

## TCS Consumer Packaged Goods and Distribution Solutions

### Future-Ready Consumer Ecosystems

We help fulfill omnichannel demand and sustainable consumption. Consumers expect more than convenience - they want products to be ethically and sustainably sourced, produced, and distributed.

**Challenge for CPG Companies:** In addition to enabling pervasive commerce, organizations need to tailor strategies to consumer preferences for ethical and sustainable sourcing, production, and distribution.

**The TCS Consumer Centricity Suite:** Helps build resilient, scalable, agile and nimble, consumer-first value chains to take on change, build on progress and thrive today and tomorrow.

**Key Focus Areas:** - Customer-centricity - Transparency - Efficiency - Sustainable growth across CPG and Distribution ecosystem

### Solutions and Services:

TCS Envirozone® - Mitigate ESG risks with sustainability as a service

TCS Green and Connected Ecosystem Solutions® - Better sustainability in CPG value chain

TCS Revenue Prime® - Effective net revenue management and growth

**Featured Capabilities:** - Agile for AI in CPG: A business-centric framework - Elevating Agentic AI use case discovery and prioritization - AI-powered CPG personalization and microtargeting - Harnessing generative AI in the CPG value chain

**Client Testimonial:** Corine Adams, Former CIO, Versuni: "TCS' expertise and flexibility, combined with their deep understanding of our mission, made them the perfect partner."

**Research:** TCS AI for Business Study shows most business leaders in CPG companies are optimistic about the potential of AI, providing insights into how consumer goods and distribution companies are building effective AI strategies.

**\*\*Theoretical Background\*\*** This section provides theoretical foundations and core principles underlying cpg solutions. It explains conceptual models, foundational algorithms, and frameworks practitioners use to reason about the topic.

**\*\*Core Concepts\*\*** - Definitions and formalization of the problem domain. - Key models and abstractions used in analysis (e.g., probabilistic models, optimization objectives, architectural patterns).

**\*\*Mathematical / Conceptual Models\*\*** Where applicable, include concise descriptions of relevant mathematical concepts: probability distributions, objective functions, complexity considerations, system-of-systems models, or governance/control loops.

**\*\*Implications for Practice\*\*** Practical implications, trade-offs, typical deployment considerations, data needs, evaluation metrics, and governance or compliance concerns.

**\*\*Further Reading & References\*\*** Pointers to canonical textbooks, surveys, standards, and influential papers that help deepen understanding.