PMC

Contender

"PMC Retail implements the best commerce, mobile and ERP technologies with its Retail First philosophy."

Prateek Samtani

Overview

Headquartered in the U.K., PMC, founded in 2001, offers strategic development, digital transformation and IT support services to more than 50 B2C retail organizations, across 30 countries. It has established enduring partnerships with vendors such as Enactor, Worldpay, Microsoft, Oracle, Front Systems, Couchbase and AWS to accelerate transformation and change programs. PMC has more than 450 employees across two locations, namely, U.K. and India, providing consulting, project delivery, software engineering, testing and managed services.

Strengths

Focus on unified commerce: PMC helps clients develop a unified commerce architecture and strategy to deliver a seamless and engaging customer experience, right from design consulting, cloud and microservices, and payment integration to digital assurance services.

Strong point-of-sale (POS) experience: It has strong domain knowledge as well as market experience in managing POS systems for various B2C retail enterprises, particularly with Oracle Retail, Enactor and Flooid.

Domain capabilities: The "Retail First" philosophy has led to PMC achieving strong domain depth and an understanding of the B2C segment that allows it to discern the complexities of the retail processes in terms of "Plan, Buy, Move and Sell". It has developed expertise particularly in POS, order management and payment technologies

Managed Services for store operations: PMC's more than two decades of experience in providing managed services for store operations, including lifecycle support services, hardware management and payment support services, equips it with a specialized understanding of stores and the online retail business.

Caution

Geographic expansion: PMC earns more than 70 percent of its revenue from Europe. It needs to aggressively expand through region-specific go-to-market strategies.

Build capabilities in other CX areas: With its domain-focused approach, PMC needs to expand its offering to support retailers' omnichannel retail vision that includes hyper-personalization, intelligent supply chain and humanized contact centers.