

# AHT Tech

AHT Tech Agency Profile





# OUTLINE ●

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02. **WHAT MAKES US DIFFERENT**

03. **WHY US**

04. **BRANDS WE WORK WITH**

05. **ENGAGEMENT MODEL**

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# WHO WE ARE ●





## ABOUT US ●

AHT Tech is a premium global group that focuses on **Digital Commerce and Experience** to assist clients in re-imagining their businesses in this digital era. Through human-centric innovation, our software engineering heritage combined with digital transformation strategy consulting, design thinking, disruptive IT lifecycle solutions as well as omnichannel CX solutions, offers real business value to our clients.

We diligently work towards offering personalized solutions to help their businesses reach their peak digital performance. As a true technology partner, we are committed to investing in your success by delivering seamless experiences through technological expertise.





## OUR STORY ●

We perform best when engaging with brands, retailers and manufacturers that value a deep **commerce & management** understanding blended with the ability to innovate on **technology**, proven by more than 10,000 projects on time, on budget, and at scale **implementations**.

As a full-service omnichannel partner, we deliver **STRATEGY, DESIGN, DEVELOPMENT** and **MANAGED SERVICES** to brands, retailers and manufacturers.





# OUR STORY



## TECH DRIVEN

The journey began with 6 team members offering IT development services.

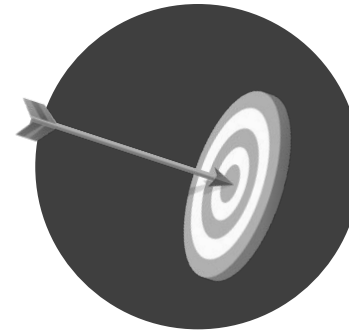
2007



## ECOMMERCE FOCUS

We shifted our key strength towards advancing our expertise in B2C, B2B and Marketplace.

2010



## CONSULTING FOCUS

Our business oriented approach bundled with strong platform capabilities was crucial to serve global clients.

2018



## GLOBAL SCALE

Offices in 9 cities worldwide backed by a delivery arm of 500+ specialists to reinforce our global presence.

2020





# WHAT MAKE US DIFFERENT ●





We partner with

## Leading Digital Commerce & Experience Platforms







## 9 OFFICES

In 4 continents

## 500+

Employees

## 100+

Partners worldwide





## 1 AHT TECH

Local presence across all countries to ensure we work as "one" AHT TECH - a strong team for your success

## 27001 ISO CERTIFIED

Internationally certified for information security

## 150+ PARTNER INTEGRATION

Pre-built integrations with marketplaces, carriers, webstores and more

## 15+ YEARS OF EXPERIENCE

15+ years spent supporting international brands as a regional service provider





# WHY US ●





01

## We believe that ALL commerce is ECOMMERCE



But eCommerce is broken

Businesses assemble complex and incoherent stacks from different vendors and custom-made solutions

These don't work well together or don't work at all

Businesses need purpose-built and Cloud-Optimized technology

To navigate the complex and dynamic nature of eCommerce, you need to enable a full proof strategy with the right tools

Integrated systems that talk to each other

eCommerce never clocks out. The market evolves, and so should your technology and environment

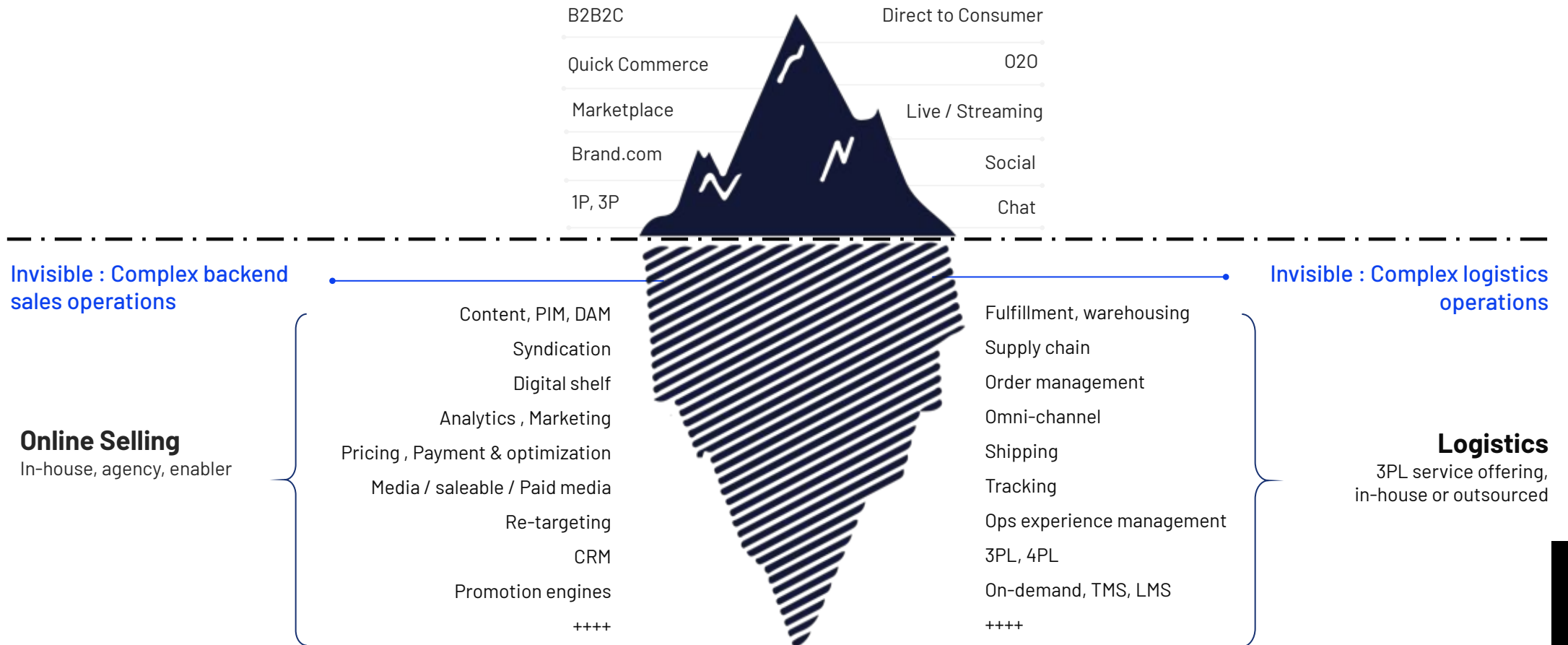


# WHY US ●

02

## As eCommerce evolves, operations get more complex

New consumer and markets trends drive the creation and evolution of various **eCommerce models**





03

**Most existing systems are not built for eCommerce, and don't work well with each other**

## State of existing systems

1. eCommerce is evolving. Running successful operations requires scalable and integrated systems
2. The more established 3PL, Retailers or Brands are, the older and stiffer their systems are
3. eCommerce happens on the cloud, which most existing systems are not optimized for



## WHY US ?

1. Our journey started with maximizing customer experience and creating unprecedented value for our customers, employees and partners.





QUOTE ●

“**What competitors can never take away from you is a long history of outstanding customer experience**”

**ANDREW QUACH**

Director of Consulting | AHT TECH





# ENGAGEMENT MODEL ●







# ENGAGEMENT MODEL ●

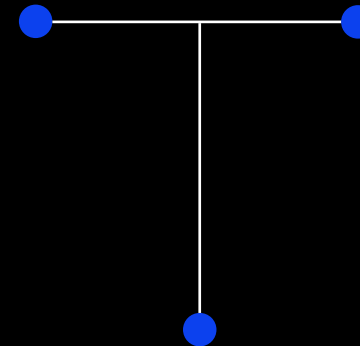
## PARTNERSHIP MODEL

AHT Tech provides a customer-centric model where the focus is allowing for flexibility to adapt to different contexts.



### YOUR TEAM

Knowledge of your product, service and your customer relationships



### AHT TECH TEAM

Drives implementation efficiency and innovation in commerce experience

### PARTNERSHIP

Using MVP approach to build in iterative cycles, and deliver higher quality.



# BRANDS WE WORK WITH ●





# BRANDS WE WORK WITH



## FASHION



## ELECTRONICS



## CONSUMER GOODS



## TELCO, BANK & OTHERS





# CASE STUDIES ●





## THE CHALLENGE

**CASPER** was determined to better connect their online-to-offline strategies to offer an integrated omnichannel experience and meet their customers wherever they chose to shop while taking a more data-driven approach to improving their online efforts.

They create a new online retailer brand - **iONAH.com** and would need the latest version of **Adobe Commerce** with performance and feature enrichment to best serve their customers. The primary challenge would be how to unify and track O2O analytics and make all shopping experiences more enjoyable simultaneously.

## THE SOLUTION

AHT Tech conducted a complete overhaul of the design, features, support and performance of **CASPER** online store. The main highlight included implementation of a click and collect system that connected the more traditional retail experience with eCommerce while providing customers with more choice in how they shop.

Loyalty features added included digital coupons, gift cards, free shipping thresholds and product bundling, all contributing to an improved customer experience and better scalability.



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