

MERCHANDISING

Optimized presentation and organization of products for enhanced shopping experiences

It helps to create and manage the product taxonomy using static and dynamic (rule-based) categories and visually build the product list pages, product detail pages, category landing pages, site navigation and other digital experiences.

Infosys Equinox Merchandising helps to create and manage various ways to exhibit the products in the storefront

Exhaustive product taxonomy management through multiple static and dynamic categories with configurable sort order of products under each category per milestone.

Varying digital experiences that differ with events/time including effective site navigation, search override and visual merchandising

Effective product management that helps with varying product group definitions, locales, bulk data import/export, asset library and a robust, role-based approval workflows



82+ secure & scalable API end points



API response time of less than 50ms



Product taxonomy management



Varying digital experiences

Features

Category Management	Ability to view and manage the multitude of rapidly changing experiences to meet merchandising needs. Supports multiple categories including static and dynamic (rule-based) categories. Configurable sort order of products in each category per milestone.
Localization	Supports multiple locales (language and geography) to enable e-commerce in multiple time zones.
Site Navigation	Site Navigation refers to the tree structure of the storefront. Supports creation and management of site navigation using an intuitive drag-and-drop interface to place and move categories in a tree view thereby enabling different site navigation experiences with respect to time period.
Milestones	Supports multiple milestones for categories, product groups, search override, and site navigation to author digital experiences that are different for different events/time. Highly interactive timeline display for category and site navigation milestones to enable users to click on any milestone in the timeline to preview/edit the milestone.
Product Groups	Ability to define a product group, create one or more milestones for a product group, and assign products and PDP templates to the products within a group.
Search Override	Ability to define a search term, create one or more milestones, override the search results for a search term, and assign products and a template within a milestone.
Bulk Import/Export	Merchants can perform bulk import/export of corresponding categories, site navigation & milestones etc using standard templates.
Asset Library	Merchandisers can build their own creatives that can be assigned to a category. Supports visual merchandising enabling the merchandiser to place/move products within a PLP defined by the user-selected template.
Workflows	The platform provides robust, role-based approval workflows to manage and track changes within merchandising.

About Infosys Equinox

Infosys Equinox is a future-ready digital commerce and marketing platform built using Microservices-based, API-first, Cloud-native, Headless and eXtensible (MACH-X) architecture that enables businesses to drive human-centric experiences for their customers across touch points.

For more information and a product demo, please reach out to us at: contactus@infosysequinox.com

For more information, contact askus@infosys.com

Infosys[®]
Navigate your next

© 2025 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.