40% More Productivity, 30% Less Cost: Reinventing Retail IT with AI-Led AMS

How Brillio's Integrated Automation and Intelligence Elevate Omnichannel Retail Operations

brillio

Powering the Retail
Experiences Customers Expect

For retailers, every moment matters. Whether online, in-store, or on mobile, even small delays in system performance can lead to lost sales, abandoned carts, and damaged brand perception. As digital channels multiply and backend complexity grows, the pressure to cut costs while keeping omnichannel operations resilient has never been greater. Nearly 33% of industry leaders now cite cost optimization as their top priority, even as system outage rates and performance degradation continue to rise during peak seasons.

Despite investments in AI and observability, many retailers still rely on siloed tools and disconnected systems. Visibility is fragmented, and IT teams are often stuck reacting to incidents rather than preventing them. Meanwhile, business leaders lack real-time insights into what's working - or where revenue is leaking.

Solving these challenges requires more than better monitoring. It demands a shift to AI-led AMS – an intelligent, integrated approach that unifies systems, embeds real-time analytics, and scales operations without sacrificing cost control.

In retail, every second of downtime or lag in the customer journey translates directly into lost revenue, so modern IT operations must be as nimble and customer-centric as the brands they support.

Brillio's Value Proposition:
Intelligent AMS Built for Retail

Brillio reimagines AMS for retail environments by embedding AI, automation, and predictive analytics across the IT lifecycle. From checkout failures to promotion engine downtime, we help retail enterprises eliminate friction, speed up recovery, and enhance customer engagement at scale, through:

Tool-Agnostic Architecture – Our solutions integrate seamlessly with leading tools like ServiceNow, Dynatrace, and AppDynamics, avoiding vendor lock-in and reducing TCO by up to 50%.

Integrated AI Engine – Trained on real-world IT operations data, Brillio's AI models deliver real-time anomaly detection, root cause analysis, and automated resolution, cutting resolution times by ~35%.

Persona-Based Intelligence – Dashboards and insights are tailored to digital ops teams, store IT managers, and merchandising leads, supporting KPI-driven decision-making and proactive incident management.

Agentic AI Capabilities – GenAI bots triage CX issues, resolve cart and catalog errors, execute SOPs, and support promotion workflows autonomously, boosting IT productivity by up to 40%.

To close the gap between fragmented systems and seamless customer experiences, Brillio embeds AI and automation across every phase of AMS – turning IT from a cost center into a competitive advantage.

Brillio's Capabilities:
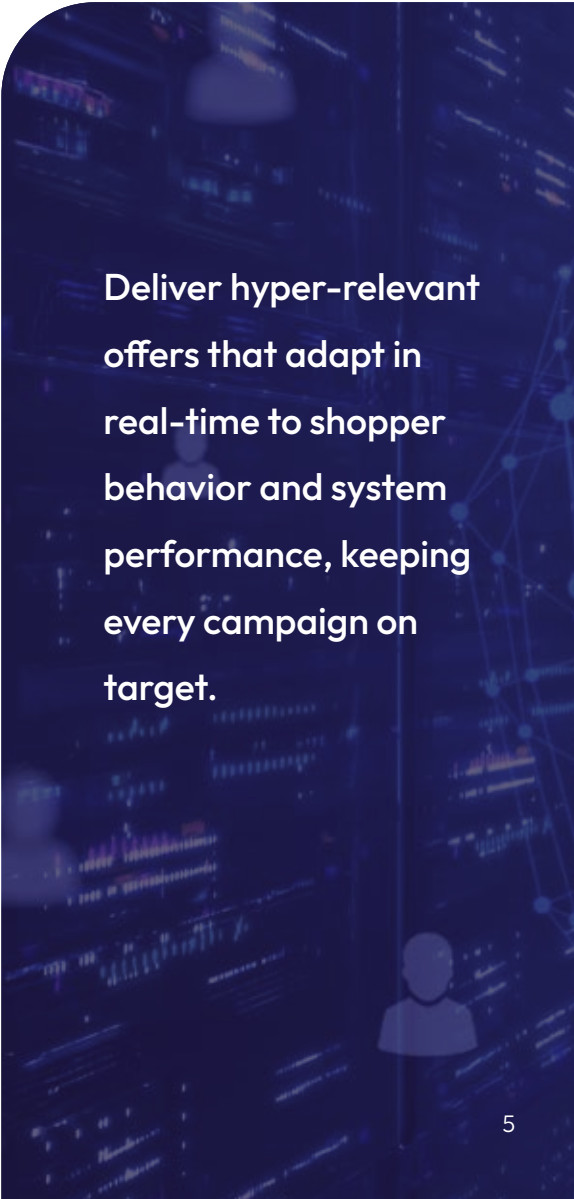## Purpose-Built for Omnichannel Retail Agility

Brillio combines AI-led automation and real-time intelligence with platform orchestration capabilities to help retailers scale smarter and adapt faster. Our AMS solution enhances cart, catalog, and checkout performance while enabling predictive insights across inventory, promotions, and customer behavior. The result is a more agile, resilient, and customer-centric retail operation built for today's fast-moving, omnichannel world.

At the heart of our solution are three core capabilities – personalized promotions, predictive inventory, and frictionless omnichannel operations – each powered by real-time telemetry, agentic AI, and modular orchestration.

Improved Customer Engagement Through Personalized Promotions

Retailers need to deliver relevant, timely offers across digital and in-store channels without disruption. Brillio enables personalized engagement at scale by combining machine learning–driven promotion engines with behavioral insights gathered from customer interactions. Through continuous monitoring of performance across web and mobile, our platform identifies issues like misfiring campaigns, broken promo tiles, or offer mismatch, and addresses them proactively.

With telemetry woven into every digital touchpoint, Brillio provides a clear, end-to-end view of promotion performance. When issues arise, agentic AI bots automatically triage and resolve them, whether by rerouting logic, refreshing stale components, or alerting marketing teams with contextual insights. These capabilities allow retail teams to maintain consistent engagement and maximize campaign ROI, even during high-traffic moments.

Deliver hyper-relevant offers that adapt in real-time to shopper behavior and system performance, keeping every campaign on target.

Optimized Inventory Levels with Predictive Analytics

Inventory decisions in retail can't rely on hindsight. Brillio's AMS platform blends real-time operational data with predictive models to optimize stock levels across the value chain. Our solution continuously analyzes sales trends, fulfillment velocity, and supply chain signals to anticipate demand shifts, identify bottlenecks, and recommend adjustments before problems occur.

By connecting these insights with backend inventory systems through home grown or 3rd party orchestration of microservices framework, Brillio enables more dynamic and responsive planning, helping retailers minimize overstocks, avoid stockouts, and reduce costly markdowns. AI agents surface actionable recommendations, while intuitive dashboards empower planners to respond quickly and strategically to changes on the ground.
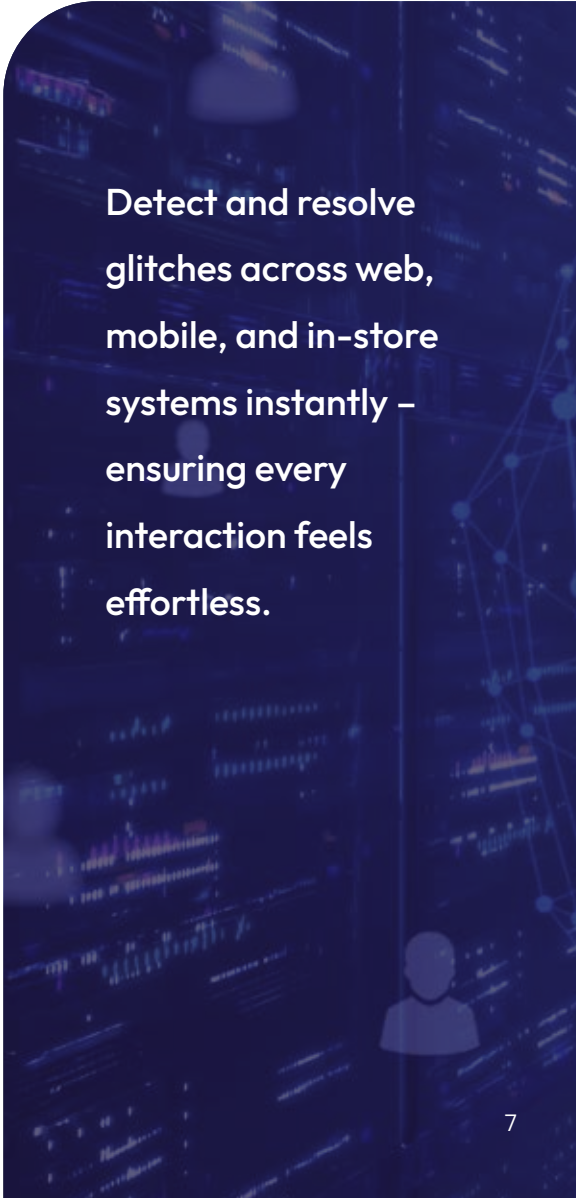
Anticipate demand shifts and balance stock automatically, so shelves stay full and markdowns stay minimal.

Seamless Shopping Experiences
Across All Channels

Today's customers expect smooth, uninterrupted service, whether they're checking out online, browsing in-app, or picking up in-store. Brillio ensures operational continuity by providing deep visibility into the systems behind the customer experience. Our AMS platform monitors the flow of activity across applications, APIs, and infrastructure, surfacing hidden performance issues and enabling rapid, automated response.

If a catalog sync lags, a checkout page loads slowly, or a backend service degrades under load, Brillio's agentic AI detects and resolves it in real-time, often before it impacts the end user. Dashboards tailored to operations and store IT teams provide a live view of system health, resolution timelines, and customer impact while self-healing workflows restore performance automatically.

The result is a consistently responsive shopping experience – online and offline – that builds customer trust and reduces operational firefighting.

Detect and resolve glitches across web, mobile, and in-store systems instantly – ensuring every interaction feels effortless.

Unlocking Scalable Value Through AI-Led AMS

In retail, speed and resilience are non-negotiable, but they're no longer enough on their own. What truly drives competitive advantage is how effectively those capabilities translate into seamless customer experiences, efficient operations, and agile innovation.

Brillio's AI-led AMS framework delivers measurable value across every layer of retail IT. Intelligent automation and self-healing workflows reduce resolution times and free up teams to focus on customer-facing priorities. Our tool-agnostic foundation helps lower long-term costs while preserving investments in existing commerce, inventory, and POS systems.

Telemetry-driven insights and predictive analytics allow retailers to stay ahead of performance issues across digital and in-store environments. From detecting anomalies in cart workflows to optimizing promotion systems, our AMS approach transforms fragmented signals into clear, real-time action for IT and business teams alike.

AMS, reimagined by Brillio, doesn't just keep systems running - it powers scalable retail transformation, deeper customer loyalty, and sustained operational agility.

What Organizations Gain:

- **Up to 40%** boost in productivity through GenAI-powered automation

- **Up to 30%** reduction in operational costs via intelligent workflows

- **35% faster** issue resolution with predictive triaging and RCA

- **Up to 50% lower** TCO with tool-agnostic architecture

- **More agile omnichannel** execution with embedded intelligence across systems

- **Fewer CX** disruptions and service slowdowns via self-healing systems

- **Real-time,** persona-based insights driving smarter retail decision-making

The proof is in the performance: with up to 40% productivity gains, 30% cost reductions, and near-instant issue resolution, Brillio's AI-led AMS transforms retail IT into a growth engine.

ABOUT BRILLIO

Brillio is a digital technology services company that drives AI-first engineering and design-led experiences for global enterprises. Born digital in 2014, its consulting-led services span Customer Experience, Data & AI, Product Engineering, and Digital Infrastructure. With an industry-leading NPS of 71, Brillio accelerates time to market through its proprietary BrillioOne.ai platform, powered by AI-ready talent with deep domain expertise. Brillio is the official Digital Transformation Partner and the official Data and AI Services Provider of Atlassian Williams Racing. Brillio partners with leading technology providers including Microsoft, AWS, Google Cloud, Salesforce, Adobe, Databricks, and Snowflake and operates with 6,000+ "Brillians" across 15 global delivery centers. Consistently recognized as a Great Place to Work® since 2021, Brillio blends innovation, talent, and purpose to deliver measurable outcomes for clients and fulfilling careers for employees.

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