

TCS Optumera™ Apps

Retail



Consumers are using digital technology and redefining the way they interact with retailers. Given this, retailers need to re-imagine their business and embrace digital developments to empower store associates with insights to better engage shoppers, reduce operating expenses, and accelerate time-to-market. Technology enablement of store associates and cross-channel enablement will be game changers as retailers seek ways to harness the latest innovations to streamline business processes.

Tata Consultancy Services' (TCS') Optumera™ apps leverage digital technologies to streamline business processes, improve efficiencies and help drive sales and profitability. Our Planogram Compliance App ensures alignment with consumer expectations to enhance shelf performance and planogram compliance, thereby improving returns on your display investments. Our Concept to Contract App is specially designed to help fashion buyers manage an idea- from concept to contract fulfillment- significantly reducing the time to market.

Overview

Growing competition combined with changing customer preferences has increased the pressure on marketers to better manage their retail display investments. Conventional approaches to merchandising require capturing large volumes of shelf data and updating out-of-stock data, leading to high operational expenses. Additionally, poor visibility into product displays hampers the implementation of best practices and guidelines. Retailers are investing in planograms to improve inventory management, enhance employee productivity and boost sales. However, inaccurate or incomplete store dimensional data acts as a hindrance to successful planogram development, execution and compliance.

In the retail fashion business, managing the concept to contract process is faced with a different set of challenges. Customer requirements are usually captured on multiple spread sheets, making it difficult to issue alerts or track information on the fly, while the effort of coordinating with multiple departments often results in errors and slower turnaround. Combined, these factors lead to missed opportunities, lost sales and high markdowns.

TCS' Optumera™ apps are designed to meet the challenges of today's retail landscape. Our apps are supported by our end-to-end services, encompassing

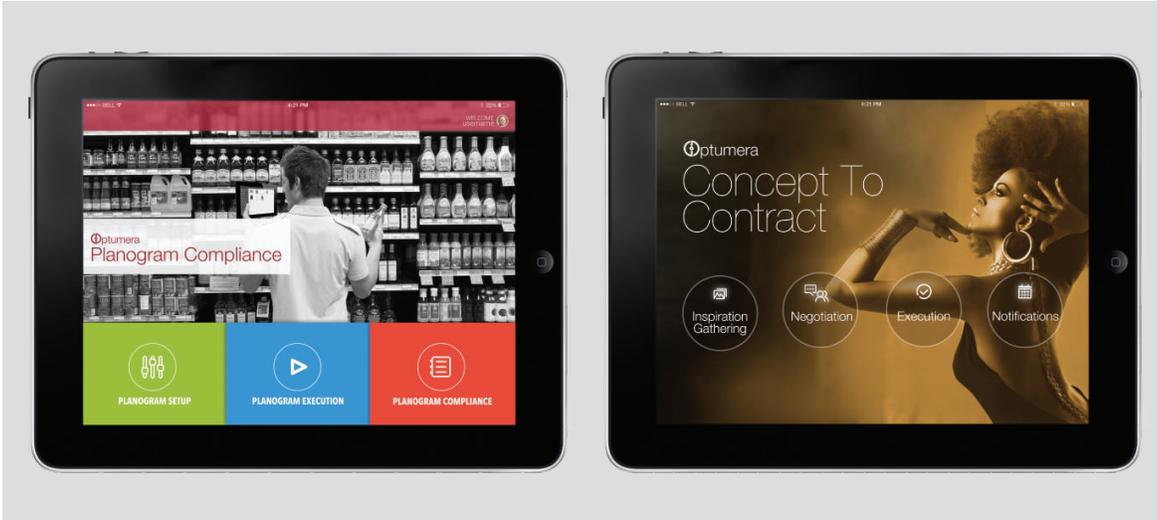
business case development, readiness assessment, business process definition, integration, and services. By embracing the latest digital technologies, our apps enable you to improve business outcomes and enhance return on investment (ROI).

Our Solution

TCS' Optumera™ apps include:

Planogram Compliance App: Optumera™ Planogram Compliance app, integrated with JDA Space Planning, enables real-time automation of planogram compliance, optimizes execution and eliminates data entry inaccuracies. It helps you to do a planogram reset to facilitate better on-shelf visibility and inventory management.

Concept to Contract App: Optumera™ Buyer Mobility app helps fashion retailers streamline buying by managing the process of translating a concept into a contract for new product development. The app can be easily integrated with existing enterprise software, helping buyers to stay connected and get real-time alerts, during pre-launch as well as in-season. It enables buyers to capture style details, create place holders, crowd source, negotiate with vendors and create purchase orders on-the-go.



TCS' Optumera Apps - Features

Benefits

The **TCS Optumera™ Planogram Compliance** app offers:

Sustained planogram compliance: Improve sales and margins by ensuring that strategies defined at your business headquarters are effectively implemented in stores.

Enhanced productivity: Reduce the labor hours required for setting up a planogram, thereby improving employee productivity and increasing customer face time.

The **TCS Optumera™ Buyer Mobility** app is designed to deliver:

Faster time to market: Accelerate time-to-market and streamline business processes with the app enabling rapid design, visibility into key information, accurate and real time capture of consumer preferences and on the spot purchase order updates.

Enhanced buyer experience and productivity: Enhance buyer's experience and quality of interaction with the vendor with on-the-go data availability and tools for negotiation, productivity improvement and 'what-if' analysis.

The TCS Advantage

Partnering with TCS enables you to leverage emerging digital technologies and automate your processes to realize improved business value. We provide the following advantages:

Flexible business models: Our solutions are deployed through flexible business models, which can be easily ramped up or down to address changing business requirements, thus minimizing infrastructure investments and lowering costs.

Holistic approach: Our app provides standard interfaces to leading enterprise software mobile data management platforms, easy portability to existing enterprise mobility platforms and augmented services to ensure that our apps integrate into your landscape seamlessly.

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™ Apps, contact 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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