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UST Retail & CPG Services

Driving Value-Led Digital Transformation Across the Retail Value Chain

Aug 2026





UST Overview

UST believes technology engineers a better future

Average tenure
for top 10
clients

17
YEARS

We believe in building long term partnerships with clients

- More attention paid to client success at all levels
- Commitment beyond contract – to deliver business outcomes
- Flexible contractual models
- Consistent executive attention
- Dedicated account team
- Client feedback drives investments up front and throughout the journey

Our unique approach



Digital transformation
Outcome focused
partnerships



Cyber security
Leading emerging platform
and talent



Cost optimization
30%+ savings programs using
automation



Innovation and NPD
Risk and reward /
outcome-based innovation



Data and analytics
Accelerated data ingestion to insights

Average annual Growth Rate over
past 4 years

14%

TEMASEK

Privately-held with an investment of \$500M from one of the largest PE funds in the world.

Established

1999

Corporate Office

Aliso Viejo, CA

30,000+

Associates

30+

Countries

190+

Clients with 1M+ revenue
“Select clients, more attention”

\$2B+*

In revenue

Engineering change all over the world

[*To see a list of all offices, visit ust.com](https://ust.com)

86% of our global footprint is
ISO 14001:2015
(Environmental Management
System)

43% of our global footprint is
LEED Gold Certified

AMERICAS

Global HQ – Orange
County, CA

Bentonville, AR
Chicago, IL
Norfolk, VA
Columbus, OH
Atlanta, GA
Dallas, TX
Ames, IA
Toronto, CA
Guadalajara, MX
Leon, MX
San Jose, CR
Santiago, CL
Lima, PE
Sao Paulo, BR
Buenos Aires, AR

EMEA

London, UK

Leeds, UK
Dublin, IE
Madrid, ES
Tel Aviv, IS
Cologne, DE
Lisbon, PT

Paris, FR
Gdansk, PL
Bucharest, RO
Sofia, BG
Helmond, NL
Barcelona, ES
Bilbao, ES
Salamanca, ES
Valencia, ES
Zaragoza, ES
Copenhagen, DK
Zurich, CH
Fribourg, CH
Kyiv, UA
Prague, CZ
Cape Town, ZA

INDIA

Trivandrum
Bangalore
Chennai
Hyderabad
Kochi
Delhi
Coimbatore
Hosur
Pune

APAC

Singapore, SG
Manila, PH
Sydney, AU
Melbourne, AU
Brisbane, AU
Penang, MY
Kuala Lumpur, MY
Shanghai, CN
Taipei, TW
Hong Kong, HK

■ Main Offices & Innovation Labs
■ Other Centers

Our APAC Presence



11

APAC
Countries



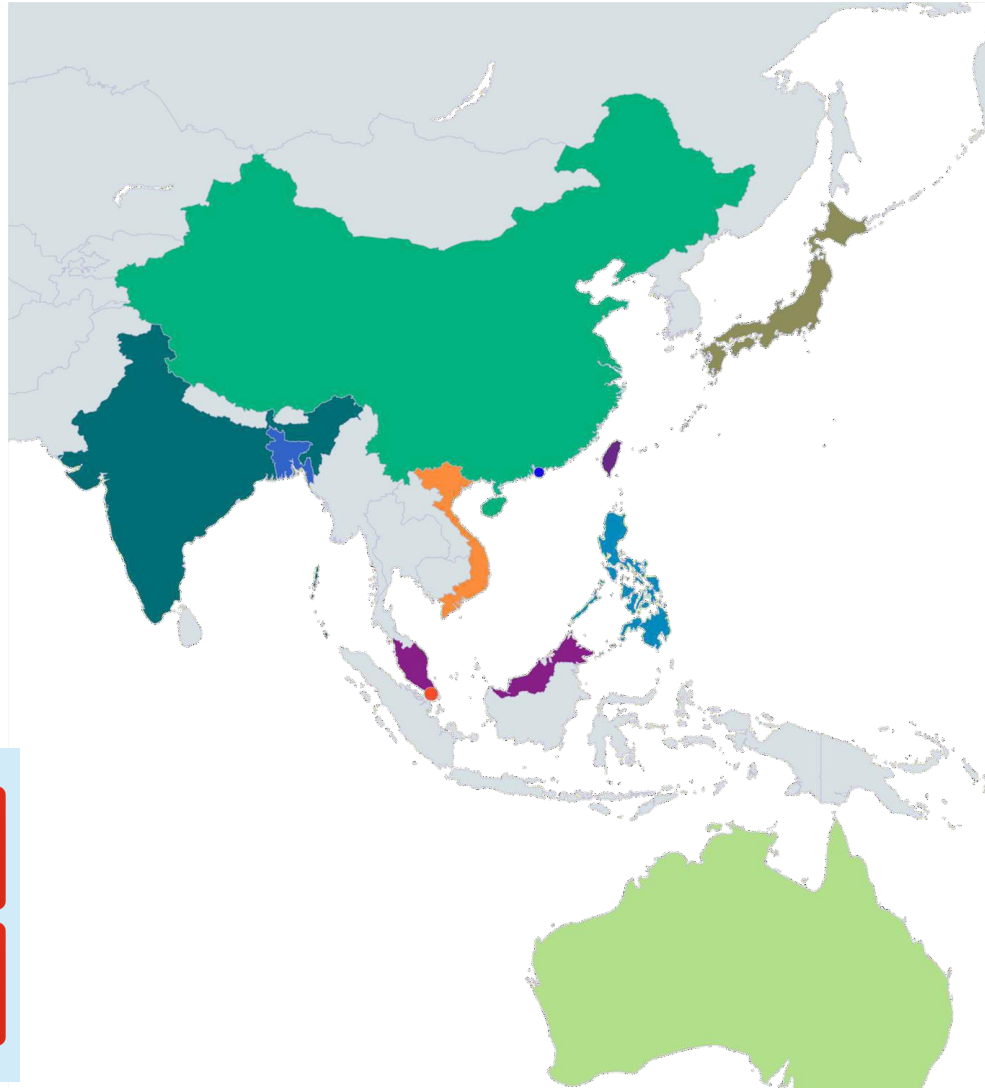
~20,000

Associates

4 Innovation
Labs
@ India &
Malaysia

Focused
Verticals

Retail,
Semiconductor,
Manufacturing,
Communications,
Healthcare, and
Financial Services



INDIA

- Delivery Center: 10, Employees: 18,000+, Clients: 120+
- Services Offered: Semiconductor, Manufacturing, Healthcare, Automotive, IT

MALAYSIA &
SINGAPORE

- Delivery Center: 04, Employees: 1250+, Clients: 11
- Services Offered: Semiconductor, Manufacturing, Healthcare, Automotive

PHILIPPINES

- Delivery Center: 01, Employees: 500+, Clients: 09
- Services Offered: Healthcare Platform Services, E-Commerce Integration, Automation Services

HONG KONG

- Delivery Center: 01, Employees: 50+, Clients: 07
- Services Offered: AMS, App Dev, Consulting, Data & Analytics, Cloud Infrastructure Services

VIETNAM

- Delivery Center: 01, Employees: 10+, Clients: 01
- Services Offered: App Dev

TAIWAN

- Delivery Center: 01, Employees: 80+, Clients: 03
- Services Offered: Engineering Services

CHINA

- Delivery Center: 04, Employees: 100+, Clients: 09
- Services Offered: Semiconductor, Manufacturing, Retail, Banking, Automotive

THAILAND

- Delivery Center: 01, Employees: 5, Clients: 01
- Services Offered: App Dev

AUSTRALIA

- Delivery Center: 01, Employees: 30+, Clients: 01
- Services Offered: App Dev

JAPAN

- Delivery Center: 01, Employees: 10+, Clients: 01
- Services Offered: App Dev



02

Retail & CPG Practice

Retail & CPG practice

Re-imagining towards

- Value-based delivery
- GenAI based solutions & services
- Domain/technology/platform-led solutioning

25

Years



Our portfolio

5 of the Top 10 Global Retailers

Partnerships of average 15+ years

Core Retail domain and technology expertise

Deep Business and Application Knowledge

Our team

3000+ associates working across retail clients

20+ years: Leadership Team Tenure

11+ years: Average Team Tenure

<10%: Attrition

1000+ Data/Cloud Practitioners

Our services

Software Engineering & Support

Data Engineering and Analytics

Quality Engineering

Infrastructure Support

SaaS

DevSecOps

Mobile App Development

GenAI

Cyber Security

Differentiators that helped us to scale up in retail space



Industry experience: work with five of the top 10 global retailers



Alliances: maintain over 50 partnerships with industry leading technology companies



Recommending right product mix to right customer



Digital talent: Retail and consumer goods specialists



Classified vendor ecosystem based on skill/domain expertise.



Better sales decisions through access to real-time data and insights



Global delivery centers: Over 40 delivery centers



Emerging technologies: AI, ML, IoT and Retail BPaaS solutions



Improved field force productivity through digitization



Digital ecosystem: uniquely organized across digital business

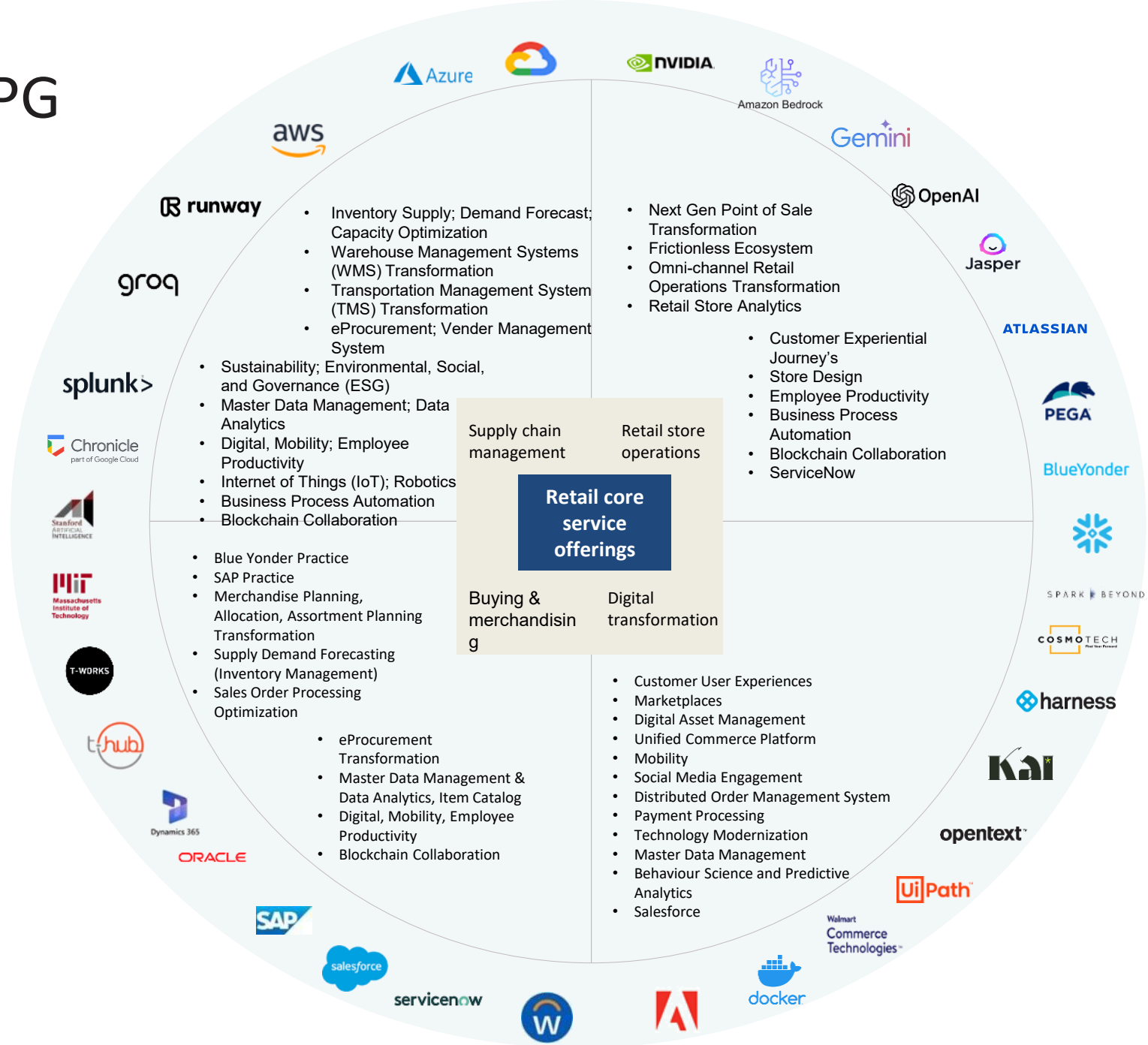


Flexible platforms: innovative, scalable, and flexible platforms



Transform trade promotion planning

UST retail and CPG offerings



Overview

Front of the House (Check Out Solutions)	SCO	SCO by Vision	SCO by Voice	Scan & Go	SCO by RFID	Drive through Check Out
Search	Agentic Search (Website & Mobile App)	Agentic In-Store Pricing & Products Search	Smart Recommendation	Dynamic Personalisation		
Store Operations	Agentic Retail store operations	Loss Prevention at SCO & In aisle	Coldra (Cold Chain monitoring)	Floor inventory counting and management	Locatra (RTLS)	Detectra (Camera + Silicon Chip)
Merchandising Support	Virtual Try on	Planogram Development	Smart Factory	Planogram compliance monitoring	Inspectra (Fresh Produce Quality Intelligence)	
Retail Media	Smart Shelf	Shopper Analytics	In Store Radio	Smart Trolley	Campaign Management as Manage Services	
Niche offering	Ustudio (3D product image tendering and mgt)	Data Digital Twin	Marketing automation- Social media	POS testing with intelligent automation	AI-driven Sustainability & ESG insights platform	Agentic Skin Analytics



Gas Station



Micro markets



Airport convenience stores



Staff Cafeteria



High-Traffic Retail Stores



Dark Stores



Drive Through Restaurants



Hypermarkets



Supermarkets

Retail products, platforms and services

Experience



Engagement



Efficiency



Economics



Supermarket

Hypermarket

C-stores

Fashion and
beauty

Lifestyle /
specialty

Hotels

Cafés / QSR

B2B
wholesale

The four pillars of modern retail

Driving transformation across customer touchpoints and business operations



EXPERIENCE

Delivering Seamless, Intuitive, Memorable customer Journeys



ENGAGEMENT

Building Meaningful connections through personalization



EFFICIENCY

Optimizing operations through automation



ECONOMICS

Cost Optimization and revenue growth strategies

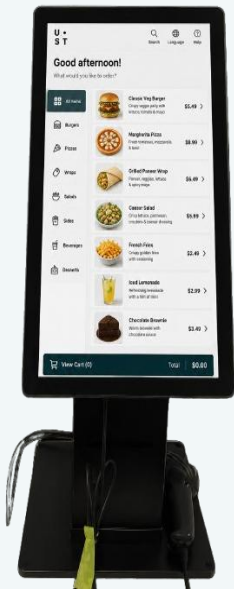


Front of the House

Self checkout

Barcode-scan kiosk

Full POS kiosk supporting credit, debit and smart watch payments. Scans barcodes to add the products. Delta sync daily at midnight.



Voice-based self checkout + Drive Through

Voice recognition kiosk

LLM-powered voice agent enables natural back-and-forth food ordering. Handles item suggestions, quantity changes and meal combos. Ideal for cafeteria ordering flows.



Vision-based self checkout

UST Nayan

Computer vision+LLM identifies tray items in <4 sec at 99%+ accuracy. Zero item training required. EDGE-local UPC matching — no cloud round-trip.



Scan & Go mobile ordering

Customer-owned App

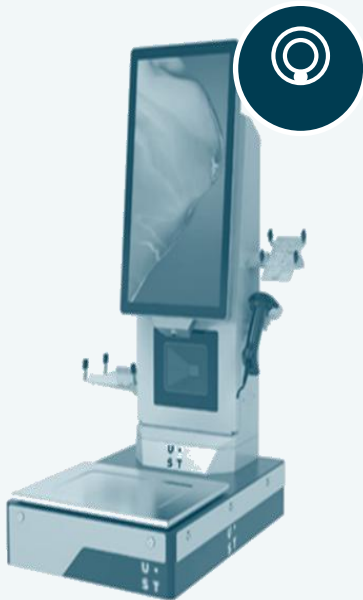
iOS/Android app for barcode scanning with in-app payment. Cart transfer to kiosk via QR code. If Age-restricted items are in cart, it needs to be transferred to kiosk.



RFID-based checkout

RFID Kiosk

RFID technology identifies all items in <3 sec at 99%+ accuracy. Zero item training required. EDGE-local UPC matching — no cloud round-trip.

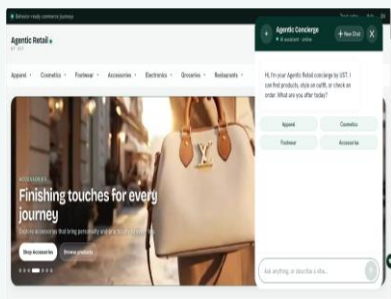


Search

Agentic Search

AI search

LLM based search enabled for website, mobile app and in physical store helps improve ABV and profitability.



Agentic In-Store Pricing & Products Search

AI Product Discovery

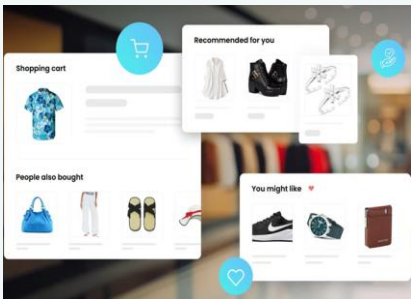
Customers and staff use natural language search to instantly find products, pricing, promotions, stock availability, and shelf locations across the store.



Smart Recommendation

Personalized Product Discovery

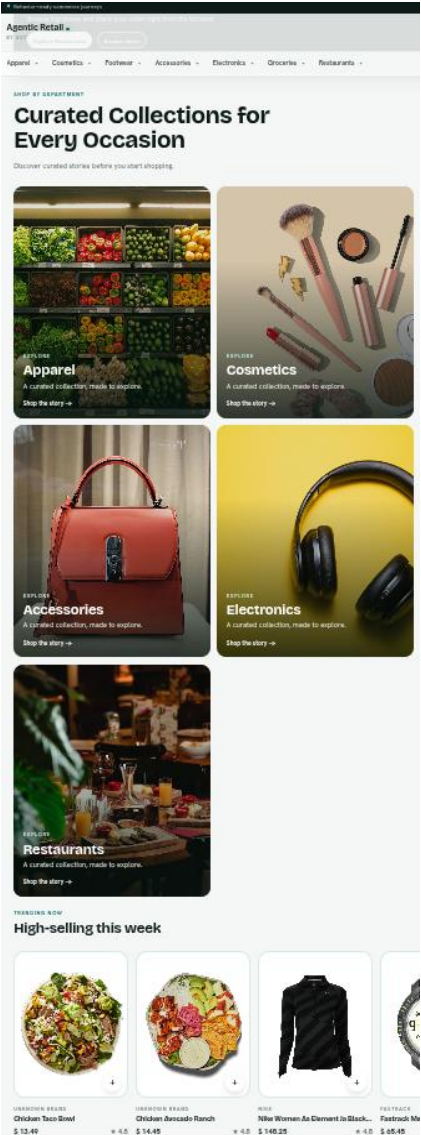
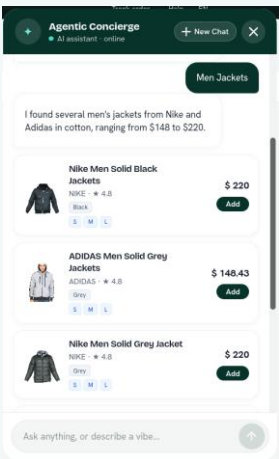
AI-powered recommendation engine analyzes shopper behavior, purchase history, and contextual signals to surface the most relevant products, promotions, and bundles in real time, improving engagement and conversion rates.



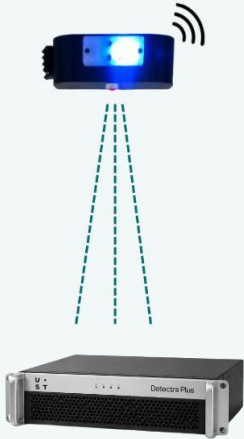
Dynamic Personalization

AI-Powered Engagement

AI analyzes shopper behavior, preferences, and loyalty data to deliver personalized offers, content, and experiences across channels, improving engagement, conversion, and retention.



Store Operations

Agentic Retail Store Operations	Loss Prevention	UST Inventory Floor Control (IFC)	Coldra	Locatra (RTLS)	Detectra (Camera + Silicon Chip)
Store Operator Co-pilot Smart Infrastructure + LLMs+ Mobile devices leading to autonomous decision making for repetitive tasks ; freeing up associate time for customer service. 	AI Loss Prevention Platform AI-powered monitoring solution that detects theft, fraud, suspicious behavior, barcode manipulation, and checkout exceptions in real time to reduce retail shrinkage. 	Inventory Control Platform Real-time inventory synchronization solution that improves sales-floor accuracy, reduces stock discrepancies, and enables seamless Scan & Go and mobile checkout experiences. 	UST Cold Chain Monitoring AI-powered cold chain solution that continuously monitors refrigeration assets, predicts failures before temperature excursions occur, and ensures compliance across store operations. 	Real-Time Location Intelligence Precision indoor tracking platform that provides shopper movement analytics, asset visibility, digital twin capabilities, and location-triggered media activation. 	Edge Spatial Intelligence AI-powered edge vision solution that detects presence, occupancy and activity in real time. Processes events locally for privacy-first monitoring and enables operational alerts across physical retail spaces. 

Merchandising Support

Virtual Try-On	Planogram	Planogram compliance monitoring	Smart Factory	Inspectra (Fresh Produce Quality Intelligence)
Smart Mirror AI-powered virtual try-on solution that enables customers to visualize outfits, accessories, and styles digitally while receiving personalized recommendations and real-time product information. 	AI Merchandising Platform AI-powered planogram solution that automatically generates optimized shelf layouts, validates compliance, and enables consistent execution across stores through cloud-native scalability. 	CV+LLM based tool This tool helps store operations in terms of planogram compliance. Helpful to support collaboration between retailers and CPG/FMCG companies. 	AI-Powered Manufacturing Intelligence Connects machines, sensors, MES, and enterprise systems to enable real-time visibility, predictive maintenance, digital twins, and intelligent factory operations. 	Reduce fresh produce wastage CV based produce quality detection can be deployed both upstream and downstream supply chain. Reduces intake of produce with questionable shelf life – protects sales , margin and reputation of the retailer. 

Retail Media

Smart Trolley

Smart Retail Engagement Cart

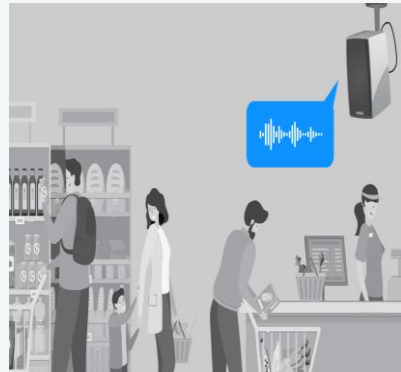
AI-enabled smart trolleys deliver personalized promotions, location-based advertising, and shopper engagement throughout the in-store journey.



In Store Radio

Connected Store Audio Platform

Centralized platform that manages in-store music, announcements, promotions, and audio campaigns across locations, ensuring consistent brand messaging and customer engagement.



Smart Shelf

Intelligent Retail Media Shelf

AI-enabled smart shelves detect shopper interactions and dynamically deliver personalized content, promotions, and product recommendations at the point of purchase.



Shopper Analytics

Analytics Platform

Privacy-compliant shopper analytics solution that uses smart infrastructure to understand customer footfall, movement, dwell zones, and store engagement without requiring a mobile app.



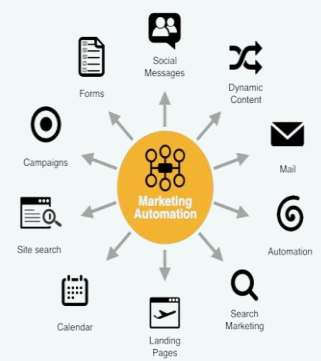
Campaign Management as Manage Services

Retail Media Managed Services

Centralized campaign execution, optimization, operations, analytics, and performance reporting across retail media channels.



Niche offering

3D Product Rendering & Management UStudio Platform AI-powered platform that generates, manages, and distributes 3D product twins for eCommerce, digital merchandising, AR/VR experiences, and product visualization. 	UST Data Digital Twin Store Intelligence Twin Creates a real-time digital replica of store shelves and inventory conditions, enabling automated compliance monitoring, OOS detection, and replenishment actions. 	UST Agentic Marketing Automation Autonomous Campaign Intelligence Agentic AI platform that plans, executes, optimizes, and reports marketing campaigns across digital channels, enabling always-on, data-driven customer engagement and campaign management. 	UST POS Testing with Intelligent Automation Intelligent POS Test Automation AI-enabled testing platform that automates POS functional, regression, performance, certification, and end-to-end testing across retail applications, devices, and payment ecosystems. 	EcoNova ESG Intelligence Platform AI-powered sustainability platform that automates supplier data collection, ESG reporting, KPI tracking, emissions monitoring, and improvement planning across the retail value chain. 	Agentic Skin Analytics AI Beauty Intelligence Platform AI-powered platform that analyzes skin conditions, recommends personalized skincare products, and delivers intelligent beauty consultations and future skin simulations. 
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AI Agents + Data science



Inventory demand prediction, forecasting and allocation



Price optimization



Outbound load optimization



Route optimization

For More Details, Please Contact

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