

TCS Optumera™ Competitive Pricing Powered by SAP HANA® and CAR

Retail



The proliferation of smart devices that allow consumers to research, compare, and order products online has changed the retail game. Customers are increasingly gravitating toward retailers who offer the greatest value for money with maximum convenience. In this retail landscape, pricing emerges as the biggest game changer, drawing consumers into a sale. For retailers to address the risk of decline in sales, it is imperative to monitor and respond to changing competition prices in real time. Companies need to adopt a seamless pricing regime that leverages information technology, and helps them plan, monitor, and execute price changes—within the constraints of the existing or reduced workforce.

Tata Consultancy Services' (TCS') Optumera™ Competitive Pricing helps you increase sales and profits through improved competitive intelligence and price aware recommendations based on 360-degree monitoring of competitor's price changes.

Overview

With stiff competition from web-only sellers, multi-channel retailers are losing out on sales due to non-competitive pricing. Research indicates that a large percentage of consumers who browse items in-store also compare prices online, and up to a third of these end up switching online. The widespread strategy of competitive pricing of Key Value Items (KVIs)—goods whose prices shoppers tend to remember—is no longer working. Previously a challenging task, shopping and checking prices across a large number of items is now made easy with online and mobile shopping tools.

TCS' Optumera™ Competitive Pricing helps retailers gather, define, organize, integrate, and implement price changes more efficiently. Our product provides a combination of competitive intelligence and customer insights that help you respond quickly to competition, and set 'right' prices to drive sales and profits across channels. Our product enables you to measure consumer response to price changes, and respond to competitor pricing at a granular level. With Optumera™ you can develop and execute unified pricing strategies across multiple channels and categories.

Our Solution

Optumera™ Competitive Pricing is the result of co-innovation by TCS and SAP. Built on the SAP Customer Activity Repository (CAR) the HANA database, our product seamlessly integrates CAR price elasticity and HANA analytical models to your pricing solution. Our product built-in advanced analytics help run, compare, and implement 'what if' price strategy recommendations, and assist in formulating corrective actions based on market trends and consumer responses. Our product's key features enable you to:

- Recommend products eligible for competitive pricing based on attributes
- Simplify in-store shopping by recommending optimized products and schedules against those of competitors
- Gather information online on competitors' prices and products in-stock in real time
- Empower associates to capture competitor's prices through mobile devices
- Set up granular rules and alerts to track competitors' price movements
- Generate analytics based reports for competitive intelligence
- Generate competitive price recommendations

Powered by SAP HANA - Sophisticated Competition Analysis & Recommendations
Granular Pricing Strategies Empower to Stay Ahead of Competition



IDENTIFY ONLINE
AND STORE
COMPETITORS



STRATEGY BY
COMPETITION
CHANNEL



IDENTIFY KVIs,
DOORS &
FREQUENCY



COMP SHOPPERS,
ONLINE
CROWD-SOURCE



RECOMMEND
INSIGHTS, &
WHAT-IFS



AUTOMATED
RULE BASED
DECISION

Advanced Pricing
Rule Engine

Intelligent
KVI Selection

Systematic
What-ifs

Integrated Online
Price Gathering

Mobile Enabled
Price Capture

Pre-emptive
Recommendations

Overview of the TCS Optumera™ Competitive Pricing

Benefits

TCS' Optumera™ Competitive Pricing helps you stay competitive, and realize the following benefits:

- **Improved profitability and return on investments (ROI):** Drive sales based on enhanced competitive intelligence that helps identify the 'right price' and not 'just the lowest price', while leveraging price demand elasticity from SAP CAR
- **Superior response to competition and consumers:** Facilitate easy comparison and analysis of different pricing strategies and formulate strategies in response to competitors' price changes to realize higher conversions
- **Increased productivity and efficiency:** Leverage integrated mobile apps for sophisticated data gathering and enable differential pricing decisions at a granular level

The TCS Advantage

TCS partners with a large number of retailers on a range of solutions that enable them to address consumer sensitivities around product pricing. Our Optumera™ Competitive Pricing leverages the powerful capabilities of SAP's platform to help retailers effectively respond to emerging competitive challenges. By partnering with us, you gain the following advantages:

- **Holistic approach to pricing:** Our product matches pricing with consumer preferences by drawing on a wide range of sources and factors, such as shoppers, social media, and item performance. This empowers you to develop truly shopper-centric plans.
- **A product with multilayered intelligence:** Our product's highly sophisticated capabilities, such as the ability to evaluate impact on sales due to cannibalization and the halo effect that may occur because of certain pricing strategies, help you devise relevant business strategies.
- **End to end services:** Our portfolio of services, including business case development, readiness assessment, business process definition, integration, and business process services, is comprehensive, eliminating the need to work with multiple partners.
- **Flexible business models:** You can choose from various business models that offer flexibility on product licensing and services, thus lowering your total cost of ownership (TCO).
- **Augmented services for faster ROI:** TCS offers augmented business services to help you achieve business outcomes faster, leading to quicker ROI.

About TCS' Retail Business Unit

With over two decades of consulting and IT support experience with global retailers, TCS helps retailers improve business processes and cash flows to drive top and bottom line growth. Seven of the top 10 U.S. and six of the top 10 U.K. retailers partner with us on business transformation programs aimed at re-imagining and growing the business.

Leading retailers leverage the TCS Point of Sale (POS) and mobile POS solutions as well as our merchandizing solution suite, Optumera™, that amalgamate our strong business acumen, domain knowledge, and technology competency.

Our Innovation Labs harness technology trends such as digital technologies to incubate and develop innovative solutions for retailers. Backed by a strong asset base and an information hub that offers daily insights on the industry, retailers, and their competitors, we deliver industry relevant consulting, solutions, and IT services and support.

Reimagining Retail

Bridging digital technology and
the consumer experience

Contact

To know more about the TCS SAP Optumera™ Competitive Pricing solution,
please write to 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.

For more information, visit us at www.tcs.com

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