

Digital Offerings for CPG

Consumer Goods and Distribution



The growing convergence of the digital and physical worlds has resulted in an ecosystem where consumers increasingly demand sophisticated products and services. Rapid change in consumer preferences is one of the most challenging problems that consumer packaged goods (CPG) companies face. It leads to growing freight and inventory costs. Moreover, manufacturing inefficiencies lead to inefficient energy consumption, frequent equipment breakdowns, and unscheduled downtimes.

Tata Consultancy Services' (TCS') Digital Offerings help CPG companies improve the performance of their entire value chain. We offer a plethora of innovative solutions to enable companies to keep pace with the dynamic CPG consumer landscape. Easily customizable, our offerings can be quickly adopted by companies, allowing them to leverage the power of digital technologies in a cost-effective manner.

Overview

Digital consumerism has become a reality in the CPG industry with the rise of the 'phygital' market place. It has created a visible shift in the way consumers buy products. CPG companies are finding it difficult to restructure their operations to meet changing consumer demands. This is driving organizations to adopt digital solutions to serve existing consumers as well as enter new markets.

TCS' Digital Offerings help CPG companies digitize their processes for better productivity and agility, while reducing production wastage due to process inefficiencies. We assess the existing process maturity at CPG companies and recommend upgrades to ensure faster turnaround times that reduce the time to market and improve stakeholder collaboration. With TCS' Digital Offerings, CPG companies can engage their consumers in an efficient and effective manner, and ensure a consistent consumer experience across various touch points.

Our Solution

TCS' innovative and robust digital capabilities help CPG companies transform their value chains for improved efficiency. Our offerings include:

- **Platform-based solutions and services:** We offer a mix of homegrown and commercial tools and platforms to increase the applicability of IoT, digital marketing, analytics, and e-commerce across diverse business scenarios.
- **Digital consulting and strategy formulation services:** Backed by industry-recognized frameworks, TCS' specialized business process consulting services help assess the digital readiness of CPG companies.
- **Domain-centric offerings:** TCS has developed a suite of digital content supply chain offerings for the CPG industry, which addresses the areas of taxonomy consulting, attribute enrichment, content syndication to online retailers, online sales data harmonization, digital shelf audit, and integrated online and offline sales reporting. Our solutions leverage gamification techniques to enable immersive engagement for users. TCS' Perivista™ solution provides CPG companies with a holistic, multi-dimensional view of consumers to allow them to develop effective engagement strategies.
- **Digital performance enhancers:** We offer support for campaign execution, digital packaging, online operations, digital creative, and command center services.



Benefits

With TCS' Digital Solutions, CPG companies can enjoy the following benefits:



- Comprehensive analysis of business processes



- Quicker turnaround times and shorter time to market



- Optimized operational efficiencies and reduced wastage across production processes



- Effective consumer outreach programs guided by advanced data analytics



- Better returns on investment and optimal resource utilization

The TCS Advantage

TCS brings the following advantages to an engagement:

- **Proven track record:** TCS has extensive experience in developing and implementing digital solutions for CPG enterprises. To ensure clients gain the maximum return on investment, TCS' Digital Solutions employ a closed-loop strategy that addresses challenges faced by CPG companies, especially those related to consumer dynamics and industry regulations.
- **Rich partner ecosystem:** We have forged alliances with leading technology and service providers from across the globe. With over 25 Innovation Labs, TCS has made huge investments in technology research and the development of innovative solutions, industry-leading platforms, and advanced analytics tools. Strategic alliances with leading innovators and service providers like Adobe, Microsoft, Qualcomm, Rockwell, Siemens, and Cisco help us offer our clients an end-to-end solution strategy and execution support.

How we help our customers

A global toy manufacturer wanted to transform its digital marketing strategy to expand the consumer base and improve customer engagement. The company wanted to reorient its e-commerce strategy and improve the online experience of its 800 brand sites in 45 languages. TCS has offered support in the areas of e-commerce enablement, digital production services, digital asset management, video services, and web analytics services. These initiatives would result in faster time to market, increased productivity, enhanced consumer experience, and considerable cost savings for the toy manufacturer.

Awards & Recognition



To know more

Visit the [Consumer Goods and Distribution](#) page on [tcs.com](#)
Email: global.cpgsolutions@tcs.com

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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