

## Merchandise Optimization

In today's competitive marketplace, consumer-centric merchandising (CCM) is essential to attract and retain customers. The need for CCM is being driven by:

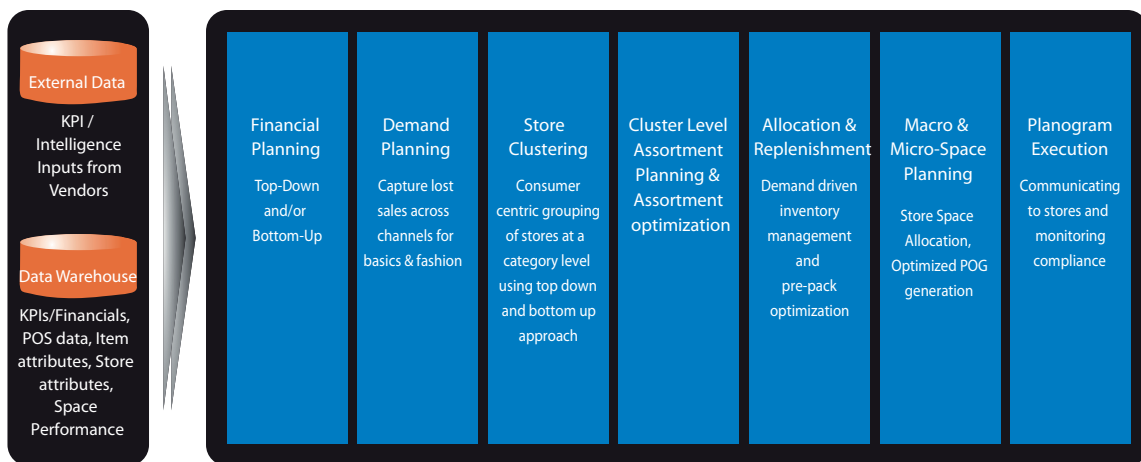
- Blurring of channels and proliferation of products
- Declining shopper trips
- Changing consumer demographic profiles
- Large, low priced competitors

### Infosys Merchandise Optimization Solution

Infosys' Merchandise Optimization solution provides the platform for insight based decision making to help create localized or customer centric assortment and space plans. This enables retailers to achieve better margins and revenues and higher inventory productivity. Coupled with Infosys' change management expertise, the solution accelerates and de-risks your merchandising initiatives.

Our solution provides retailers with:

- **Simultaneous Optimization of Assortment and Space**  
Ensures optimal planning of assortment and space given the fact that availability of store space is a key constraint for the assortment that can be carried
- **Customer segmentation and Store Clustering**  
Helps identify stores exhibiting similar propensity to sell and characterized in a way merchants describe customers
- **Clean and consistent Master Data Management**  
Ensures single version of the truth for the building of next generation merchandising capabilities
- **Simultaneous Optimization of Macro and Micro Space Planning**  
Leads to lower labor costs, higher inventory productivity and increased revenues & margins per square foot of selling space
- **Successful Change Management**  
Ensures buy-in from top management and involvement of all levels of organization to de-risk merchandising initiatives

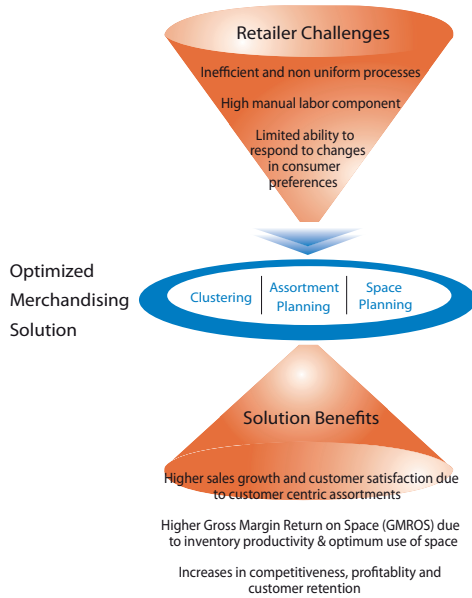


### Solution Benefits

Infosys' Merchandise Optimization solution helps enhance business performance with:

- Higher sales growth and customer satisfaction due to customer centric assortments
- Higher Gross Margin Return on Space (GMROS) due to inventory productivity & optimum use of space
- Reduced markdowns in seasonal and promotional merchandise
- Faster time to market for new product introductions
- Reduced store labor and planogram distribution costs
- Speedy & relevant business insights in the merchandising space

## Solution Approach



The Infosys Merchandise Optimization solution helps retailers implement business processes supported by integrated merchandise planning tools. Our approach to client issues involves the following range of services:

- Analysis to identify process issues and opportunities
- Identification of industry best practices and key application capabilities
- Definition of future state merchandising processes to help achieve business objectives.
- Detailed package evaluation to determine tools required and review tool capabilities via gap analysis
- Definition of solution options - package, custom build, and process enhancements
- Definition of implementation road map to identify and sequence implementation initiatives

## Infosys Retail & CPG Practice

Our Retail & CPG Business Unit provides business solutions to the industry's leading firms to enable them to become more competitive. Our client base spans all major segments of the value chain, from leading retailers to distributors and CPG manufacturers.

The 5000+ strong practice provides services that include business process conceptualization, process engineering, package selection and implementation. We are an active member of EPCglobal and ARTS (Association for Retail Technology Standards).

## Allied Services

### Business Consulting

Provides you with strategic differentiation and operational superiority, assessments, proprietary industry analyses & projects structured around beating the competition.

### Business Intelligence

As data volumes grow, extracting knowledge from the data will be a challenge. Our business intelligence solution is designed to deliver that power to you enhancing your customers' experiences, by designing real-time data warehouses.

### Enterprise Application Integration

Make the whole of your IT applications much greater than the sum of their parts. Infosys can leverage the Global Delivery Model (GDM) to deliver immediate and dynamic productivity growth like no one else can.

### RFID Implementation

The success of your RFID program depends on selecting the right processes and technologies. Our RFID reference architecture and phased approach mitigate your risks and ensure seamless integration with your existing enterprise systems.

**Infosys** | Building **Tomorrow's** Enterprise

### About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit [www.infosys.com](http://www.infosys.com).

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