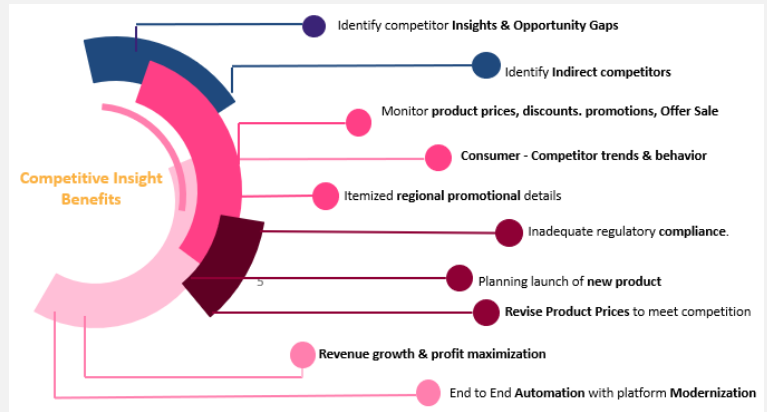# Competitive Insights of Market and Industry Products

Platform which delivers insights of market competition & industry products that allows advanced risk identification and upcoming opportunities

Need for Competitive Insights

Enterprises are continuously evolving in the services they offer to their clients. There is always a strong competition in product and service space. Lack of appropriate enhancements to measure and improvise lead to drift in quality output to the consumers.

An innovative mechanism supported by AIML led insights is key necessity to maintain the topmost space in business

Competitive Insight Benefits

- Identify competitor **Insights & Opportunity Gaps**
- Identify **Indirect competitors**
- Monitor **product prices, discounts. promotions, Offer Sale**
- **Consumer - Competitor trends & behavior**
- Itemized **regional promotional** details
- Inadequate regulatory **compliance**.
- Planning launch of **new product**
- **Revise Product Prices** to meet competition
- **Revenue growth & profit maximization**
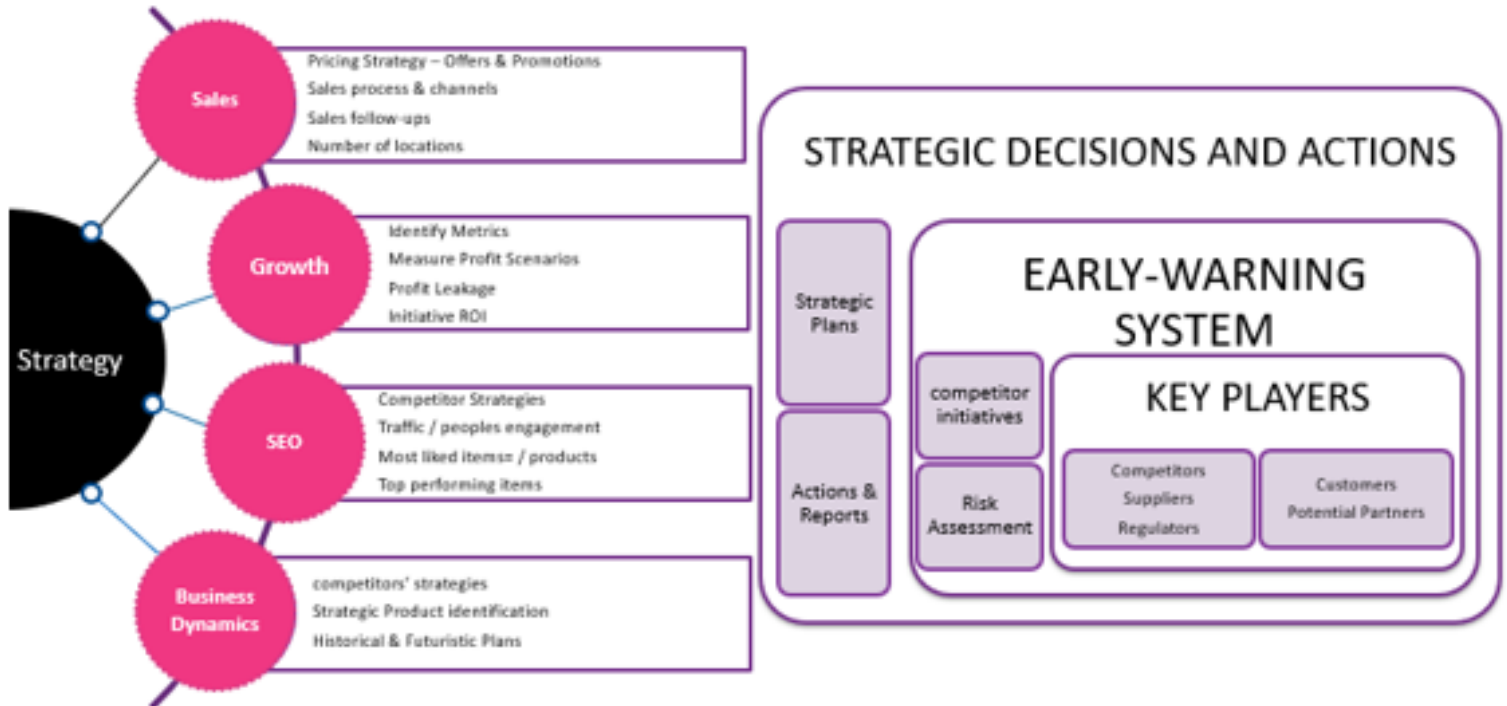- End to End **Automation** with platform **Modernization**

Challenges

In today's competitive world every experienced market player knows their rivals company's and they continuously focus to discover competitive insight from market trends to competitive landscape analysis.

To mark our existence in today's competitive world, we need to keep close watch over our competitors and position ourselves.

This helps us in continuously monitoring their strategy, understand market needs, consumers sentiments, demand which will at end help us in predicting and mitigating the risks in advance as well to meet organisational commitment towards Growth & Revenue figures.

Therefore, to have effective marketing strategy often begins with conducting a competitor analysis to discover competitors' strengths and weaknesses in different areas of performance

Strategy

Sales
- Pricing Strategy – Offers & Promotions
- Sales process & channels
- Sales follow-ups
- Number of locations

Growth
- Identify Metrics
- Measure Profit Scenarios
- Profit Leakage
- Initiative ROI

SEO
- Competitor Strategies
- Traffic / peoples engagement
- Most liked itemsn / products
- Top performing items

Business Dynamics
- competitors' strategies
- Strategic Product identification
- Historical & Futuristic Plans

STRATEGIC DECISIONS AND ACTIONS

- Strategic Plans
- Actions & Reports

EARLY-WARNING SYSTEM

- competitor initiatives
- Risk Assessment

KEY PLAYERS

- Competitors Suppliers Regulators
- Customers Potential Partners

How TCS Helped Global customer on to improve its competitive business

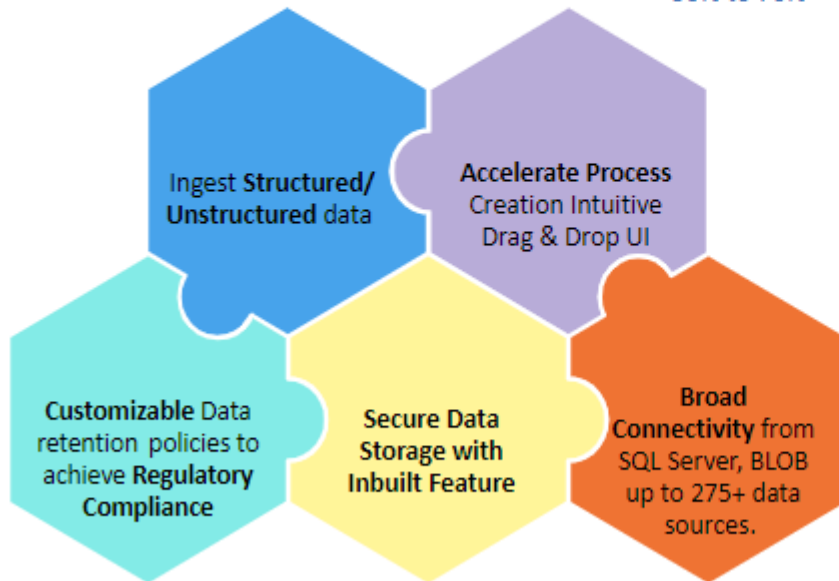Data Driven Decision Making for Risk Mitigation

Real-time Data Analytics

Improves time to market by 50% to 70%

Faster Development & Deployment

No delays and communication gaps

Ingest Structured/ Unstructured data

Accelerate Process Creation Intuitive Drag & Drop UI

Customizable Data retention policies to achieve Regulatory Compliance

Secure Data Storage with Inbuilt Feature

Broad Connectivity from SQL Server, BLOB up to 275+ data sources.

Key USPs

- **Low Code No Code** Rapid Development & Deployment
- **Highly Scalable:** scalability to adhere to enterprise needs with high compression features
- **Time to Market** Tool can be deployed in 2-3 days
- **Skillset Independent:** Self-service screens makes it adaptable to all users
- **Automation** from manual paperwork & time-consuming
- Faster Product Matching & New addition
- Custom Scalable Dashboard
- BI on **Mobile**

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 50 years. TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. This is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 528,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US $22.2 billion in the fiscal year ended March 31, 2021, and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit www.tcs.com

Building on Belief