# tcs TwinX™

# AI-driven pricing optimisation engine

## Predict. Personalise. Optimise.

### Reimagine pricing with TCS TwinX™

Accelerate your pricing transformation with AI-powered simulations that help you rapidly adapt to market forces and macroeconomic shifts. TwinX equips organisations to stay competitive by continuously testing, validating, and optimising pricing strategies before execution.

Discover value-based pricing opportunities that align prices with customers' perceived value, recognising willingness to pay and rewarding high-value segments. Strengthening customer relationships while building a healthier long-term financial portfolio.

With TwinX, organisations unlock increased revenue and profitability, enhanced agility and improved market responsiveness, and stronger customer satisfaction and loyalty, powered by always-on experimentation and strategic pricing intelligence.
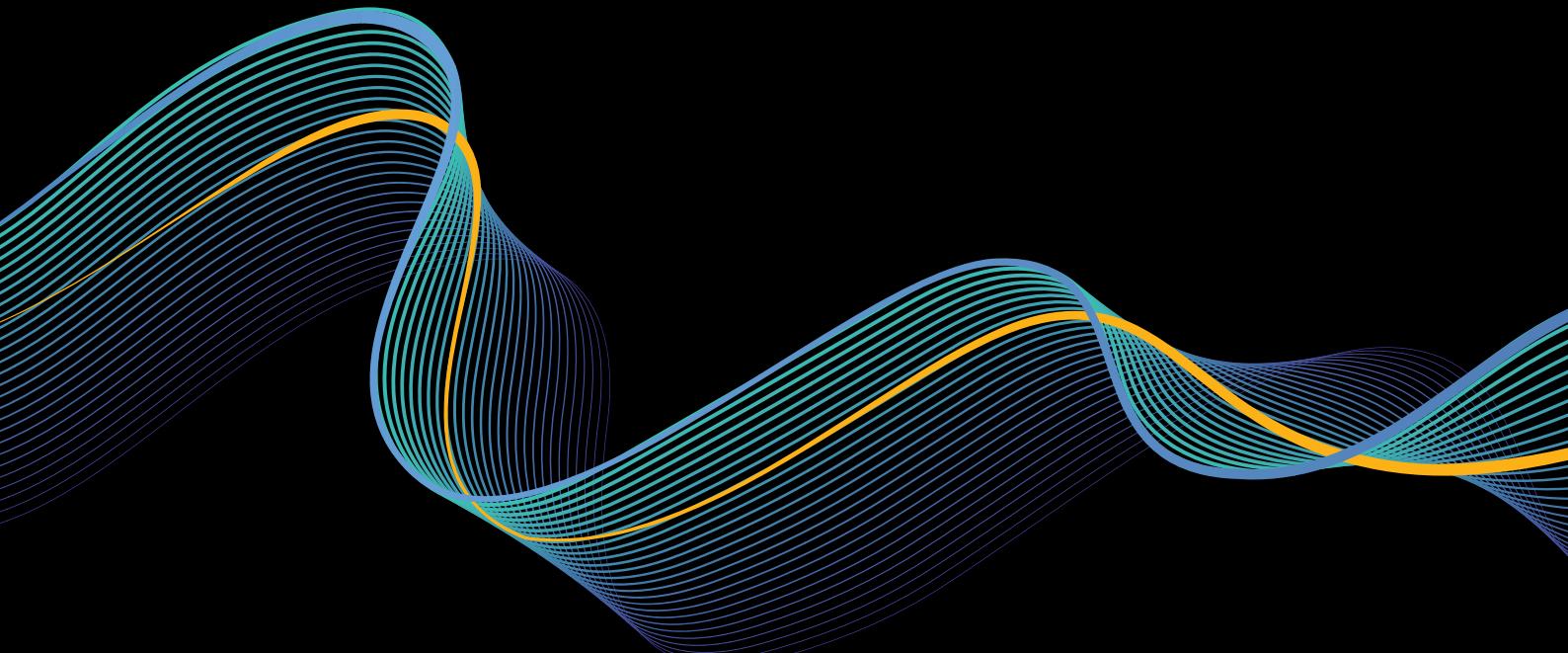
# Why choose TwinX for pricing optimisation?

TwinX drives margin improvements through an always-on AI-powered pricing optimisation engine that mines customer purchasing behaviour, correlates the effects of market forces, and recommends optimised prices in real time. Our proven experience in delivering measurable value to global enterprises sets us apart—helping organisations achieve sustainable profitability and pricing agility through advanced AI-driven insights with intelligent simulations.

- **Adapt instantly:** Adjust pricing strategies in real-time to respond to market fluctuations.

- **Maximize margins:** EEmploy scenario-based simulations to maximise margins.

- **Seamless activation:** Integrate with your existing pricing systems for a seamless experience.

# TwinX core capabilities

**Simulation-driven price optimisation:** Test multiple pricing scenarios in a controlled environment and continuously optimise them using machine learning, real-time signals, and business constraints to deliver accurate, adaptive price recommendations.
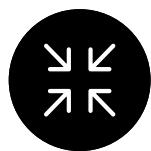
**Configurable, intuitive and guided pricing workbench:** A dynamic, insight-driven workspace that combines predictive analytics, elasticity simulations, and AI-powered recommendations to streamline pricing decisions, governance workflows, and approval processes with clarity and confidence.

**External forces simulation:** Analyse competitor moves, market dynamics, and macroeconomic changes together to anticipate impact and optimise pricing strategies accordingly.

**Price elasticity simulations:** Understand customer price sensitivity and design tailored pricing strategies.

**Integrated deal modelling:** Build, simulate, and compare complex customer deals with AI-driven win propensity insights to improve negotiation outcomes.

**Iterative scenario planning:** Continuously test and refine pricing strategies under evolving market conditions.

Harness real-time intelligence to fine-tune your pricing levers—optimise discounts, refine price points, and maximise revenue opportunities with precision. TwinX ensures your pricing strategy remains adaptive, data-driven, and consistently value accretive.

# Proven impact

| **+30%** | **+2-3%** | **-30%** |
|---|---|---|
| Margin expansion | Revenue uplift | Leakage reduction |

Unlock continuous value with TwinX

**Schedule a demo**

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TATA

## About Tata Consultancy Services (TCS)

Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) is a digital transformation and technology partner of choice for industry-leading organisations worldwide. Since its inception in 1968, TCS has upheld the highest standards of innovation, engineering excellence, and customer service.

Rooted in the heritage of the Tata Group, TCS is focused on creating long term value for its clients, its investors, its employees, and the community at large. With a highly skilled workforce of over 590,000 employees in 55 countries and 202 service delivery centers across the world, the company has been recognised as a top employer in six continents. With the ability to rapidly apply and scale new technologies, the company has built long term partnerships with its clients – helping them emerge as perpetually adaptive enterprises. Many of these relationships have endured into decades and navigated every technology cycle, from mainframes in the 1970s to Artificial Intelligence today.

TCS sponsors 14 of the world's most prestigious marathons and endurance events, including the TCS New York City Marathon, TCS London Marathon and TCS Sydney Marathon with a focus on promoting health, sustainability, and community empowerment.

TCS generated consolidated revenues of over US $30 billion in the fiscal year ended March 31, 2025. For more information, visit www.tcs.com.

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