TATA CONSULTANCY SERVICES
Experience certainty.

Retail

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TCS ANALYST DAY

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Meet Katie: A 35 year old mom, who drives to work at 8AM everyday after dropping her kids to school. She frequently goes to a store on her way back home to pick some dine in menu options from the food section for dinner

10:00 AM

It's a Wednesday morning, her son Tim has just won football tournament in school & they want a party at home. She has to plan the party, send invites out, get food, everything done & ready by 6PM. And of course, she has all the work in office to finish

12:00 PM

Groceries

She makes her list- groceries, balloons, streamers - everything is available on the website, with a click of a button she buys them online to pick up in store later in the evening
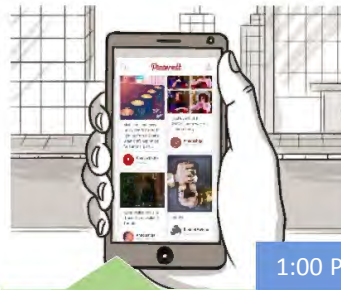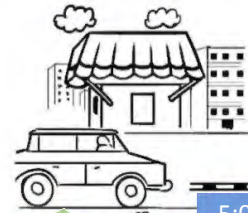
1:00 PM

Now for the cake, she browses Pinterest & loves the football themed cake. She taps to order it with a personalized message

4:00 PM

She gets a notification that her order is ready to pick up

Order ready for pick up

5:00 PM

As she starts driving closer to the store, the store associate gets notified automatically that Katie is nearby

2

STORE

Reviews

Party Planner

Offers

iBeacon

foursquare

5:05 PM

She enters the store & gets a notification about where to collect the order

Order ready for pick up. Head to counter 3

5:15 PM

She always hand picks the apples for Tim, the store associate adds it to the cart & helps her checkout

TIM & HIS FRIENDS LOVE THE PARTY...
IT'S A HIT...!

5 Mn SKUs	X	5000 Inventory Nodes	X	200 Million Customers	X	2 Million Daily Digital Connects	X	40% Omnichannel Transactions	X	150,000 Customer Orders/day

Enabling

30 minutes pickup time

with 98% Availability

What it takes to deliver this experience

Anywhere Commerce

Unified, Personalized, Frictionless

Real Time Enterprise

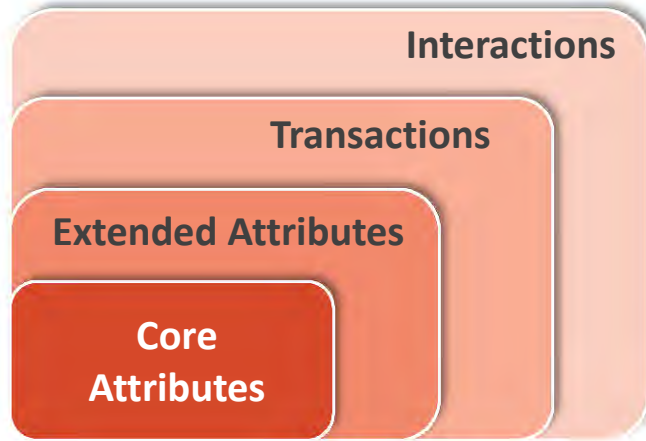Responsive, Agile, Fast

Data Driven Retail

Every Customer, Every Action, Every Interaction

Hyper Localization

Locally Relevant Experience, Local Formats

Creating 360^0 CUSTOMER IQ to drive customer centric retailing

Interactions

Transactions

Extended Attributes

Core Attributes

Identified Customers	**200** Mn
Transactions ingested/hour	**6** Mn
Customer Information	**10** Peta Bytes

Cross Channel Insights

Advanced Personalization
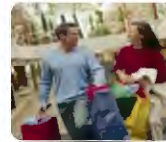
Customer centric Assortment

Basket Pricing

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Case Study 2 : Creating a Real Time Enterprise – Supply Chain

Purchase

49
Inventory States

X

4 Million SKUS

X

5160 Fulfillment Locations

Delivery

LAST MILE COMPLEXITY

Event based Architecture

- Real time streaming, event based in-memory platform
- Enterprise Inventory Platform
- Machine Learning algorithms for forecasting

Technology Landscape

#Bigdata #IoT #RFID #Cloud

#Microservices #DeepAnalytics

#Opensource #Kafka #Spark

#Cassandra

#HBASE

Customer centric space, right mix and return on investments is the corner stone the retailer's new strategy

Incorrect Assortment

Incorrect Assortment

CALIFORNIA
Supplied with Low end Laptops

ARKANSAS
Supplied with High end Laptops

Determining Localized Space and Assortment in 45 Minutes

Complexity
1500 stores x 500 attributes x 800 Titles x 3 Years

TCS Optumera™ helps achieve this vision

Case Study 4 : Creating a real time enterprise – Digitized Store

Buy-Online-Pickup-In-Store in 30 minutes

Next Gen Digitized Store Platform for

- iPad in-store app to fulfill Customer Order Pick Up
- Inventory Visibility
- Curbside pickup
- Store task and communications management

30% **Reduction**
in Customer
wait time
for online orders

Business Benefits

$2.3Mn Online Orders fulfilled during holiday period

25% Online fulfilment routed through stores

30% Associate Productivity Increase

Listen, Track, Monitor Customer Interactions, Auto-Orchestrate Operations

Customer Experience Command Centre

Customer Engagement

Customer Promise

Digital Experience

Basket & Checkout	Display & Pages	Order Mgmt	Mobile
Search & Navigation	Digital Stores	Contact Centre	Social

Business Operations

Content, Promotions, Products, Pricing, Marketing

Order & Inventory Mgmt, Delivery Proposition, Click & Collect

Monitoring 2 Mn interactions, 80k Orders, 2 Mn Searches

Web Checkout Experience Improved
50%

Product Discovery Errors reduced by
70%

100% Certainty of Item Availability & Accuracy of advertised offers

Over **30%** Total orders Picked from Store

>99% Customers eligible for express delivery

Site Availability Improved from 96% to **99.9%**

Order Shipment Certainty Improved
70%

Our solutions & services help retailers get ready for digital...

#1 We are investing in Products

Optumera™
Digital Merchandising Suite

OmniStore
Universal Commerce Solution

Node Optimization
360 view of Node Operations

#2 We are partnering for Digital Leadership

Driving Digital

Immersive Experience	Responsive Store	Intelligent Merchandising	Omni-Channel Supply Chain
Contextual customer journeys	Mobility, Analytics, IOT	Digital Merchandising solutions	Optimizing networks, automating DCs

Getting Ready for Digital

Simplification Modernization Cloud	Creating Real Time Enterprises – Insights Driven	Agile Engineering & Automation

Running the Operations

Digital Operations Studio	Integrated Command Center	Studio, Marketing Automation & Operations

#3 We are co-innovating with retailers

Dragon's Den
Retail Innovation Lab
50+ Solutions

Reimagination Center,
Santa Clara

Design Thinking
Royal College of Art

Thank You

IT Services
Business Solutions
Consulting