

TCS JDA Retail Capabilities

Retail



Globally, the retail industry is undergoing rapid transformation, with social media, mobile and most crucially, well-informed and empowered consumers being the key driving forces. As a result, retailers need to diversify product assortments and venture into multi-channel retailing while ensuring high customer satisfaction across channels.

To address these needs, Tata Consultancy Services (TCS) offers you TCS JDA Retail solutions. JDA solutions provide retailers with the ability to plan and optimize various merchandising and supply chain functions. Backed by our global alliance with JDA, and a dedicated Center of Excellence (CoE) for Retail and Consumer Packaged Goods (CPG), we plan, implement and integrate JDA solutions and manage them post go-live. Our significant expertise in mobility and Big Data can help extend your JDA solutions beyond the desktop to ensure you stay agile and relevant in the current market place.

Overview

The retail industry is evolving rapidly- m-commerce, e-commerce and the increasing integration of consumer knowledge and social media based opinions drive the need to understand the consumer better. Accurately planning forecasts, orders, inventory and logistics across multiple channels necessitates processing huge volumes of structured and unstructured data to gain consumer insights. Additionally, retailers need to be able to use these insights on a day-to-day basis to make better assortment, forecasting, replenishment, and fulfillment decisions.

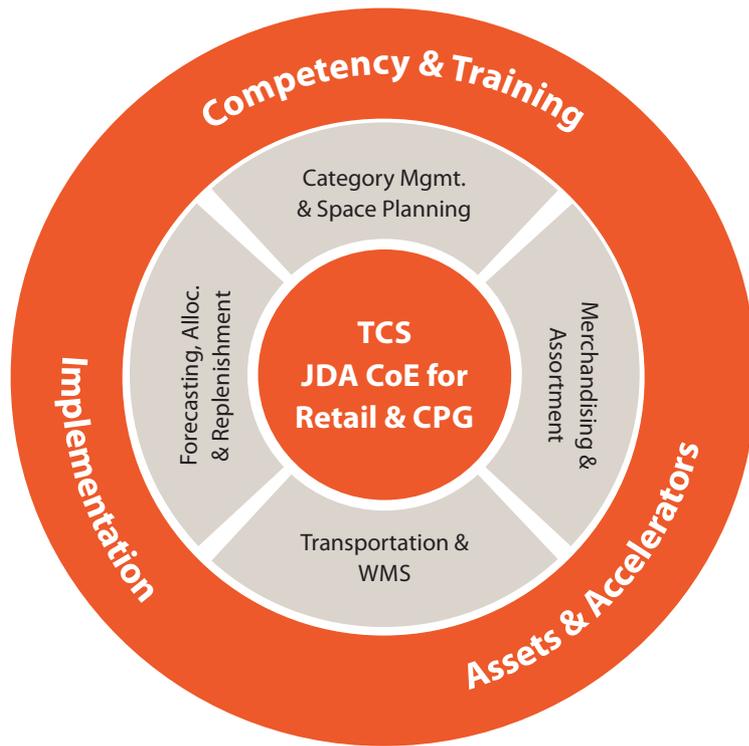
TCS' JDA CoE for Retail helps you realize your vision for the supply chain. We partner with you across our portfolio of offerings spanning advisory services, implementation services including JDA solution design and configuration, integration with ERP or legacy systems, assurance services as well as maintenance of JDA Retail solutions. Coupled with our mobility solutions aimed at reimagining processes in the digital world, and our loyalty and rewards program solutions and listening platform, we offer the comprehensive capability that helps you maximize returns on your JDA investments.

Our Solution

TCS offers end to end services encompassing implementation and support for various JDA Retail and CPG solutions. For your existing JDA solutions, we conduct upgrade assessments, execute upgrades as well as perform application health-checks to evaluate the effectiveness of JDA application usage and recommend improvement opportunities.

Additionally, we provide business process services for assortment and space planning, data cleansing, forecast accuracy and supply chain simulation. Our assortment and space planning services address Auto-CAD to JDA floor-plan conversion; we also create and manage planograms for you. We leverage our significant intellectual property to provide shopper trip and market basket based analytics to enhance assortment and clustering decisions.

Through our patented forecasting algorithm selection platform – iFORESEE - that augments JDA Demand and Discrete Event Simulation (DES) capabilities, we help fine-tune and manage forecasts, inventory, safety stock parameters and supply chain networks.



An overview of TCS JDA Retail Capabilities

Benefits

TCS JDA CoE for Retail brings you the following benefits:

- **Business certainty** by engaging in 'beyond functional requirements'; leveraging usability labs and prototype based design for enhanced consumer experience and satisfaction.
- **Business agility** and reduced implementation times through business release driven approach that leverages TCS JDA CoE templates, tools and accelerators throughout the implementation life-cycle.
- **Optimized cost with high quality** by leveraging our GNDM™ model, retail domain and process optimization experience, as well as our business process services.
- **Business risk mitigation** delivered by implementation team members who transition to the support team as well as CoE investments to stay abreast of the latest releases of JDA solutions.
- **Enabling futuristic plans** through innovative services such as hosting JDA solutions on cloud, Big Data based analytics and mobile solutions that extend the power of JDA solutions beyond the desktop.

The TCS Advantage

TCS' extensive experience with JDA solutions, deep retail domain and technology expertise makes us an ideal partner for your JDA needs. Backed by our significant

experience in designing, implementing, integrating, and managing JDA solutions for some of the largest retailers globally, we add value to the engagement through:

- **End-to-end partnership:** We are the transformation partner of choice for a number of retailers. Our highly experienced consultants help develop transformation roadmaps, incorporate leading industry practices into future-state processes and manage business change implications.
- **Dedicated JDA Retail CoE:** Our CoE supports teams throughout the project life cycle, providing tools, assets and accelerators for rapid implementation. It also offers independent solution oversight for projects.
- **Labs and support infrastructure:** Our JDA labs are equipped with the latest versions of JDA software to promote training and building expertise on the latest releases as well as offer clients Proofs of Concept (PoC) that present a preview of the solution.
- **Domain expertise:** TCS' large pool of retail consultants and domain experts, who are Certified Supply Chain Professional (CSCP) and Certified in Production and Inventory Management (CPIM), lend their expertise to JDA implementations.
- **Technical expertise:** We leverage our expertise in technologies such as Business Intelligence, SAP, Big Data, Service Oriented Architecture (SOA), mobility and cloud to help you realize greater value from your IT investments.

How we help our customers

When a leading US retailer decided to transition to a localized assortments strategy, they witnessed significant increase in the number of planograms. The company partnered with TCS to drive business process optimization and improve collaboration with suppliers. TCS upgraded the retailer's existing JDA Intactix system to v8.1 to leverage new capabilities, and implemented the Intactix Knowledge Server (IKS) to help the client better collaborate with their suppliers. We also augmented capabilities to enable the retailer to automate the planogram creation, management, publication and subscription processes. With our streamlined business process, the retailer reduced the number of process variations from 22 to 6, and, in several cases, cut down the lead time to publish planograms from 10 days to one day.

A large Canadian retailer embarked on an apparel transformation program, focused on assortment and allocation organization, processes and systems. TCS helped the company define their transformation roadmap, and engaged with business leaders to define future state capabilities and business processes, with senior executives on changes to organization structure, roles, and competencies, and with end users to train them. We implemented JDA Allocation to provide the client with enhanced allocation capabilities to improve sales, in-stock and markdowns. Additionally, we helped the retailer transition from Microsoft Excel based individual assortments to a standardized assortment planning process. Through gap analysis, comprehensive data due diligence, and a structured plan to address challenges, we have helped the retailer ensure the success of their JDA Assortment implementation.

Reimagining Retail

Bridging digital technology and
the consumer experience

Contact

To know more about TCS JDA Retail Capabilities, contact us at retail.solutions@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

IT Services Business Solutions Consulting

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