

iON Retail Solution

Overview

Successful retail chains understand the need to stay agile to respond swiftly and accurately to changing market dynamics, in order to get ahead in an intensely competitive market. Further, these enterprises seek to merge the front- and back-end operations in order to work together seamlessly. Achieving this level of maturity is time- and effort-intensive, but it enables you to scale up easily.

We, at Tata Consultancy Services (TCS), understand the challenges that retail outlets face in ensuring a continuous positive impact on customers. With customer acquisition being the key to higher sales, we recognise your need to ensure this through complete control over, and end-to-end visibility of, your operations across branches. We enable this through the iON Retail Solution, our comprehensive system that allows you to manage every aspect of the business, while streamlining your processes. Point of Sale, loyalty management, store inventory management, and warehouse management modules are the four pillars of our solution. The data contained in these is well-defined in the supporting master data management module. The modules are supported by useful merchandise management, customer relationship management, vendor management, replenishment planning, materials management, marketing management, and commercials and pricing modules. In addition, the solution seamlessly integrates with associated solutions from the iON stable such as Finance & Accounting, HRMS etc., to further ease the management of a geographically spread retail chain.



Application Modules

Simplified Point of Sale (PoS)

This on-premise module is deployed at the store itself, and includes:

- Invoicing
- Integration with loyalty solution
- Special features - Special features include the following among others - printing gift receipts without the price, combination payment modes such as cash and credit card, capture details to facilitate home deliveries, sell gift vouchers and extend the validity of gift vouchers.

Advanced Store Inventory Management (SIM)

Deployed at the back office to manage inventory, the module connects with the PoS to reflect accurate inventory counts. The module manages:

- Orders-Purchase Orders, Customer Orders and Store Orders
- Goods received
- Transfers between stores
- Returns to vendor/warehouse
- Inventory counts
- Inventory adjustment

Well-defined Loyalty Solution

Helps set up, manage and maintain a loyalty programme. The module allows you to:

- Set up different kinds of loyalty programmes
- Manage the loyalty programme by enrolling primary, associate, and privilege members
- Maintain member data
- Manage special features-Special features include the following among others - define tender wise earning percentage, creation of different card types and defining of templates for loyalty or privilege cards.

Warehouse Management System (Distribution Center)

Controls the movement and storage of goods in the warehouse. The module includes:

- Warehouse storage
- Order processing
- Inbound transactions
- Transfer-out and transfer-in
- Out-bound transactions
- Inventory counts, dispositions, write-offs, and adjustments.

Master Data Management (MDM)

Maintains the master data. The module allows you to:

- Define merchandise hierarchy levels
- Manage product data to define item attributes and the values to be held within
- Manage the store locations and warehouse locations
- Manage department master
- Manage vendor master
- Manage promotions, both item level and group level

Other modules

- **Merchandise Management:** Helps generate assortment plans and give buyers estimates.
- **Customer Relationship Management:** Calculates customer rewards, tracks customer buying patterns, and captures customer feedback.
- **Vendor Management:** Captures detailed information about parties, carriers, agents, and terms
- **Replenishment Planning:** Helps manage demand for products based on selling patterns and seasonality, and forecast demand based on pre-defined parameters, past sales history, and trends.
- **Material Management:** For inventory counts, adjustments, and shared inventory management.

- **Commercials:** Handles various commercial transactions to have complete control of finances.
- **Pricing:** Allows promotions, price cuts, and markdowns, and helps watch prices and price cycles.
- **Marketing management:** Offers options to manage promotions and manage existing customers.
- **User Management:** User entity mapping, role entity mapping and workflow configuration.
- **Widgets:** Configurable as per the requirements For eg. Real time dashboards for Sales by location/ date/ customers, last 10 sales orders/ purchase orders, etc,

- Location-wise receipt totals
- Supplier-wise receipt totals
- Gift voucher redeemed report
- GRN master report

Reports Generated

- Transfer-in report
- Transfer-out report
- Transfer request report
- Final inventory count item-wise detail report
- Final inventory count item-wise summary report
- Final inventory count category-wise summary report
- Aging analysis report
- Summary of customer orders report
- Inventory adjustment report
- Stock report
- Stock hierarchy-wise report
- Stock movement report
- Write off and disposition reports

Reports

The iON Retail Solution offers an operations dashboard for better decision-making, drill down reports including hierarchy level reports, custom grouping, and consolidated reports, dashboard on key performance indicators, and traffic lights to highlight the status of important parameters.

A representative list of some of the reports

- Category-wise receipts total
- Credit note redeemed and expired reports
- Location-wise, item hierarchy-wise receipt, order, and RTV details



Benefits

Greater efficiency. The seamless integration of isolated systems helps information flow efficiently. The integrated, fast, and accurate PoS system brings in greater efficiency in day-to-day operations, as well as enables more control over check-out counters and different customer check-out scenarios. The seamless integration of the PoS and F&A Solution helps track different sales tax structures, which are applicable in different states.

Informed decision-making. Streamlined functions ensure comprehensive reports based on consistent and accurate data, which help make critical decisions. Better decisions pave the way for higher productivity. Access to a smooth flow of consolidated financial information, representing operations of multiple vendors, also enables vendor-wise tracking of costs and revenues.

Data integration. Data integration offers greater visibility of information across the supply chain and seamlessly integrates front-end and back-end processes, thus eliminating losses accruing from out-of-sight, out-of-mind scenarios. This also helps prevent revenue leaks and optimises resource utilisation, resulting in better control and higher returns on investment.

Better inventory control. More control over inventory processes, including the ability to make inventory adjustments in real-time, favourably impacts your topline and bottomline. It also facilitates better planning, leading to lower inventory levels, thereby reducing costs.

Increase in customer base. The solution helps manage multiple billing and collections points for customers, more efficiently. Access to customer aging data helps manage credit sales. Inbuilt loyalty programmes help focus on continuing excellence in customer services to enhance customer satisfaction and increase sales.

Why iON

iON provides comprehensive solutions that address varied IT requirements. From network to ERP, iON is offered as a single service, in a pay-per-use model, allowing you to leverage the solution's true potential. iON ensures integration of all processes along with ease of use.

iON promises:

- **High performance in normal broadband;**
- **Stringent security and data privacy ;**
- **Guaranteed availability (99 per cent uptime);**
- **Disaster recovery;**
- **Reduced need for IT staff.**

iON, therefore, manages your processes while you use the software. You gain from:

Integrated solutions

We ensure that all your solutions are connected. For example, if you are using a CRM along with an ERP, and have a document management system to organise your files, we ensure that these solutions are connected and work as one. So for you, it is simply IT and not applications.

Increased agility

We bring in the agility to keep pace with changing processes or a new line of business. We help you configure the processes to work differently or simply choose new practices recommended by the software. Our activation system flags on best practices while the system is running. As you pick and choose, we give you more options to choose from.

A pay-as-you-use model

This model eliminates capital investment as we provide the IT infrastructure and software on rent. You pay as you use and only for the number of users who actually use the software. The rent is charged monthly. Typically, the cumulative rental for three years is equal to the capital cost of acquiring similar or lesser software with one-time payment. Usually, the ROI exceeds rental within three months, when best practices are well followed. The rental includes maintenance and training, with no hidden costs.

Personalised solutions

Although this is a cloud service, the software is configurable to each business. You will always get the flavour of your own business by picking and choosing what processes you would need.

Automatic upgrades

We continuously invest in our solutions to ensure best practices. We enrich the software based on user feedback and business and statutory changes. We ensure the upgrade without disrupting the user.



TATA CONSULTANCY SERVICES

Hardware + Network + Software + Services

About iON

iON is Tata Consultancy Services' strategic unit for Small and Medium Business. iON provides end - to - end business solutions to the SMB segment, the growth engine of the economy. iON caters to the needs of multiple industry segments with best practices gained through TCS' global experience, domestic market reach, skills, know-how and delivery capabilities.

For more information, visit us at www.tcsion.com

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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

IT Services Business Solutions Outsourcing

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