

tcs Optumera™



TCS Optumera™: AI-powered strategic intelligence platform

Holistic. Intelligent. Automated.



In today's highly competitive retail landscape, standing out from the crowd and driving sales requires deep, data-driven insights on pretty much everything—from products, customers, demand trends, and competitors to store operations. However, substantial manual processes, legacy systems, and siloed operations prevent merchandising teams from focusing more on strategic planning and seizing market opportunities.

Connecting data holistically from different levers of the retail organization at a multi-department and multi-dimensional level is critical to create and implement effective and unified retail merchandising strategies for cost savings, improved margins, and top-line growth.

Overview

TCS Optumera™, our AI-powered strategic intelligence platform, empowers retailers to make integrated merchandising decisions by making key business processes intelligent and autonomous. It gives pricing managers, category managers, and space planners the acumen needed for merchandise planning and making value chain-optimized decisions for maximum impact. TCS Optumera leverages advanced artificial intelligence including models from machine learning paradigms—supervised learning, unsupervised learning, and reinforcement learning—to analyze vast amounts of data from retailers' stores, online channels, market trends, and other external sources to predict consumer demand, uncover hidden trends, and identify new opportunities for growth. By adopting TCS Optumera, retailers can effortlessly implement integrated merchandising strategies, leading to increased sales and margins, improved operational efficiency, and enhanced buying experience for customers.

TCS Optumera is an easy-to-use and fit-for-purpose intelligent merchandising solution that can be integrated seamlessly with your technology landscape.

Our Solution

Built on a composable architecture, TCS Optumera™ has merchandising solutions that are feature-rich, scalable, and highly adaptive to business dynamics:

- **TCS Optumera Price Optimization:** Build a positive 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 across sectors such as grocery, fashion, and specialty by striking a balance between variety and availability and aligning assortments with space and demand profiles.
- **TCS Optumera Macrospace:** 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 costs.

Benefits



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



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



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



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



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



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

The TCS Advantage

- **Trusted advisor:** TCS Retail partners with over 100 global retailers, driving their growth and digital transformation journeys. We are solving their toughest challenges by harnessing our deep contextual and technology expertise, amplified by strategic investments in 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, 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 some of 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've 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.

Awards and accolades



Contact

For more information, Visit the <https://www.tcs.com/retail>

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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 56 years. Its consulting-led, cognitive powered, portfolio of business, technology and engineering services and solutions 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 over 601,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$29 billion in the fiscal year ended March 31, 2024, and is listed on the BSE and the NSE 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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