

# TCS Optumera™: AI-Powered Retail Strategic Intelligence Platform

Holistic. Intelligent. Automated.



Merchandising teams work hard to keep up with the speed of change and ensure there is something for everyone in store or online. From deciding on assortments and space, determining the base prices for thousands of SKUs, planning omnichannel promotions and markdowns, to flexing supply chains that align with demand, retailers must constantly push the envelope. Further, they need to consider several cross-impacts of merchandising and supply chain decisions and make trade-offs without impacting margin and revenue.

However, manual processes, legacy systems, and siloed operations prevent merchandising teams from focusing more on strategic planning, quickly respond to disruptions, or take advantage of market opportunities. The ability to take decisions using connected data from different parts of the organization and concurrently optimize multiple KPIs across the value chain will be vital for retailers to save cost, drive top-line growth, and improve margin.

## Overview

TCS Optumera™, an AI-powered retail strategic intelligence platform, enables retailers to make value-chain optimized merchandising and supply chain decisions by making key business processes intelligent and autonomous. It infuses the power of AI into the art of merchandising, enabling an integrated and holistic approach to making strategic decisions.

By turning data into a competitive resource, TCS Optumera helps retailers deliver hyper-localized omnichannel experiences, reposition themselves in the market with differentiated customer value propositions, and de-risk expensive investments. TCS Optumera analyzes 1000+ sales influencing parameters such as local events, competition, weather, price, demand, demographics, affinities, shopping behavior, cost-to-serve, and inventory, in addition to traditional parameters such as past performance. The power of AI complements the intuition and creativity of business users, empowering them to simulate multiple scenarios, and make smarter and faster decisions.

TCS Optumera is a fit-for-purpose solution that empowers retailers to leverage its comprehensive ecosystem of solutions, business use cases, algorithms, microservices, and accelerators to drive business growth and transformation.

## Solution

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™ Unified Price, Promotion, and Markdown Optimization:** Build and improve price perception and drive market share and profitability by strategizing every aspect of pricing throughout the product life cycle.
- **TCS Optumera™ Omnichannel Assortment Optimization:** Curate profitable and shopper-centric assortments for retail segments such as grocery, fashion, and specialty by striking a balance between variety and availability and aligning assortments with space and demand profiles.

- **TCS Optumera™ Macro Space Optimization:** Make smart space decisions for new products and initiatives, execute store remodels at scale, and right-size store space by considering tradeoffs between assortment, price, supply chain, and execution cost.
- **TCS Optumera™ Self-learning Supply Chain:** Maximize on-shelf availability, reduce cost to serve, and enable seamless flow of products with multi-dimensional concurrent optimization of supply chain KPIs and dynamic recalibration of replenishment plans.

TCS Optumera is part of the TCS Algo Retail™ suite of platforms and solutions.<sup>1</sup>

## Benefits



**Higher growth:** Drive 3-5% increase in sales and 5-7% increase in margin by optimizing product mix, right sizing space, and pricing competitively.



**Higher availability:** Achieve 1-2% higher availability while avoiding stockouts and overstocking.



**Lower cost to serve:** Reduce cost to serve by 30% with concurrent optimization of supply chain KPIs and up to 10% reduction in working capital.



**Faster business value realization:** Realize faster value delivery from 6-10 weeks of implementation.



**Better price perception:** Protect brand positioning through strategic, responsive, and pre-emptive pricing.



**Higher ROI:** Make the most out of your investments with scenario simulations, strategy enhancements, and better and faster business decisions.



**Shorter time-to-market:** Drive 30-50% efficiency in business processes and execute 5X strategies.

## The TCS advantage

- **Trusted advisor:** TCS Retail partners with over 100 global retailers, driving their growth and digital transformation journeys. We solve their toughest challenges by harnessing our deep contextual knowledge and technology expertise, amplified by strategic investments in our products, platforms, and research.
- **Strategy to implementation approach:** We believe every transformation journey is unique. We partner with you to understand your business deeply, identify the right solution and chart your roadmap, and drive implementation and change management.
- **Best-in-class data science:** Our platform is backed by a robust ecosystem of sophisticated algorithms put together by the finest minds in research, retail, artificial intelligence, and data science.
- **White box transparency:** We believe in the power of AI for all. So, we built a platform that business teams can work with. The easy-to-follow recommendations and clarity on tradeoffs make it easier to negotiate buy-ins and make decisions faster and with confidence.

[1] For more information on TCS Algo Retail™, visit <https://on.tcs.com/algoretail>.

## Awards and accolades

- TCS ranked number one for ninth consecutive year in Customer Satisfaction by Whitelane Research Survey
- Ranked number one amongst top 10 companies, India by LinkedIn
- TCS recognized as the #1 Top Employer in the United States, Europe and Asia Pacific; #2 in Latin America
- Ranked amongst top 3 employers across 18 countries
- Recognized as a global top employer for sixth consecutive year by Top Employers Institute
- Named India's overall most outstanding company in Asiamoney's 2019 Poll
- Won 2021 CIO 100 award for workplace resilience solution developed during pandemic
- Won Four Stevie® awards at the 2020 International Business Awards
- Ranked overall best managed technology company in Asia by FinanceAsia Poll
- Won 2021 Data Breakthrough award for AI-Powered Software Suite
- HR Excellence Award 2020
- Recognized as sustainability leader in the Dow Jones Sustainability World Index
- Recognized as a most valuable global brand 2021 by Kantar Brandz
- Recognized as a U.S. Superbrand for strength of business reputation and community impact
- Recognized as a UK Superbrand for exceptional customer reputation and community contribution
- Recognized as one of the top 2 most valuable IT services by Brand Finance

### Contact

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### About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 50 years. TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. This is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has 592,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$25.7 billion in the fiscal year ended March 31, 2022 and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index.

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