TCS OmniStore™:
AI-powered, unified composable commerce platform

Unified. Ubiquitous. Intelligent.

The next wave of commerce modernization goes beyond checkout innovation. It's about driving customer loyalty, empowering teams with the right tools, and always being ready for future retail. However, reality tells a different story. Most retailers still struggle to deliver seamless and differentiated experiences that modern shoppers expect. Despite heavy investments in hyper-personalization, customer loyalty continues to be a moving target, and retailers are unable to maximize promotion outcomes.

Overview

TCS OmniStore™ is an AI-powered, unified composable commerce platform that helps drive seamless and personalized customer experience across touchpoints. It helps retailers power modern commerce experiences with a range of capabilities such as click-and-collect, scan and go, save the cart, and self-checkout, along with dynamic promotion management and clienteling.

TCS OmniStore serves diverse lines of business—general merchandise, discount retailers, specialty hard and soft goods, restaurants, post offices, telecoms, and enterprises across the travel and hospitality industries.

Solution

Built on a headless microservices architecture, TCS OmniStore allows you to take an incremental approach to transformation with the flexibility to reuse existing investments, execute strategic build vs. buy decisions, and build a technology stack with best-of-breed ecosystem partners. Our platform goes beyond cart and checkout with support for multiple payment types and new business models such as B2B, D2C, and marketplaces.

TCS OmniStore has a range of AI-powered solutions that help you create differentiated retail experiences and sell more:

- **TCS OmniStore Unified and Composable Commerce platform:** Build your own commerce platform for any channel by choosing the right components from a wide range of commerce capabilities such as checkout anywhere, flexible fulfillment, and multiple payment options.

- **TCS OmniStore Personalization:** Drive loyalty and lifetime value with personalized recommendations of products, offers, and content to both known and anonymous shoppers. Balance in-the-moment intent and long-term preferences of shoppers to provide contextual recommendations.

- **TCS OmniStore Marketing Hub:** Maximize ROI by bringing together marketing, merchandising, and category teams to seamlessly plan and execute mass promotions and intent-based personalized offers across omnichannel touchpoints.

- **TCS OmniStore Store Control Tower:** Create lean, automated, intelligent stores of the future. Deliver experiential experiences, drive operational efficiencies, and improve associate engagement and productivity with digital tools.

Benefits

Improve sales: 5–10% increase in sales through new omnichannel opportunities.

Drive conversions: 25% increase in conversion by delivering personalized and meaningful recommendations.

Build business agility: More than 1,500 configurable parameters enabling non-IT-based changes and advanced invoice configuration saving time.

Reduce average checkout time: 50% reduction in average checkout time with fast scans, optimized processes, real-time promotions, and quick receipt printing.

Drive store productivity: 15–20% improvement in store productivity and 10–50% labor savings.

Reduce cart abandonment: 20% reduction in page exits and abandonment by eliminating redundant and repetitive communications.

Reduce customer churn: 10% reduction in customer churn through conflict resolution, and right targeting and re-targeting.

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, 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.

- **AI-powered products and platforms:** TCS solutions and offerings leverage the combinatorial power of new-age technologies and the interplay of art and science to make businesses intelligent, responsive, and agile. Retailers worldwide are adopting the TCS AlgoRetail™ framework, a playbook for integrating data and algorithms across the retail value chain.

- **Strategic partnerships:** Strategic investments in TCS Pace™ Ports, creative hubs for co-innovation, are helping retailers establish competitive differentiation through collaboration with top universities; curated startup ecosystems; and TCS data scientists and domain consultants. Our cognitive workbenches are helping global retailers accelerate adoption as they transform into automated, intelligent, autonomous enterprises.

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

For more information, visit: https://www.tcs.com/what-we-do/industries/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 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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