



TATA CONSULTANCY SERVICES

Experience certainty.

new rules. new game.

Lead the retail revolution.

TCS' Services and Solutions for the Retail Industry

The retail industry is witnessing a dramatic shift in the way consumers shop and interact with retailers—on the web, via their Smartphone, on social networks and in-store. Retailers are attempting to respond to the changing ways of retail by creating a truly differentiated, integrated and omni-channel relationship.

Traditional ways of doing business are proving to be inadequate, and retailers need to find effective and efficient means to ensure sustainability. In this pursuit of a newer means of doing business, a few fast-emerging trends have the potential to be game-changers for the retail industry.

Tata Consultancy Services partners with retailers in this journey, helping them build competitive advantage through innovative business solutions and a comprehensive portfolio of offerings.

Making prudent improvements in the worst economic environment, several retailers have reported top-line growth and increased customer acquisition. The common factor that differentiates leaders in retailing is their focus on customer centric initiatives on one hand, and their ability to drive cost and operational efficiencies on the other.

2010 made one thing clear—a more value-conscious shopper has emerged with new tools at her disposal and an expectation of a seamless multi-channel experience.

Retailers need to change the way they engage with this new consumer, or risk losing their loyalty and business.

As we look ahead, it is clear that retailers can't win this new game playing by the old rules. They need to develop new skills and capabilities that directly impact their ability to engage with customers more holistically—consistently delivering differentiated experiences seamlessly at every touch-point to a customer—making her feel valuable and unique.

As retailers review their customer engagement strategies, it is important to consider the new rules of retail and correspondingly develop the capabilities retailers require to win the new game.

Based on its experience of working with leading retailers worldwide, TCS has identified the following five key areas that retailers must focus on in order to deliver on the promise of customer centricity while continuing to push the envelope on cost-effectiveness and operational efficiency.

- Creating a strategic roadmap to **integrate mobile as a channel** and applying it to enterprise, stores and consumer scenarios
- **Delivering a truly rewarding omni-channel experience** by interlacing cross-channel strategy with insights gleaned from loyalty and rewards management programs
- Localizing, optimizing and customizing merchandising by **leveraging customer insights** to deliver a more customer centric experience
- Listening to and engaging with customers by **more effectively leveraging social media**, and adding digital marketing to the Marketing mix
- Devise and implement a **robust IT architecture** to achieve better agility to manage business change, strategic use of data, multi-channel enablement and process simplification and harmonization

TCS offers a comprehensive suite of services and solutions to retailers, designed specifically to help retailers achieve these key goals. With a collaborative approach and an industry leading delivery framework, TCS offers retailers a level of certainty of results which other providers will find hard to match.

RETAIL BUSINESS CONSULTING

TCS offers consulting services which help retailers define their business unit strategies, reengineer their business processes, and evaluate and select the right technology platform. TCS leverages its proprietary analytics tools and techniques to help retailers optimize their inventory, develop customer centric assortment and space plans, and optimize prices and promotions. Retail business consulting is delivered by a global team of senior industry experts and 500 retail functional consultants.

TECHNOLOGY SERVICES

TCS has rich experience in helping steer technology transformation at leading retailers for more than two decades. As a strategic partner to several leading retailers, TCS has helped implement complex technology transformations to enable business growth. Some of the key services offered are:

- Integrated Application Development, Maintenance and Infrastructure Services: SLA based Managed Services Model with high off-shoring and year on year productivity improvements
- Package Implementation
- Architecture Definition
- Enabling the complete MDM Adoption cycle
- Establishing Business Intelligence Competency Center
- Setting up independent Assurance Centre

Transforming the legacy IT landscape and building a **robust technology foundation** to improve agility in delivering business change

BUSINESS PROCESS SERVICES

To help retailers optimize their business process, TCS offers "Value BPO" services across the following areas:

- **Core Retail Functions:** Master Data Management, price and promotion execution, order and replenishment administrations, vendor management, and ecommerce operations (catalogue, product, customer service).
- **Customer Management and Service:** Loyalty administration, customer service, after sales service.
- **Analytics:** Reporting and predictive analytics across the value chain—merchandising, supply chain, multi-channel, customer, store operations and vendor management.
- **Corporate Functions:** Finance and admin, payroll and HR, legal, real estate, non-merchandise procurement.

PRODUCTS AND SOLUTIONS

TCS offers a suite of products and solutions to help retailers succeed in this new world of retail. TCS' solution focus is aimed at helping retailers achieve greater customer centricity. Some of the key solutions are:

- **TCS Reward Management Solution:** A cross-channel solution to plan and deliver targeted and personalized customer rewards
- **TCS e-Commerce Platform:** A consumer centric e-Commerce Platform for end-to-end retail e-commerce business.
- **TCS Store-in-a-Box:** An integrated multi-channel store management solution with POS, store inventory management, customer management and in-store mobility built on highly optimized and scalable architecture.
- **TCS M-Retail Solutions:** Innovative solution and services for retail mobility, covering store, enterprise and customer scenarios.
- **TCS Next-Gen Merchandising Solution:** A next-generation merchandising workbench which helps retailers create localized and optimized assortments, enabling uplift in category sales while maximizing gross margins.
- **TCS Retail Workforce Optimization Solution:** A cloud based Workforce Management Studio with a comprehensive solution to handle retailers' workforce management.

TCS RETAIL SOLUTIONS UNIT FAST FACTS

- 15,000+ Associates
- 1000+ Retail Domain Consultants
- 76+ Active Clients Globally
- Global Delivery—India, Brazil, China, Uruguay, Hungary

YOUR PARTNER IN THE RETAIL REVOLUTION

Empowered with deep domain knowledge, technology capabilities and an integrated delivery framework, TCS is a partner of choice to execute strategic and complex transformational projects. Key areas of focus have been multi-channel enablement, targeted merchandising, global sourcing, end to end supply chain programs, pharmacy and health care and customer engagement.

A Leading Retailer engaged TCS as partner for global sourcing including centralized load planning, routing and tendering to support multi-fold increase in imports, resulting in savings of nearly \$100 million

Transformational outsourcing with integrated IT-IS-BPO has delivered significant cost reductions which improved overall efficiency and effectiveness. While integrated ADM-IS is focused on improving IT availability and stability for business, value BPO focuses on delivering IT enabled business process improvements.

With focus on process improvement initiatives, TCS helped a Leading Specialty Retailer optimize inventory and save costs up to \$40 Million and improved margins through pricing and clearance optimization

A comprehensive portfolio of TCS solutions and accelerators help retailers in building capabilities in emerging areas and achieving faster go to market. TCS' focus has been on mobility, customer engagement, multi-channel, digital marketing and next-gen merchandising.

About TCS

Tata Consultancy Services is an IT services, business solutions and outsourcing organization that delivers real results to global businesses, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services 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 over 160,000 of the world's best trained IT consultants in 42 countries. The company generated consolidated revenues of US \$6.3 billion for fiscal year ended 31 March 2010 and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit www.tcs.com

TCS' Retail Industry Solutions Unit

TCS is a strategic partner to 6 of the top 10 US and 5 of the top 10 UK Retailers, and helps retailers build deeper and stronger customer relationships, reduce cost and increase efficiency through its integrated IT, BPO and Infrastructure services and Retail Industry Solutions.

To learn more, visit www.tcs.com/Retail or email us at retail.solutions@tcs.com

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