

tcs Optumera™



# TCS Optumera™: AI-powered strategic intelligence platform

Holistic. Intelligent. Automated.



Merchandising teams work hard to keep up with the speed of change and ensure there is something for everyone in-store or online. From deciding on assortments and space, determining the base prices for thousands of SKUs, to planning omnichannel promotions and markdowns, retailers must constantly push the envelope. Further, they need to consider several cross-impacts of merchandising decisions and make trade-offs without impacting margin and revenue.

However, manual processes, legacy systems, and siloed operations prevent merchandising teams from focusing more on strategic planning, quickly responding to disruptions, or taking advantage of market opportunities. The ability to take decisions using connected data from different parts of the organization will be vital for retailers to save cost, drive top-line growth, and improve margin.

## Overview

TCS Optumera™, an AI-powered strategic intelligence platform, enables retailers to make value-chain optimized merchandising decisions by making key business processes intelligent and autonomous. It infuses the power of AI into the art of merchandising, enabling an integrated and holistic approach to making strategic decisions.

By turning data into a competitive resource, TCS Optumera helps retailers deliver hyper-localized omnichannel experiences, reposition themselves in the market with differentiated customer value propositions, and de-risk expensive investments. TCS Optumera analyzes 1000+ sales influencing parameters such as local events, competition, weather, price, demand, demographics, affinities, shopping behavior, and inventory, in addition to traditional parameters such as past performance. The power of AI complements the intuition and creativity of business users, empowering them to simulate multiple scenarios, and make smarter and faster decisions.

TCS Optumera is a fit-for-purpose solution that empowers retailers to leverage its comprehensive ecosystem of solutions, business use cases, algorithms, microservices, and accelerators to drive business growth and transformation.

## Solution

Built on a composable architecture, TCS Optumera has solutions across key merchandising functions that are feature-rich, scalable, and highly adaptive to business dynamics:

- **TCS Optumera Unified Price, Promotion, and Markdown Optimization:** Build and improve price perception and drive market share and profitability by strategizing every aspect of pricing throughout the product life cycle.
- **TCS Optumera Omnichannel Assortment Optimization:** Curate profitable and shopper-centric assortments for retail segments such as grocery, fashion, and specialty by striking a balance between variety and availability and aligning assortments with space and demand profiles.
- **TCS Optumera Macro Space Optimization:** Make smart space decisions at scale for new store initiatives, execute store remodels, and right-size store space by considering tradeoffs between assortment, price, and execution cost.

# Benefits



**Higher growth:** Drive 3-5% increase in sales and margin by optimizing product mix, right sizing space, and pricing competitively.



**Higher availability:** Achieve 1-2% higher availability while avoiding stockouts and overstocking.



**Better price perception:** Protect brand positioning through strategic, responsive, and pre-emptive pricing.



**Faster business value realization:** Realize faster value delivery right from 8-10 weeks of program initiation.



**Higher ROI:** Make the most out of your investments with scenario simulations, strategy enhancements, and better and faster business decisions.



**Shorter time-to-market:** Drive 30-50% efficiency in business processes and execute 5X strategies.

## The TCS Optumera advantage

- **Trusted advisor:** TCS Retail partners with over 100 global retailers, driving their growth and digital transformation journeys. We solve their toughest challenges by harnessing our deep contextual knowledge and technology expertise, amplified by strategic investments in our 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.
- **White box transparency:** We believe in the power of AI for all. So, we built a platform that business teams can work with. The easy-to-follow recommendations and clarity on tradeoffs make it easier to negotiate buy-ins and make decisions faster and with confidence.

# Awards and accolades



## Contact

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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 55 years. Its consulting-led, cognitive powered, portfolio of business, technology and engineering services and solutions 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 over 615,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$27.9 billion in the fiscal year ended March 31, 2023, and is listed on the BSE and the NSE 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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