



Retail and Distribution Industry Expertise and Solutions

*Technology solutions with domain expertise
that let you...*

- *Control and reduce your cost of operation*
- *Improve efficiency in your business processes*
- *Reduce time to market*
- *Focus on your core business activities*

In times of economic downturn, it's the IT spend that often feels financial pressures. Challenges range from managing business critical IT systems with reduced IT budgets to achieving increased profitability through customer acquisition / retention and real time services.

Tata Infotech has been helping its customers face this challenging environment, by sharing risks and reducing cost through its proven delivery model providing typical savings to the tune of 40%.

Leading retailers have benefited from Tata Infotech solutions. Examples of such solutions include improved applications support & enhancement and cost effective custom developed solutions, for providing the client with the right product - at the right time while providing value for money, through efficient monitoring using Business Intelligence solutions across Time, Products, Geographies and Accounts for functions of Sales, Vendor, Cost, Price, Invoice, Transportation and Task Performance.

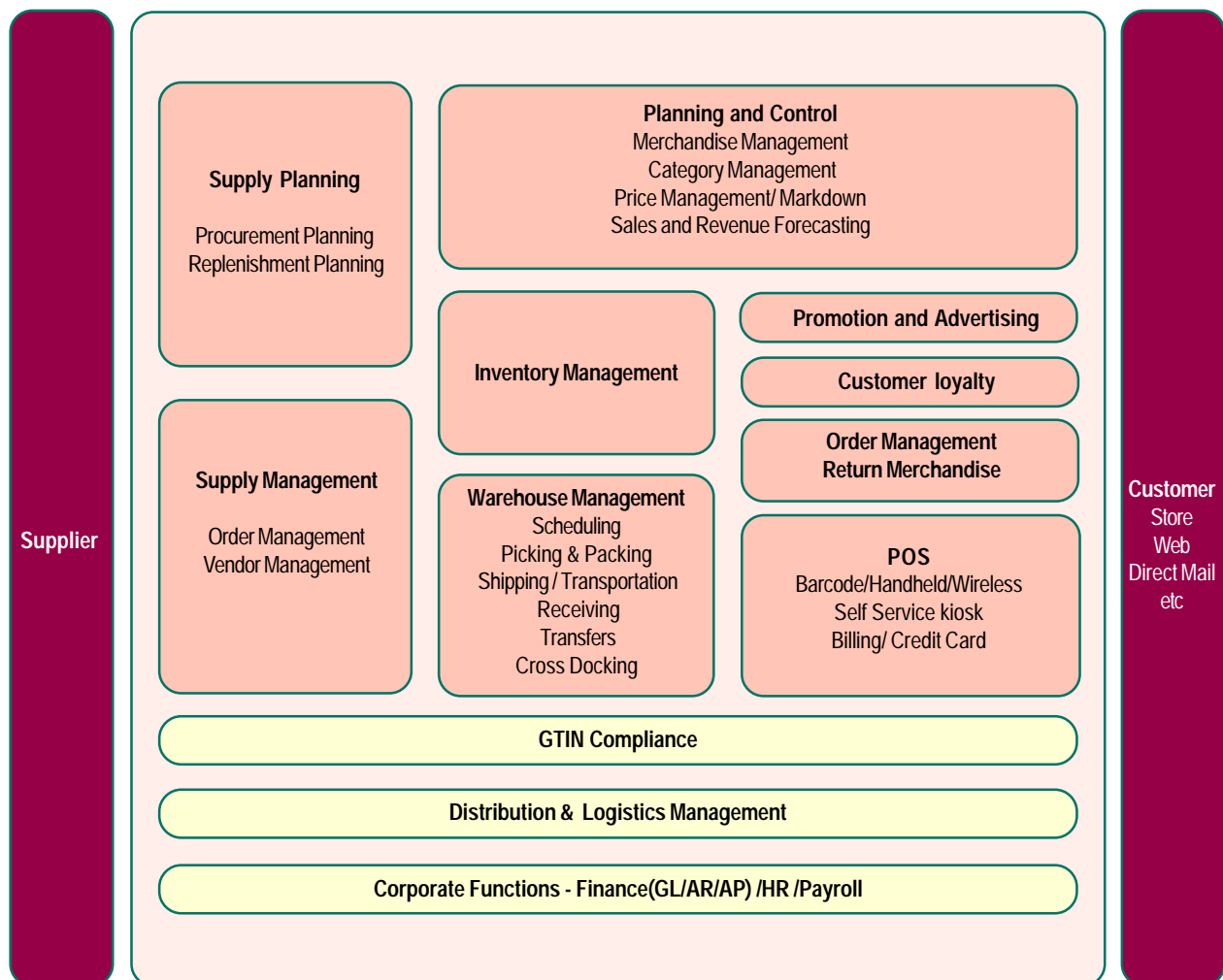
Tata Infotech focuses on the problems specific to the industry and strives to provide the most suitable solutions that yield maximum returns on investments from technology. Domain experts with industry background make it easier to understand and translate business requirements into technology solutions.

Quality	Efficiency	Lower cost
Retail Industry Experience Merchandise Planning <ul style="list-style-type: none"> Assortment Planning, Category Relationship Product allocation Inventory Management Customer Segmentation Category Management E-tailing <ul style="list-style-type: none"> E-Merchandising E-Booking E-Survey POS Solutions Customer Loyalty Supply/Demand Planning Distribution Management <ul style="list-style-type: none"> Planning Purchasing Executing Monitoring Warehouse Management <ul style="list-style-type: none"> Receiving & Picking Putaway Inventory Management Fulfillment Loading and Shipping Optimization Fleet Planning/Scheduling Preventive Fleet Maintenance	Service Offerings Application Services <ul style="list-style-type: none"> Development and Maintenance Testing Services Implementation Reengineering and Web-enabling Systems Integration Services Infrastructure Services <ul style="list-style-type: none"> 24 x 7 Support Facilities Management IT Enabled Services <ul style="list-style-type: none"> Call Center Help-desk Services Business Process Outsourcing Technology Offerings Business Intelligence <ul style="list-style-type: none"> Business Analytics Gross Profit Planning & Reporting Location Based Intelligence Enterprise Application Integration (EAI) Enterprise Information Portals (EIP) Smart Cards Self Service Kiosks Security Consultancy / Audit MIS Services <ul style="list-style-type: none"> Financial Accounting-AR/AP/GL Payroll Processing & HRMS Applications Accounting 	

Retail Industry Framework

Tata Infotech has a composite framework for the various functions of retail and distribution operations which reduce time to market and development costs significantly. This is organised as follows:

Tata Infotech understands a complete gamut of retail application landscape. With its domain competency and market knowledge it can help develop an efficient and economic solution for the specific client needs covering different components of the application as shown below.



Case Studies

Business Intelligence Solution

India's largest Packaged Mass Consumption Goods (PMCG) Company and one of the 5 biggest exporters, with leadership in Home and Personal Care Products, Foods and Beverages and Specialty Chemicals. The diverse range is manufactured in close to 100 factories, involving 2,000 suppliers and associates, distributed through a network of 7,500 redistribution stockists. Tata Infotech created data marts and developed Business Intelligence Solution for analysis of market research data for Customer Segmentation, Brand Loyalty and Association Building.

*Better planning
Online analysis of data*

Customer Order Fulfillment System

A leading US drug store chain, combining its modern store base, strong brand, and superior pharmacy technology with a team of 77,000 associates serving customers in 30 states and operating more than 3,600 stores, with sales of over \$14 billion. The client has a multi-project ongoing relationship with Tata Infotech covering various functions. The Customer Order Fulfillment / Processing application provides functionality for creating orders (against prescriptions) and maintaining doctors, customers and drugs by means of smart user interfaces.

*Reduced response time and costs
Improved store management*

Offshore Development Center

A Fortune 100 food retailer has set up ODC with Tata Infotech for multiple projects. The ODC has been active since September 2001 developing BI, e-biz and point-of-sales & other solutions such as web based systems for order management, dock schedule management, promotions management and performance tracking. The customer awarded Tata Infotech a plaque in recognition of two years of successful and fruitful partnership.

*Substantial reduction in costs
Online data analyses & reports*

ERP for Logistics

A Rapidly Growing Indian Conglomerate selected Tata Infotech as its partner to implement ERP solution to cater to its logistics activities encompassing Procurement Planning, Purchasing, Warehouse Management, Inventory Management, Sales Control, Distribution and Finance. Tata Infotech undertook Conceptual and Detailed Design, Coding, customization, Testing, Implementation and support

*Improved management
Responsive and quality service*

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