For Your Big Day, Every Day.

The Golden Age of Retail Commerce is Here.

Four essentials for Retail Commerce Success

With the rise of eCommerce, every entrepreneur has the perfect tool to create a retail brand. And every customer has the world's biggest shopping mall at their fingertips. Needless to say, the past few years have seen unprecedented growth of online retail, accelerated by the pandemic and catalyzed by digital innovations along the way.

Top factors driving the unprecedented growth of retail commerce

Tailored experiences, streamlined buying
With recommendation engines and rich content, customers can find what they need with ease.

More options, less restrictions
With global shipping and reducing delivery times, consumers can buy virtually anything online and get it fast.

Mobile experiences, maximum convenience
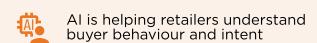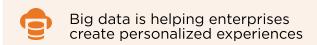Mobile experiences, one-click check out, and seamless returns help consumers shop on the go.

Tata Communications | Retail | 2

Top trends taking the retail marketplace to a new level

AR Augmented Reality has created unique shopping experiences

AI AI is helping retailers understand buyer behaviour and intent

Big data is helping enterprises create personalized experiences

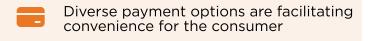Diverse payment options are facilitating convenience for the consumer

API APIs are unifying people, places, systems, data and algorithms

The top roadblocks on the way to digital retail success

As the customer expectations evolve in a marketplace that keeps getting more competitive, new challenges emerge for retail businesses.

Expectations

Customers expect every purchase to be executed with zero hassle, every delivery to be made before ETA, and every shipment to be in mint condition.

Experiences

Customers expect every purchase to be executed with assistance, every platform experience to be smooth, and for their digital buying cycle to be streamlined.

Fragmented Supply Chain

Expanding vendors and distributor networks bring the challenges of shipment tracking and vendor collaboration to the table.

4 Retail Essentials
For Your Big Day, Every Day

Every purchase is precious for the consumer - and a precious opportunity for your brand to leave a lasting impact that converts to repeat business.

Remove the roadblocks to retail success and embrace the shift to a digital-first world with these 4 essentials:

Customer Engagement Transformation

The Value

- The flexibility to support traffic spikes during discount sales, festival, and holiday seasons
- Engaging product demos via on-demand, real-time connect with sales agents
- Streamlined operations and cost reduction with cloud communication platform
- Improved Average Wait and Handle Time resulting in better productivity for employees

The Key

Content Delivery Network

Accelerated, secure, and efficient content distribution network to take your end users' website experience to a new level with image optimization, data security, video content delivery, and acceleration services.

Contact Center as a Service (CCaaS)

Omni-channel communications solution for seamless, personalised, and secure experiences using voice, and virtual collaboration for your sales agent for live to product demos, features and to collaborate internally.

Communications Platform-as-a-Service (CPaaS)

Turn your applications into active customer engagement channels with a communications platform that includes carrier grade programmable voice and messaging services, a visual design tool, Multi-Factor Authentication (MFA), Auto-Attendant, IVR, Call Queuing and Number Masking.

Digital customer experience platform

Leverage video and live collaboration tools to recreate the seamless, personalized, immersive in-store experience online and boost revenue with interactive customer experiences.

Agile Digital Infrastructure

The Value

- Ecosystem for fast-growing data & applications to overcome operational complexity and security loopholes
- The ability to seamlessly scale your infrastructure for high performance and self-service capabilities
- The power to quickly set up, expand and reduce time to market through secure, compliant digital infrastructure
- Interconnected stores and warehouses to support traffic spikes

The Key

IZO™ Cloud Platform and Services

Tata Communications' IZO™ Cloud Platform & services offer a one-stop-shop cloud solution that meets all your business needs. You can simplify deployment and unlock a unified cloud experience with solutions like IZO™ Private Cloud, IZO™ Cloud Containers, and IZO™ Managed Cloud service.

Agile Network Connectivity

Ensure application performance, visibility and control with IZO™ SDWAN. Transform your network by driving digital transformation with IZO™ Internet WAN's predictable routing, consistent network performance, end-to-end Service Level Agreements (SLAs) and reporting capabilities. And leverage IZO™ Private Connect to interconnect your stores and warehouses, delivering high performance, reliable and secure application experience.

Interconnected Warehouses

The Value

- Real-time SKU monitoring for quick on-shelf replenishment and increased productivity of purchase
- Consistent in-store customer experiences via customized advertisements, security monitoring, and data gathering
- Private network options for total control over large warehouse complexes and shopping malls
- Secure, versatile, scalable and reliable connectivity to cater for evolving applications

The Key

Tata Communications MOVE™

Offering high uptime performance, our Move™ solution helps you set up temporary storage for efficient, agile inventory management, monitor SKUs in real-time for quick on-shelf replenishment, boost procurement productivity and automate operations for optimal outcomes.
It helps you deliver seamless around-the-world mobile connectivity with unrestrained excess to your data and applications anywhere and anytime.

Global VPN (GVPN)

Interconnect stores, warehouses, and data centers through high-performance MPLS connectivity that extends your global reach across 190+ countries through our 200+ direct PoPs. Only pay for what you use and keep a close eye on performance through detailed reporting, optimising your network to boost efficiency and save cost.

Integrated Supply Chain Operations

The Value

● Delivery of enhanced customer experiences via faster freight booking and automated processes
● Real-time tracking to monitor the location as well as the condition of freight
● Online portal and dashboard to manage all your connections—existing or new—using a single interface
● The ability to handle unplanned delivery roadblocks and capability to optimize vendor base, distributor network, & warehouse

The Key

Managed network services along with global VPN

Fulfil the intelligent connectivity requirements your supply chain needs, providing options to enable Edge computing for local processing of data—so that you can derive actionable insights into operations.

Tata Communications MOVE™

Leveraging a combination of mobile and cloud connectivity, Tata Communications MOVE™ uses IoT in supply chain management to automate logistics and incorporates the functions needed for IoT lifecycle management for connected assets. It provides connectivity to help track the location and condition of cargo, improve efficiency and enhance capacity utilization.

Zero Trust & NetFoundry

Zero Trust' is a network security model, based on a strict identity verification process. The NetFoundry zero trust architecture is highly scalable to serve potentially millions of PoS devices and protects applications and users from advanced security threats on the Internet – especially relevant for payment ecosystem.

For Your Big Day, Every Day

Four essentials for Retail Commerce Success

Read our eBook

About
Tata Communications

Tata Communications is a leading Digital Ecosystem Enabler that powers today's fast-growing digital economy.

The company's customers represent 300 of the Fortune 500 whose digital transformation journeys are enabled by its portfolio of integrated, globally managed services that deliver local customer experiences. Through its network, cloud, mobility, Internet of Things (IoT), collaboration and security services, Tata Communications carries around 30% of the world's internet routes, and connects businesses to 60% of the world's cloud giants and 4 out of 5 mobile subscribers.

The company's capabilities are underpinned by its global network, which is the world's largest wholly owned subsea fibre backbone and a Tier-1 IP network.

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India, and it serves customers in more than 200 countries and territories worldwide through its technology capabilities and partnerships.

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

Contact Us