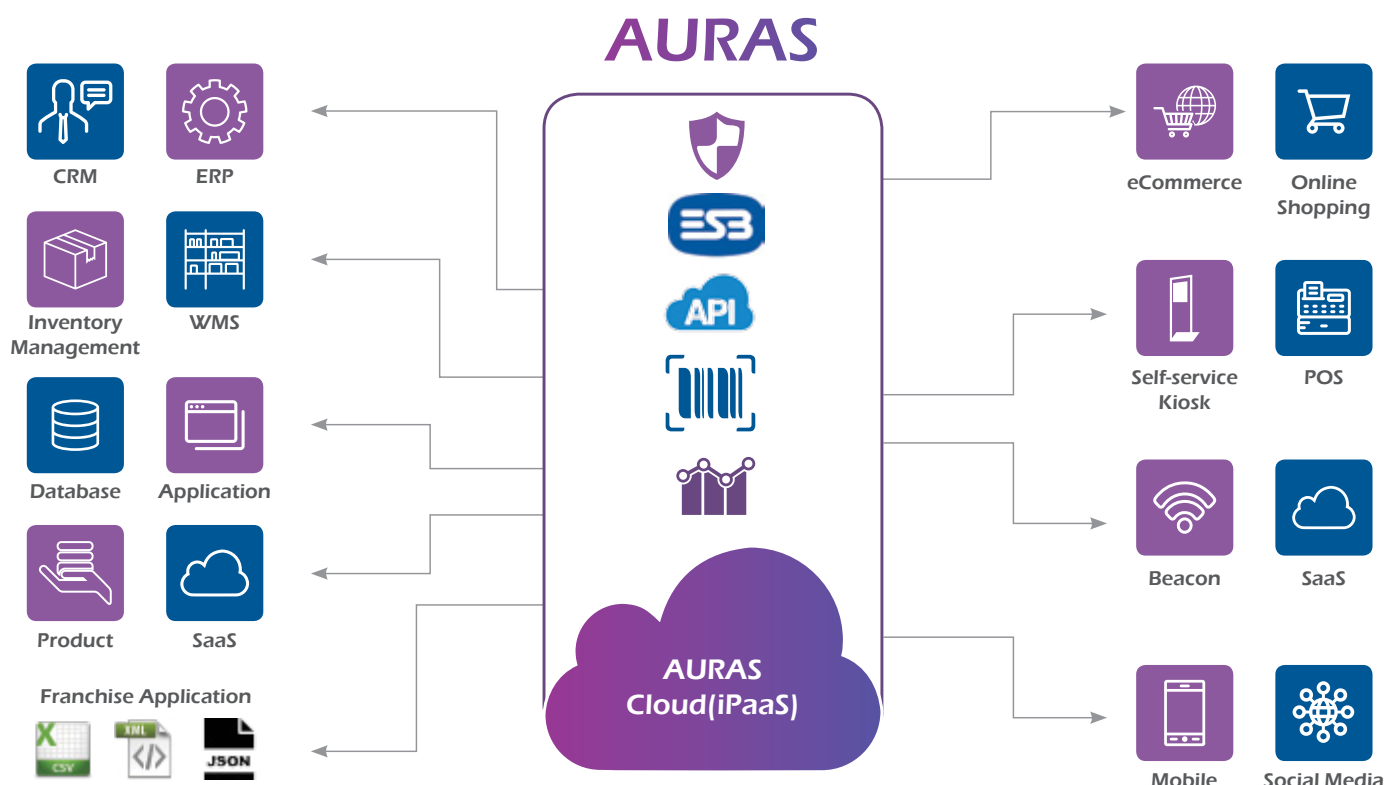


Omni-Channel Analytics Server (OCAS) - All transactional data used by analytics engine to predict the operational demands.

AURAS Cloud Platform

The entire AURAS-Omni platform and its features are also available on cloud. The power of cloud technologies accelerates the adoption of integration services across the enterprise faster without major infrastructure and licensing investments, thereby driving business agility and reducing TCO.

Compared to traditional IT projects, AURAS cloud platform costs less but provides highly mature integration services and APIs for faster return of investment realization. AURAS-Omni services enable you to leverage legacy systems too. It can be connected with your legacy POS application as a plug & play model to readily pull data and extract meaningful insights.



AURAS: One Integrated Platform, One Version of Truth

Aspire Unified Reference Architecture Solution (AURAS) is a comprehensive, multi-layer architecture pattern to accommodate various technology initiatives in an ever-changing environment. It is based on industry proven design patterns, reusable components and best practices that rapidly accelerate the development cycle. In addition to meeting technology standards, AURAS also comes with Governance processes to manage service ownership, administration and life-cycle management.

Other AURAS Modules:



AURAS-Gen

AURAS-Gen is the industry standard development framework pre-built to reduce the complexities of Service-Oriented Architecture and API Management implementation. With higher reusability, faster implementation cycle and accelerated on-boarding, it significantly reduces your middleware investment.



AURAS-B2B

Integration with Suppliers, Distributors, Vendors and Partners is always challenging regardless of the integration strategies in either EDI or API approaches. Quicker on-boarding of partners and suppliers enables more effective production planning and inventory control.



AURAS-Hub

It's paramount to establish a universal data repository to get a 360-degree view of your customers and deliver a superior customer experience. The perfect blend of AURAS-Omni and AURAS-Hub processes creates an expansive 360-degree customer view and empowers you to provide personalized customer engagement.

Why Choose AURAS-Omni?

AURAS provides the following business and digital benefits as one comprehensive solution:



Standards of SOA help to add digital sales channels faster than ever before.



API services allow building of digital platform for better collaboration with customers.



Seamless data integration between Store, eCommerce, Kiosk and mobile platform.



Real-time data extraction from POS and other sales channels helps in sales order auditing, faster order fulfillment and seamless sales performance.



Reduces manual efforts in the rollout of new products, pricing and promotion across sales channels.



Real-time operational visibility optimizes business operations for better order-delivery experience.



Acquiring real-time data for analysis and prediction of strategic & operational decisions.



Centralized data distribution services help to share operational data across business units.

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ABOUT ASPIRE

Aspire Systems is a global technology services firm, with technology expertise in Enterprise Analytics, Enterprise Integration, Digital Services, Software Engineering, Testing and IT Infrastructure & Application support. They work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in their specific areas of expertise.

Aspire Systems' services include Product Engineering, Enterprise Solutions, Independent Testing Services, Oracle Application Services, Digital Services and IT infrastructure & Application Support Services. The company currently has over 2,400+ employees and 150+ customers globally. The company is headquartered in Singapore and has a growing presence in the US, UK, Middle East and Europe. For the ninth time in a row, Aspire has been selected as one of India's "Best Companies to Work For" by the Great Place to Work® Institute, in partnership with The Economic Times.

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