



The Optumera™ is a pioneer in AI-powered strategic decision-making for companies to optimise business functions and enable 3-5% increase in sales and margin.

THE CONTEXT



Globally, retail incur \$510 Bn losses from inventory overstocks, item spoilage and mispriced products. Inability to predict success of strategies by modelling cross impacts, siloed decisions on space-mix-price-inventory, limited demand sensing capabilities and retail complexities (4000 Bn possibilities from 17 Mn SKUs / channels / zones / levers) challenge decision makers and business growth. This provided genesis for Optumera™.

THE INNOVATION



TCS Optumera™ is a pioneer in AI powered strategic decision making for companies. It combines AI and simulation techniques to consider 1000+ factors which impact the business KPIs and predict success of different strategies. The high dimensional concurrent optimization simultaneously optimizes space, inventory, mix and price, breaking inefficiencies from siloed decisions and optimization.

KEY CHALLENGES



RESOLVE 400 BILLION POSSIBILITIES REAL TIME

The team harnessed the power of big data platform coupled with intelligent engineering of architecture.

EXPLAINABLE AI

Enabling users to understand the "why of recommendation" by simplified business reasons and sales decomposition.

THE IMPACT



Optumera™ has optimized 10,000+ stores, 18Mn SKUs over 10+ implementations for leading companies across the US and Europe. Customers experience 3-5% increase in revenues, >50% faster time-to-market, 5x times more strategy execution and 3.8% improvement in customer footfall.