TCS OmniStore™:
The Foundation for Future Commerce

Unified. Ubiquitous. Intelligent

Retail

Customers walking into stores are not just looking to buy products; they are seeking experiences, connections, and inspiration. They are embarking on a diverse and expansive journey of engagements with retail brands, breaking channel myths and barriers.

While smart retailers are going all out to recast their in-store technology landscape to thrive in this experience economy, Point-of-Sale (POS) systems—the focal point of stores—are struggling to serve the demands of ever evolving customer expectations and modern retailing. Their inherent limitations due to rigid architecture and hardware dependencies prevent them from transcending their primeval role of transaction enablers to becoming strong digital influencers in the path to purchase. Retailers cannot be in self-denial anymore; their legacy POS solution is simply not designed to deliver the experience of the future.

Overview

Customers don't recognize channels but journeys, expecting consistent experience across touchpoints. Future stores should provide a unified journey experience of carts and orders, with contextual checkouts between online and store; bring customers, products, and associates together; and create new experiential hubs. By putting customers at the front and center and enabling commerce anywhere, TCS OmniStore™, a unified commerce platform, helps you create the foundation for future retail.

Our Solution

Lay the foundation for future commerce with TCS OmniStore:

- **Unified customer journeys:** Our rich catalog of over 500 macro and micro APIs organized around 10 core domain engines and four omni connector engines, help you to contextually bind business scenarios, processes, data and insights on to a single platform, thus offering all the facets of commerce for seamless, integrated multichannel customer journeys.

- **Future ready architecture:** TCS OmniStore is powered by a headless commerce architecture enabled by microservices/APIs (Figure 1) with business ready extensions to be in lock-step with dynamic customer expectations, catering to new channel and brand expansions. You can build new services and apps quickly without worrying about channel constraints and serve diverse lines of business—general merchandise, discount, specialty, fashion, restaurant, post office, telecom, travel and hospitality industries.

- **Multi-purpose and multi-device fluidity:** Our open architecture helps customers switch journeys between devices and realize seamless checkout anywhere in the store from app to kiosk or colleague app to register. You can flexibly orchestrate and render TCS OmniStore microservices along with reusable APIs across the enterprise in evolving touchpoints to create unique micro-experiences.

- **Intelligent store command center for autonomous sensing and self-healing:** Just as how digital commerce reliability is critical, future stores designed for interconnected experiences and automated operations will also be expected to be Always On. TCS OmniStore, powered by ignio™, TCS's self-learning, cognitive operations platform, autonomously monitors, preempts and self-heals issues to drive uninterrupted superior customer experiences.
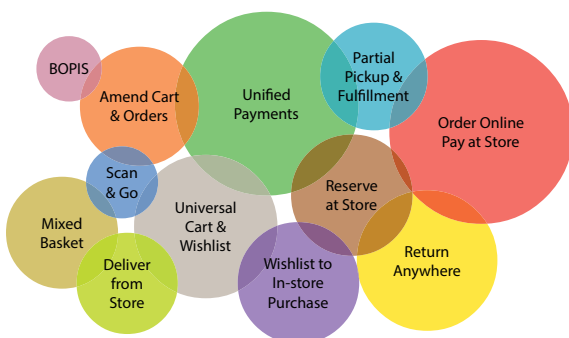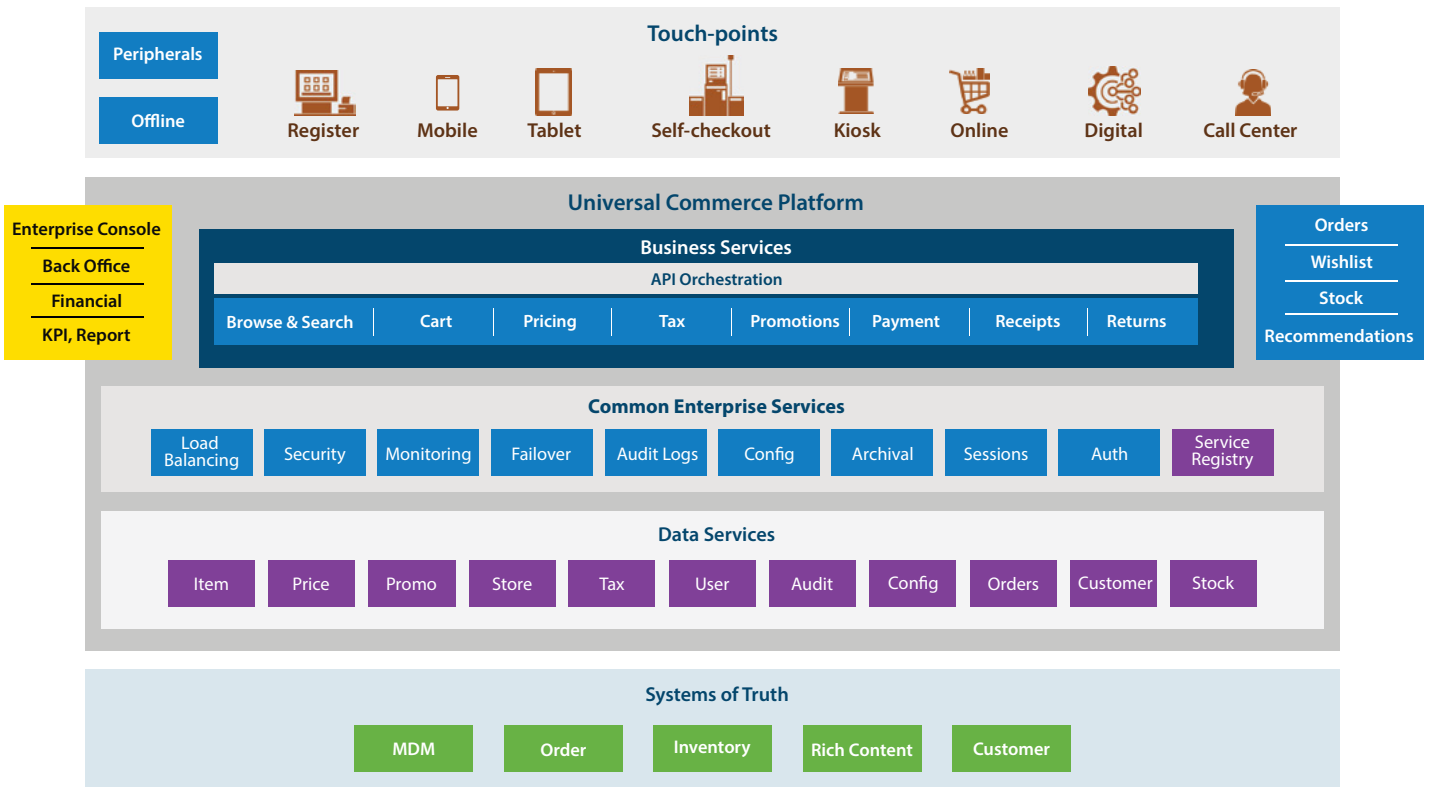
Figure 1: TCS OmniStore™ - APIs driven headless architecture powering future retail

Touch-points

| Peripherals | | | | | | | | |
| Offline | Register | Mobile | Tablet | Self-checkout | Kiosk | Online | Digital | Call Center |

Universal Commerce Platform

Enterprise Console
Back Office
Financial
KPI, Report

Business Services

API Orchestration

| Browse & Search | Cart | Pricing | Tax | Promotions | Payment | Receipts | Returns |

Orders
Wishlist
Stock
Recommendations

Common Enterprise Services

| Load Balancing | Security | Monitoring | Failover | Audit Logs | Config | Archival | Sessions | Auth | Service Registry |

Data Services

| Item | Price | Promo | Store | Tax | User | Audit | Config | Orders | Customer | Stock |

Systems of Truth

| MDM | Order | Inventory | Rich Content | Customer |

Benefits

Seamless & Frictionless Customer Experience

Unified Ecosystem with Singular Commerce Platform

Future Ready Technology Platform

Digital Interoperability

Rapid Agility and Innovation

Lower TCO

The TCS Advantage

TCS Retail partners with over 100 global retailers, driving their growth and digital transformation journeys. We are helping retailers become digital first businesses with:

- **Future ready business models:** TCS is enabling retailers to transform customer experience and drive growth by building truly differentiating capabilities through technology transformation enabled by a Machine First™ approach and cloud-first modernized platforms, business-centric product-based operating model, enterprise-wide adoption of agile, and building ecosystems and new models.

- **Products and platforms:** TCS solutions and offerings leverage the combinatorial power of new-age technologies and the interplay of art and science to make businesses intelligent, responsive, and agile. Retailers worldwide are adopting the TCS Algo Retail™ framework, a playbook for integrating data and algorithms across the retail value chain, thereby unlocking exponential value. Our portfolio of innovative products and platforms include the AI-powered retail optimization suite TCS Optumera™ and unified commerce platform TCS OmniStore that are powering the future of retail.

- **Strategic partnerships:** Strategic investments in TCS Pace Ports, creative hubs for co-innovation, are helping retailers establish competitive differentiation through collaboration with top universities; curated startup ecosystems; and TCS data scientists and domain consultants. Our cognitive workbenches are helping global retailers accelerate adoption as they transform into automated, intelligent, autonomous enterprises.

To know more

Visit the **Retail** page on **tcs.com**
Email: **retail.strategicinitiatives@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.

For more information, visit us at **www.tcs.com**

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