ZARASi DIGITAL

COMMERCE / PRODUCT / INTELLIGENT OPERATIONS

Turn complexity into commerce clarity.

A specialist technology partner for ambitious e-commerce brands. From operational reliability to purposeful automation.

Define Strategy. Build Products. Transform With AI.



COMMERCE • PRODUCT • ARTIFICIAL INTELLIGENCE

FOR GROWING COMMERCE BUSINESSES

Scale the storefront. Strengthen the operation.

Your revenue depends on much more than the website alone.

01	**KEEP REVENUE JOURNEYS WORKING**	Product availability, cart, checkout, payment and order integrity.
02	**CONNECT THE SYSTEMS**	Commerce, ERP, PIM, warehouses, payments and support.
03	**REMOVE REPETITIVE WORK**	AI-assisted service, exception handling and operational automation.

CUSTOMER JOURNEYS ARE INTERCONNECTED

One broken handoff can affect an entire order.

A growing business needs visibility across the moments that matter.

01

Catalogue

Wrong image, variant or product data

02

Availability

Items shown as purchasable when they are not

03

Checkout

Shipping, taxes or payments fail

04

Fulfilment

Stock, invoices or order status fall out of sync

05

Support

Recurring issues trigger customer enquiries

We address the complete operational chain, not isolated symptoms.

CAPABILITIES

Four disciplines. One integrated partnership.

Engage us for a focused problem or for continuing technical ownership.

01

Commerce technology

Adobe Commerce / Magento
Site enhancements & reliability
Technical audits & remediation

02

Product & transformation

Discovery & process mapping
Backlogs, roadmaps & UAT
Stakeholder and vendor alignment

03

Integration & assurance

ERP, PIM, payment & 3PL APIs
Stock, price & order accuracy
Automated QA and monitoring

04

AI & intelligent workflows

Support copilots & knowledge tools
Exception triage and automation
Human-reviewed AI operations

OPERATIONAL ASSURANCE

Protect the journeys that make revenue possible.

Continuous checks make problems visible while they can still be contained.



PRODUCT	CART	CHECKOUT	PAYMENT	ORDER	DELIVERY
Catalogue & pricing	Buyability & variants	Shipping & taxes	Authorisation & status	Invoice & handoff	Stock & tracking

Automated journeys → targeted alerts → accountable fixes → verified releases

SYSTEMS & INTEGRATIONS

Make every commerce handoff dependable.

ZARASi connects and monitors the business-critical data moving between your systems.

EXTERNAL SYSTEM		DATA & WORKFLOW		BUSINESS OUTCOME
PIM / SUPPLIER FEEDS	↔	SKUs · attributes · assets	→	Accurate catalogue and variants
ERP / FINANCE	↔	Pricing · tax · invoices	→	Consistent commercial and finance data
WMS / 3PL	↔	Inventory · dispatch · tracking	→	Reliable availability and fulfilment
PAYMENT PROVIDER	↔	Authorise · capture · refund	→	Clear payment and transaction states
CRM / HELPDESK	↔	Order context · cases · returns	→	Informed, efficient customer service

Integration design · Data validation · Exception alerts · Monitoring

ARTIFICIAL INTELLIGENCE

Practical AI for the work teams do every day.

Start with measurable workflows—not AI features for their own sake.

- **Support copilot**

  Classify requests, find answers and draft replies for human approval.

- **Catalogue guardian**

  Identify missing images, questionable prices and stock anomalies.

- **Operations assistant**

  Surface exceptions across orders, payments and fulfilment workflows.

- **Knowledge assistant**

  Search product rules, SOPs and technical documentation.

Human oversight • Access control • Traceable outputs • Measurable value

HOW WE WORK

Stabilise first. Then automate with purpose.

A representative 90-day engagement structure; the exact scope follows discovery.

DAYS 01–30

Discover & stabilise

- Map the critical customer and order journeys
- Establish risk and incident baseline
- Prioritise high-impact issues

DAYS 31–60

Connect & standardise

- Improve data and integration handoffs
- Harden releases and QA routines
- Identify high-impact opportunities

DAYS 61–90

Automate & optimise

- Deploy approved workflows
- Measure operating outcomes
- Agree the next-quarter roadmap

Transparent priorities • Predictable delivery • Clear ownership

MEASURABLE OUTCOMES

Business outcomes, not activity reports.

We establish a baseline and track improvements with your team.

Critical journey health

Checkout, cart and order-flow monitoring

Catalogue integrity

Price, stock, variant and product-data accuracy

Operational effort

Manual touches and recurring exceptions

Delivery confidence

Release quality, incident recovery and QA

Customer experience

Support resolution and order visibility

Baseline → Owner → Target → Review

ENGAGEMENT OPTIONS

Right-sized support for where you are today.

Start small, build confidence, then expand when there is a business case.

01

Commerce Opportunity Audit

A focused review of technical and operational risks with a prioritised action plan.

02

Focused Delivery Sprint

Implement a defined platform improvement, integration or workflow.

03

Managed Commerce Operations

Recurring oversight of critical journeys, incidents, enhancements and reporting.

04

Fractional Product Leadership

Experienced product direction, discovery, governance and delivery alignment.

MEET THE FOUNDER

Shree | श्री

Founder, ZARASi Digital | Technical Product Owner

10+ YEARS OF INDUSTRY EXPERIENCE

Hands-on expertise across e-commerce technology, product leadership, enterprise digital platforms, integrations and applied AI.

THE BEST OF STRATEGY, TECHNOLOGY & EXECUTION.

Clear decisions. Deep technical ownership. Measurable delivery.

THE EXPERTISE

COMMERCE

Magento 2 · Adobe Commerce

DIGITAL EXPERIENCE

Sitecore XM Cloud · Optimizely · AEM

PRODUCT & DELIVERY

Roadmaps · APIs · UAT · agile execution

APPLIED INTELLIGENCE

Automation · analytics · AI workflows

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BREADTH AND DEPTH

Technology fluency with product-level judgment.

The founder's experience spans platforms, stakeholders and operational realities.

01

PLATFORM & TECHNOLOGY

- Magento 2 / Adobe Commerce
- PHP ecosystem and APIs
- Sitecore XM Cloud · Optimizely
- AEM · Algolia · analytics tooling

02

PRODUCT & TRANSFORMATION

- Technical product ownership
- Discovery, BRDs, user stories & AC
- Roadmaps, governance & UAT
- Jira · Confluence · Figma · GA4

03

OPERATIONS & AUTOMATION

- Commerce QA and monitoring
- Catalogue / stock / checkout rules
- AI/LLM workflow design
- Integration and vendor coordination

Over 10 years in the industry, combining technical depth, commercial judgment and end-to-end delivery ownership.

A DIFFERENT KIND OF PARTNER

Strategy that understands the implementation.

Practical business understanding paired with technology and operational execution.

BUSINESS FIRST

We start with the commercial problem, not a preferred tool.

SYSTEMS THINKING

We consider customer journeys, business rules and downstream handoffs.

CLEAR OWNERSHIP

Priorities, decisions, progress and release outcomes stay visible.

AI WITH INTENT

Automate where there is evidence of value and responsible oversight.

A SENSIBLE FIRST STEP

The Commerce Opportunity Audit.

A focused discovery engagement to find the next high-value improvements.

- **Customer journey health**

  Product, cart, checkout and payment checks

- **Integration risk**

  ERP, 3PL, payments and exception paths

- **AI opportunities**

  Processes suitable for safe, measurable automation

- **Catalogue & inventory**

  Pricing, variants, stock and consistency

- **Delivery maturity**

  QA, release processes, monitoring and ownership

YOU RECEIVE

Prioritised findings · Quick wins · Roadmap



The next chapter of growth starts with a clearer operation.

Let’s identify the friction, strengthen the system, and design the right automation for your business.

START WITH A COMMERCE AUDIT

zarasilife.com/digital

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