

# TCS' Optumera™ Suite

Retail



Today's consumer is channel-agnostic and gravitates towards retailers and channels that offer maximum value and convenience. Given this landscape, retailers need to re-imagine their business and embrace digital developments pervasively to engage shoppers who spend a large amount of time on smart devices. With multiple choices available to consumers, retailers need enterprise strategies that enable agility, real-time responses, collaboration, and systemic intelligence to capture shoppers' attention more effectively, and stay ahead of the competition.

Tata Consultancy Services' (TCS) Optumera™ suite is a next-generation merchandising solution that helps retailers reinvent their businesses by embracing the evolving consumer, technology and market trends and implementing cutting-edge merchandising strategies – placing the shopper in the driver's seat. Our solution creates personalized, convenience-rich shopping experiences through macro space optimization, competitive pricing, and omni-channel assortment. Using Optumera™, you can right-space categories, stay responsive to complex shopper price sensitivities, and complete shopper baskets across channels.

## Overview

Re-imagining merchandising to provide a unified cross-channel experience is a daunting challenge. It necessitates following shopper journeys wherever they go, re-defining business processes to be more shopper-centric, and blending processes with an omni-channel merchandising strategy. As the number of consumer touch points has grown manifold with the advent of digital channels, sources offering consumer insights exist everywhere; often beyond the traditional merchants' instinctive ability. Merchants require a single platform to capture consumer preferences, align merchandising strategies, analyze what-if scenarios against powerful scientific algorithms, and rapidly communicate and execute changes. Such a platform also needs to enable efficiencies through cross-channel operational integration, benchmarked performance measures, and a transition to shopper centric information-driven decision making.

Designed for today's channel-agnostic shopper, Optumera™ helps you provide a seamless shopping experience across sales channels and deploy appropriate merchandising strategies through in-depth scientific analysis. Additionally, it helps retailers to re-imagine their business processes and adopt digital.

## Our Solution

Optumera™ offers the following capabilities:

### **Macro Space Optimization**

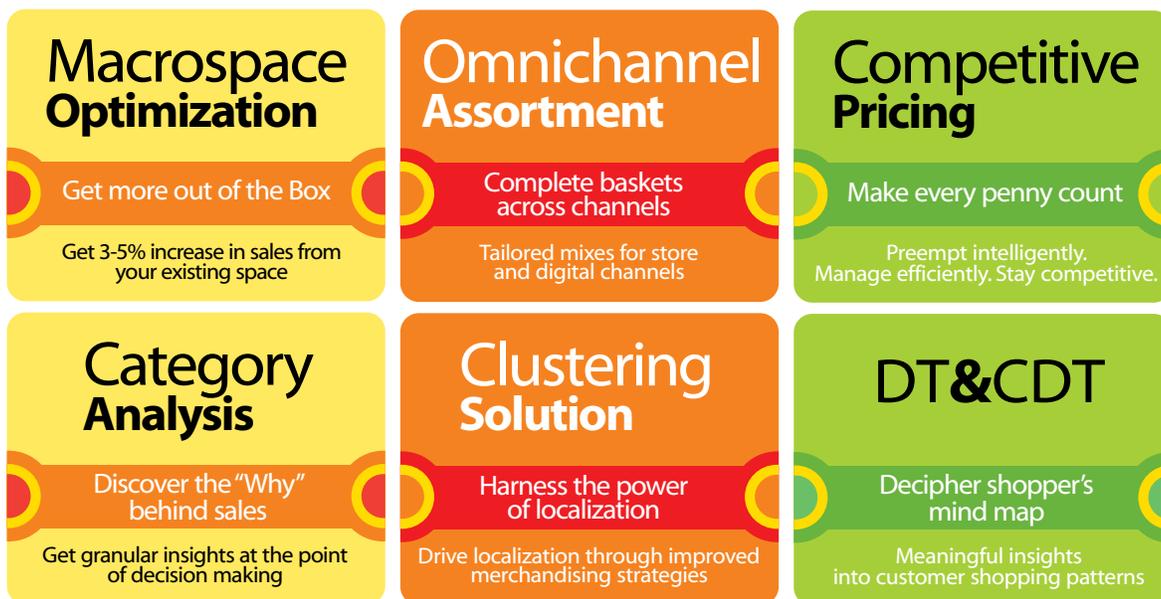
It enables you to right space categories in store and make the best use of available floor space, evaluating alternate revenue opportunities and scientifically understanding the impact of modifying category space.

### **Competitive Pricing**

It helps you improve profitability and ROI across channels through competitive intelligence and optimized prices. It enables you to manage the complexities of shopping competitors across channels, implement competitive pricing strategies, respond to consumer price sensitivities and pre-empt competitor prices in real time.

### **Omni-Channel Assortment**

It offers cross-channel insights to enable you to actively identify opportunities to complete assortments, diagnose item performance, ensure profitability and enrich item attributes for better management - creating tailored mixes for stores and digital channels, prompting shoppers to complete their baskets across channels.



An overview of the Functional Modules of TCS' Optumera™ Suite

## Benefits

### Increased sales and higher margins

Maximize the returns on your store space, often a significant majority of your total asset base. Optumera™ helps retailers worldwide to record three to five percent increases in sales and gross margins.

### Improved store planning and deployment

Introduce new lines, rent space, change formats and assortments, or digitize aisles. With minimal disruption, accurate forecasting, and in-depth analysis, re-configure and re-deploy store space quickly and effectively.

### Pricing Competitively

Implement strategic, responsive pricing, improving your price competitiveness. Leverage Optumera™ for deep analytics, and anticipate market trends early with our competitive intelligence engine

### Enriched assortment

Harness Optumera™ Omni-Channel Assortment to complete shopper baskets across channels, enhance personalization and in-store engagement, and right-size your assortment through localization and item diagnostics.

## The TCS Advantage

TCS offers augmented business services to help you achieve business outcomes faster, leading to quicker ROI. Optumera™ is a cost effective high performance solution designed to meet the challenges of today's retail landscape.

Our solution uses performance-driven architecture, harnessing the power of Self-Organizing In-Memory Distributed Processing (SIMD) to ensure solution scalability, while minimizing your infrastructure investments. Optumera™ enables rapid number crunching in multiple Big Data scenarios. The solution also provides configurable rule sets, workflows, dashboards, collaboration tools, and what-if analysis capabilities for easier planning.

Our holistic approach delivers optimized, localized, shopper-centric assortment plans, store layouts, and competitive prices, increasing sales and reducing costs. Our solution makes merchandising relevant to consumer preferences, going beyond customer satisfaction to customer delight. It achieves this by taking into consideration shopper, social media, market, and item performance, empowering you to develop truly shopper-centric merchandising plans.

Optumera™ understands and analyzes sales trends so that you can isolate and quantify the impact of each change before synthesizing the overall impact for accurate forecasting.

We offer complete, end-to-end services, including business case development, readiness assessment, business process definition, integration, and business process services. Our solution can be deployed by leveraging our flexible business models to lower your total cost of ownership (TCO).

## About TCS Retail

The Retail Industry Solutions Unit within TCS has been providing services to retailers for over 20 years. Equipped with extensive industry, technology and delivery capabilities, TCS Retail works with retailers to provide products, solutions and services that increase ROI, decrease time-to-value of their initiatives and achieve their strategic and operational goals.

# Reimagining Retail

Bridging digital technology and  
the consumer experience

## Contact

To know more about TCS' Optumera Suite contact [optumera.sales@tcs.com](mailto:optumera.sales@tcs.com)

### **About Tata Consultancy Services Ltd (TCS)**

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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