



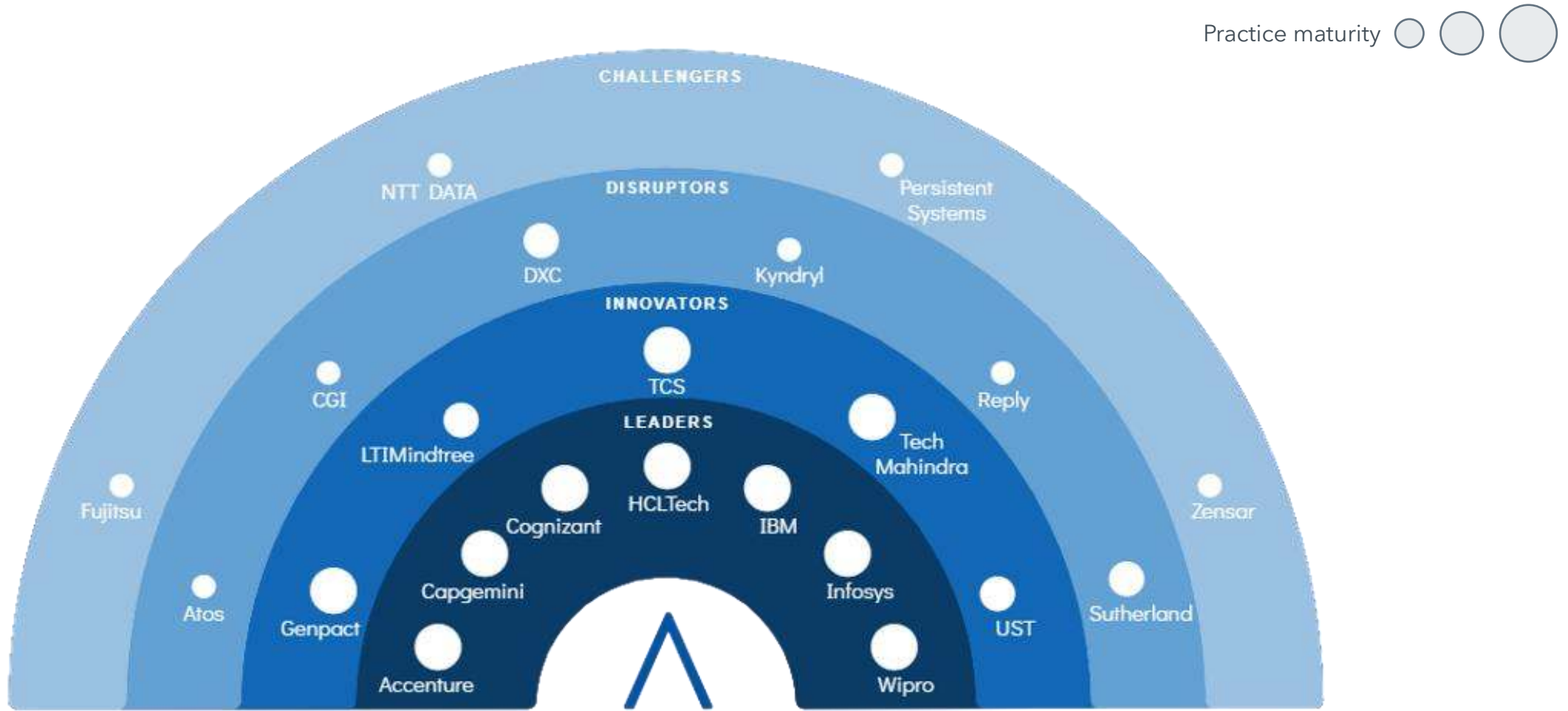
# Retail Digital Services 2024 RadarView™

Elevating customer experience  
using emerging technologies

March 2024



# Avasant recognizes 22 top-tier service providers supporting the retail industry in digital transformation



Note: Please refer to Avasant's *Retail Digital Services 2024 Market Insights* for a detailed analysis of the enterprises and demand-side trends.

# LTIMindtree: RadarView profile



**Practice overview**

- Practice size: 2500-3000
- Active clients: 20-50
- Delivery highlights: 42 global delivery centers

**\$1.08B**  
Q3 FY 2024  
organisation  
wide revenue

**>60%**  
Digital revenue of  
retail FY 2023

**Industry-specific solutions/offerings**

REDAR	An AI-based automated solution powered by Gen AI that supports e-commerce growth with insights
APEX	A next-generation assortment management and recommendation platform
Canvas AI	A Gen AI-powered software engineering platform that predicts outcomes for decision-making
FOSFOR	A data-to-decision product suite designed to facilitate data commerce at speed and scale

**Sample clients**

- A European sports and footwear retailer
- A UKI based electronics retailer
- A US-based consumer electronics retailer
- An American home improvement retailer
- An Indian online grocer
- A multinational convenience store chain

- Practice maturity ★★★★★
- Investments & innovation ★★★★★
- Partner ecosystem ★★★★★

Drives retail transformations by enhancing consumer experience with the help of an extensive portfolio of advanced solutions.

**Partnerships/alliances**

Leverages Adobe Experience Cloud to enhance customer experience  Partnered to deliver advanced analytics and machine learning capabilities in the cloud  Utilized their and S/4 HANA platform to accelerate enterprise transformation  Partnered to help enterprises modernise data and undertake digital transformation initiatives	Utilized Databricks Lakehouse Platform to help enterprises better leverage data  Partnered to provide capabilities across several areas, including data and AI and security  Leverages Salesforce Data Cloud to enable efficient store visit planning for retailers  Partnered to provide cloud consulting and strategy capabilities to enterprises
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**Value chain coverage**

- Sourcing and procurement
- Inventory management and warehouse operations
- Marketing
- Customer experience
- Fulfillment
- Sustainability

Darker color indicates higher industry concentration: ●●●●●



# LTIMindtree: RadarView profile

## Case studies

Client	Capability	Summary	Business Impact
A UKI-based electronics retailer	<ul style="list-style-type: none"> <li>AI and Analytics</li> <li>Cloud</li> </ul>	<ul style="list-style-type: none"> <li>The client wanted a broad-based transformation to drive personalization, enhanced search, cross-sell and up-sell, promotions, and better UI/UX.</li> <li>LTIMindtree collaborated with the retailer, creating a swift transformation road map encompassing cloud migration, hyper-personalization, Salesforce Customer 360, and more. The accelerated transformation covered commerce, content, customer 360, associate app, telesales, system integration, Shop Live and customer support.</li> </ul>	<ul style="list-style-type: none"> <li>Increased conversion rates and customer online engagement</li> <li>Increased online sales</li> </ul>
A convenience store chain	<ul style="list-style-type: none"> <li>AI and Analytics</li> </ul>	<ul style="list-style-type: none"> <li>The client wanted a meaningful, personalized experience for their customers</li> <li>LTIMindtree developed a solution to leverage on-demand scalability with parallel processing capabilities using databricks and pyspark. It offered various APIs for easy use and automated data processing, enabling seamless integration with all data sources from start to finish.</li> </ul>	<ul style="list-style-type: none"> <li>Increased overall cost savings</li> <li>Improved measurability, visibility, and insights</li> </ul>
A European sports & footwear retailer	<ul style="list-style-type: none"> <li>AI and Analytics</li> <li>Cloud</li> </ul>	<ul style="list-style-type: none"> <li>The client wanted a solution to identify customer order purchasing behavior and customer growth factors.</li> <li>LTIMindtree implemented an integrated perspective of customer behavior and preferences by employing analytical methods such as cluster analysis, logistic regression, decision trees, and random forest. Moreover, it comprehended customers' pricing approach and analyzed competitors' promotional strategies.</li> </ul>	<ul style="list-style-type: none"> <li>Automated ~80% of operational tasks</li> <li>Improved supply chain performance, including on-time in-full and low stockouts</li> <li>Faster time-to-market by 75%</li> </ul>
An Indian online grocer	<ul style="list-style-type: none"> <li>AI and Analytics</li> <li>Cloud</li> </ul>	<ul style="list-style-type: none"> <li>The client needed a model to forecast demand and increase its presence in India.</li> <li>LTIMindtree implemented a scalable cloud-based AI/ML forecasting model for predicting out of stock inventory and wastages. Redesigned the forecasting solution with big data, AWS redshift, and spark technologies for scalable implementation. Implemented an API framework for integrating forecasts into downstream applications.</li> </ul>	<ul style="list-style-type: none"> <li>Implemented a scalable solution across 150+ locations and up to 25,000 stock keeping units in India</li> <li>Improved accuracy in forecasting</li> <li>Automated transmission of forecast information and performance effectiveness monitoring.</li> </ul>

# LTIMindtree: RadarView profile

## Analyst insights

### Practice maturity



- It has a strong presence in the retail industry driven by its domain expertise-led consulting, consumer experience capabilities, and in-store experience transformation. It has a dedicated experience design group provides cross-channel experience, mobility user experience, interaction design, and visual design for retailers.
- It offers comprehensive solutions leveraging AI, computer vision, mixed reality, and conversational AI technologies. For example, it delivered a cloud-based analytical platform for a CPG company, ensuring on-demand scalability and robust parallel processing capabilities.
- LTIMindtree has invested in projects supporting organizations to integrate sustainable practices throughout their value chain and assisting them in achieving a zero-carbon footprint. Moreover, LTI Mindtree offers a pioneering solution titled "Sustainability First," designed to cater to the unique needs of the retail sector, prioritizing eco-friendly practices and fostering sustainable growth.

### Investments and innovation



- LTIMindtree has actively invested in cutting-edge technologies such as the metaverse, 3D face tracking, blockchain, and generative AI (Gen AI). In 2022, the company was at the forefront of providing metaverse services to transform businesses, leveraging non-fungible development, robotics, IoT, AR/VR, and blockchain to seamlessly link virtual and physical worlds. Additionally, LTI Mindtree has organized its blockchain competency to encompass the metaverse, Web3, and non-fungible tokens, reflecting its commitment to emerging technologies.
- In 2023, LTIMindtree announced the launch of its SaaS-based hybrid cloud management platform Canvas CloudXperienz. The platform, powered by AIOPs for IT operations, enhances digital transformation with efficiency, security, and scalability.

### Partner ecosystem



- LTIMindtree has partnered with all three leading cloud providers, Amazon, Microsoft, and Google, to provide cloud migrations and other platform services. In addition, it leverages alliances with niche players such as data alliance with Databricks, collaborates with O9 for the development of industry-specific next-generation supply chain solutions, Snowflake for integration, and Sitecore for enhancing content marketing to improve customer experience.
- LTI Mindtree has provided extensive Salesforce Marketing Cloud services to enterprises for more than 19 years. It has partnered with Adobe, IBM, and Oracle for experience cloud, retail, and e-commerce platforms, respectively. Moreover, in 2023, LTIMindtree launched two industry solutions, AdSpark, and Smart Service Operations, to accelerate the time-to-market for businesses on the Salesforce platform, catering to the retail industry.

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