OmniStore™ Point of Sale Solution
Retail
With disruptive digital technologies continuing to upend their business models, specialty retailers are looking to effectively meet rapidly evolving customer expectations. Today’s discerning consumers demand convenience, flexibility, consistency, and personalization, as far as their engagement with merchants across different channels is concerned. Niche retailers need to ensure uniform pricing and promotions across their physical and digital channels, and empower in-store associates with an all-encompassing view of clients’ preferences, behavior and purchases. This requires a transformation of the traditional point of sale (POS) platforms deployed at physical outlets that still represent an overwhelming majority of such companies’ total turnover.

Tata Consultancy Services’ (TCS’) OmniStore™ Point of Sale Solution consolidates shopper data across various channels to generate a unified view of clients’ preferences, loyalty data, and purchase history. This, in conjunction with smooth integration of POS systems, ecommerce platforms and critical enterprise applications, facilitates enhanced customer experience—at lower operating costs.

Overview

As consumers interact with merchants across multiple channels—in store, mobile, online, and social media—they are seeking increased flexibility to choose the purchase channel. Buyers also want a highly interactive, consistent and differentiated shopping experience across different touch points. To enable effective cross-channel selling, niche retailers, including those specializing in luxury, apparel, home improvement, electronics and sporting goods, must harmonize various functions such as fulfilment and customer service. However, the traditional in-store POS systems are not compatible with existing enterprise IT assets spanning various non-physical channels. In order to leverage real-time intelligence on customer behavior and preferences, merchants must upgrade POS setups for smooth integration of offline outlets with their digital footprint. This is essential, considering that most of the prevailing POS applications are not architected for scalability, and do not foster rapid expansion of the store network.

TCS' OmniStore™ Point of Sale Solution integrates in-store POS systems with retailers' digital and mobile shopping touch points to foster consistent customer experience. We help merchants harmonize their disparate IT applications and databases for effective customer relationship management across different channels, resulting in maximization of the customer lifetime value (CLV).

Our Solution

Our omnichannel POS platform manages customer transactions and intelligence through a consistent, responsive user interface. The presentation layer is underpinned by a service-oriented architecture (SOA) that integrates retailers’ POS systems with vital enterprise applications concerning product recommendation, fulfillment, inventory management, and customer loyalty.

The device-agnostic solution creates a ‘universal cart’ to consolidate all shopper data—across store, online, and mobile sales channels—and business logic layers within a unified repository. This enables merchants to generate a one-stop view of customers’ preferences, loyalty data, and purchase history. By extending support to mobile platforms, TCS OmniStore™ POS further enables retailers to establish a unique connection with its customers through their store associates.

Paint Your Own POS with OmniStore

Built on a service oriented open architecture, TCS OmniStore™ POS supports multiple platforms and operating systems allowing retailers to easily integrate new features into their existing investments. It comprises an array of relevant services that can be tailored to address your business’ specific requirements. The platform-independent solution offers comprehensive functionality, is built on future-ready architecture and prevents a Rip-and-Replace approach.

Benefits

TCS' OmniStore™ Point of Sale Solution helps specialty retailers reap the following benefits:

- **Enhanced customer satisfaction**: Harness real-time intelligence on individual shoppers’ online and in-store order history to offer personalized promotions and suggestions; undertake highly interactive campaigns for cross-selling and up-selling; boost brand loyalty.

- **Reduced operating costs**: Maximize return on existing investments, and reduce total cost of ownership (TCO), through friction-less integration of your POS systems with prevalent IT applications spanning different customer touch points. Minimize redundancy across the technology landscape in your organization; sell in-store and online catalogue items through a single transaction orchestrated by customers at the POS.
The TCS Advantage

By partnering with us, you can leverage the following differentiators:

**Domain expertise**: Through our strategic partnerships with eight of the top 10 U.S. retailers, we have gained rich experience in integrating merchants’ POS systems with digital and mobile channels. TCS’ dedicated Innovation Labs are focused on incubating and commercializing innovative IT solutions that can help retailers institutionalize cost-effective omnichannel shopping at higher ROI.

**Customization**: The different services within TCS’ OmniStore™ Point of Sale Solution can be tailored according to your specific business requirements.

**Better inventory management**: Minimize revenue losses incurred due to lack of availability of stocks in outlets; build real-time awareness of the entire product listing to ensure timely order management and fulfilment.

**Flexibility and scalability**: The ARTS (Association for Retail Technology Standards) data model and RTI (Retail Transaction Interface) standard services leveraged by the solution’s underlying SOA ensure that the offering is equipped to support innovative technologies in the future. The SOA, which facilitates the separation of business logic from the presentation layer, ensures smooth integration of multiple channels and devices.

**Technology agnostic**: Our offering uses various open source technologies, and is compatible with different types of hardware. This ensures that you need not carry out large-scale changes to your existing IT landscape to integrate your POS systems with your enterprise applications.

TCS OmniStore’s vision is to enable Unified Commerce for Specialty Retailers by making POS as the point of convergence in store, breaking channel silos through innovative product design and seamless and real-time interactions.
Awards & Recognition

To know more
Visit Retail pages on tcs.com
Email: retail.solutions@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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