

TCS named in Gartner® Market Guide for Retail Assortment Management Applications: Short Life Cycle Products, for TCS Optumera™

Tata Consultancy Services' retail strategic intelligence platform, TCS Optumera™, leverages AI to curate shopper-centric assortments across stores and channels to drive sales and profitability

Tata Consultancy Services (TCS) has been named as a Representative Vendor in the 2022 Gartner Market Guide for Retail Assortment Management Applications: Short Life Cycle Products. TCS has been recognized for its award-winning AI-powered retail strategic intelligence platform TCS Optumera™ that enables retailers to make optimized decisions across space, assortment, price, promotion, markdown, and supply chain. Built on a composable architecture, TCS Optumera™ has solutions across merchandising and supply chain that are feature rich, scalable, and highly adaptive to business dynamics.

TCS Optumera™ Omnichannel Assortment Optimization helps category managers curate perfect assortments across channels that harmonizes choice and availability while working within supply chain and store space constraints. By leveraging AI and considering 1000+ sales influencing factors such as the consumer decision tree, demand transferability, and product affinity, the assortment optimization solution recommends efficient and localized assortments across store clusters that customers love, driving up average basket value. With its integrated and hyper-localized optimization, the platform enables retailers to seize missed opportunities, rationalize stock keeping units, and helps shoppers find what they need, when they need it.

TCS Optumera™ enables retailers to make better and faster decisions and drive changes by making critical merchandising processes intelligent and autonomous. Retailers utilizing TCS Optumera™ have reported a 3-5% boost in sales, a 30- 50% reduction in time spent, a 20-30% reduction in costs, and a 5x increase in the number of merchandising strategies they have implemented.

“TCS Optumera™ is helping retailers pivot from building assortments based on demand to shaping demand with localized and personalized assortments. By taking a value-chain optimized approach, retailers can execute assortment strategies that fuel category growth, resulting in increased sales and profitability,” said Shankar Narayanan, Business Group Head, Retail, CPG, Travel & Hospitality, TCS.

TCS Optumera™ is part of the TCS Algo Retail™ suite, which enables retailers to seamlessly integrate and orchestrate data across the retail value chain, harnessing the power of analytics, AI, and machine learning to unlock exponential business value.

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