



Cognizant® Stores 360

Regardless of a retailer's current size and scale, advancing their store operations to the next tier poses distinctive challenges that demand careful attention. Retailers looking to launch new stores often face delays and obstacles along the journey due to operational inefficiencies and a limited understanding of technological connectivity between stores and their ecosystem. On top of that, managing assets within stores has become increasingly complicated and handling the day-to-day tasks and responsibilities of store associates demand significant operational effort.

Cognizant® Stores 360 delivers an all-encompassing store as a service solution that integrates the front office, back office, workforce management, and corporate systems of retail environments. Our mission is to transform the Stores IT ecosystem, facilitating swift scalability, ensuring seamless operations, boosting cost efficiency, and elevating customer satisfaction.

Cognizant® Stores 360 comprises three sub-offerings, including:

New Store Opening, Build and Launch

New store opening, build and launch helps retailers execute the entire gamut of operations while rapidly launching and optimizing stores. The service includes strategy evaluation, implementation of store layouts, and comprehensive readiness testing for a successful launch

Store Management

Store management enhances daily store operations by providing real-time insights, effective task management, and a comprehensive view of key metrics. The service incorporates GenAI for improved field services and a global retail service desk for 24/7 support. The solution automates routine tasks, enhances inventory management, and boosts customer service interactions

Store Asset Management

Store asset management enables comprehensive lifecycle management of store IT assets, powered by our E-IoT observability platform and our partnership with ServiceNow. The service enables centralized asset inventory for improved data accuracy, optimizes asset and IT license costs, and facilitates demand forecasting for break-fix workflows

We're the gold standard in retail, ensuring seamless operations throughout the value chain. Our success stems from industry collaboration, expert orchestration, and strategic partnerships. With over 300 store consultants, we innovate store operations, enhance customer experience, and redefine store design.

Our robust portfolio of tools and accelerators streamlines end-to-end store operations, including orchestrations, pre-integrations, templates, and checklists. Our strategic vision and implementation mastery have led to over 100 strategic advisory sessions and 50 implementations, focusing on new store openings and optimizing existing locations.

Key benefits



Reduce time to open stores by up to 20%

Accelerate new store launches and remodels



Achieve 100% operational capacity within 8-10 weeks

Quickly transition pilot stores to full-scale operations that drive in-store traffic



Improve customer satisfaction by 2.5X

Skyrocket customer satisfaction scores across the board