

TCS OmniStore Point of Sale Solution

Retail



While today's shoppers utilize an evolving mix of in-store, mobile, online, and social media interactions, more than 90 percent of sales still happen in physical stores. Consumers often have access to more advanced and innovative technology than the retailer has available in store. As more channels, devices, and digital features emerge, retailers find it difficult to scale and deliver consistent services and experiences. In the era of omni-channel retail, many merchants struggle to integrate physical stores with online touch points.

Tata Consultancy Services (TCS) leverages a deep understanding of retailers' integration challenges to deliver OmniStore POS – a modern omni-channel point of sale solution. TCS' OmniStore solution is a universal store commerce platform that can be deployed at the enterprise level, across channels and touch points, to manage customer transactions and intelligence. With OmniStore POS, retailers can provide improved customer service through consistent experiences and personalized offerings.

Overview

Today's omni-channel customers prefer to use different channels at different stages of the shopping journey. They choose businesses that enable them to transact on their terms – whenever, wherever, and however they want. Shoppers also expect consistency in price, item, product availability, promotions, and payment options information provided on different channels. These expectations, combined with the need to shop anywhere, deliver anywhere, and modify anywhere are challenging for retailers to fulfill. Therefore, point of sale (POS) as a set of services needs to seamlessly adapt to the 'internet of commerce' world to deliver consistent personalized commerce services at every brand interaction point.

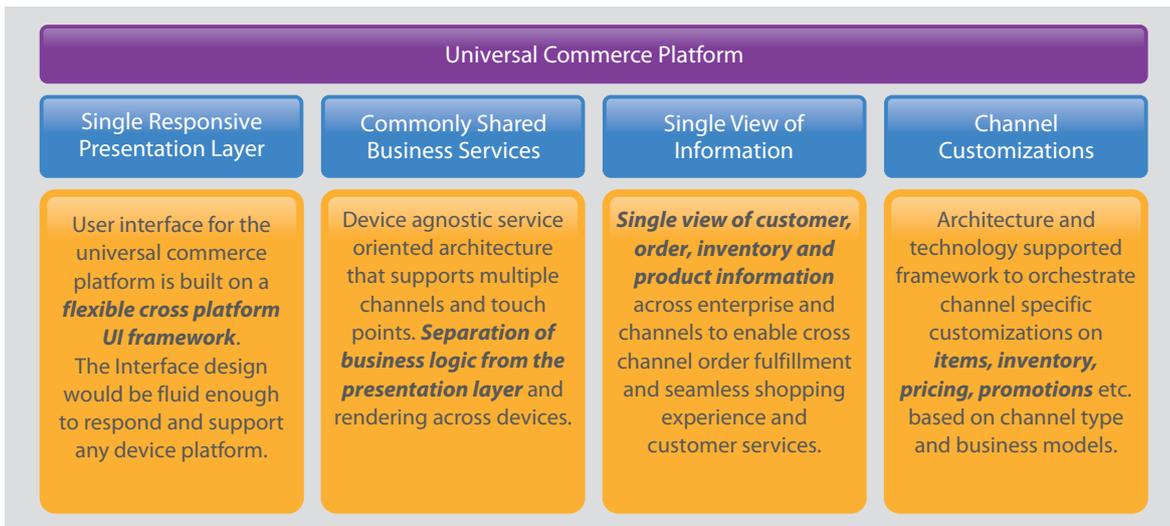
Aligned with this futuristic approach, TCS has built a versatile, feature-rich channel and device agnostic POS solution. TCS' OmniStore solution is a first of its kind POS that creates a universal commerce engine across the retail organization. A single platform, TCS OmniStore links each channel and acts as the primary foundation for facilitating customer engagement, transactions, fulfillment, and communication across the enterprise. Recognizing the relevance of physical stores, TCS OmniStore ensures that the POS remains at the center of the shopping experience.

Our Solution

Managing customer transactions and intelligence through a consistent, responsive user interface, TCS OmniStore POS consolidates all shopper data and business logic layers within a unified repository, through a universal cart, breaking barriers between in-store, online, and mobile sales channels. With shopper data in a single location, our solution offers a consolidated view of customers' preferences, loyalty data, and purchase history.

Further, it ensures consistent pricing and promotions between in-store and digital channels of the same brand. By extending support to mobile platforms, TCS OmniStore POS further enables retailers to establish a unique connection with customers through their store associates.

This service-oriented open architecture POS platform simplifies the technology environment while being flexible enough to accommodate future technology innovations. Thus, it serves as the bridge between virtual and physical shopping worlds.



TCS OmniStore - Features

Benefits

By leveraging TCS OmniStore POS, you benefit from:

Increased sales and better margins: Drive sales by enabling cross-channel business process orchestration. Allow your customers to order an online or out-of-stock item, complete the purchase in-store, and have it shipped to their home.

Higher customer loyalty: Boost customer lifetime value through consistent pricing and promotions across in-store and digital channels under the same banner. Deliver a highly interactive and personalized shopping experience with support for clienteling and queue busting on the mobile platform.

Lower total cost of ownership: Maximize returns on existing investments and support customization with the multi-layered architecture of OmniStore POS. By enabling fluid integration with legacy systems through open-architecture standards, our solution prevents a Rip-and-Replace approach.

Rapid response to trends: Respond to evolving consumer behavior faster by leveraging the real-time intelligence garnered by advanced POS functionality.

The TCS Advantage

The TCS OmniStore POS solution delivers unique value to retailers through:

Scalability for future needs

Built on a future-ready architecture, the versatile, feature-rich TCS OmniStore POS solution offers you the flexibility to transform stores to meet your customer's evolving needs and expectations.

Customizable, relevant services

Rather than a one-solution-fits-all approach, TCS OmniStore comprises an array of relevant services that can be tailored to address your business' specific requirements.

Technology agnostic solution

TCS OmniStore leverages open source technologies and is hardware agnostic, which reduces the software and hardware footprint, and requires minimal change to your existing landscape.

Integration expertise

Acting on our intimate understanding of pain points, identified based on our strategic partnerships with eight of the top 10 US retailers, TCS OmniStore is ready for rapid implementation.

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 OmniStore 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

For more information on TCS' OmniStore, please visit

<http://www.tcs.com/industries/retail-consumer-products/Pages/default.aspx>

Email: 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

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