

Master Data Management

Consulting

An information-centric approach to decision-making helps build and retain competitive edge. It enhances customer relationships, accelerates product launches, increases revenue, and positively impacts your organization. To benefit from this approach, you seek complete, consistent, and accurate master data across all enterprise systems.

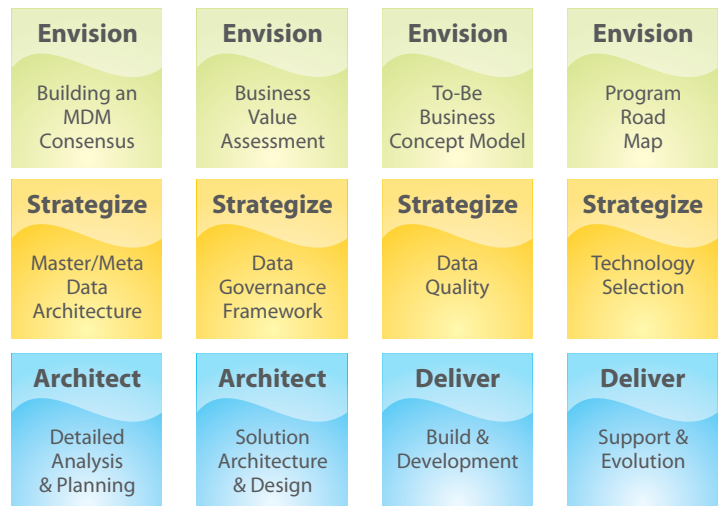
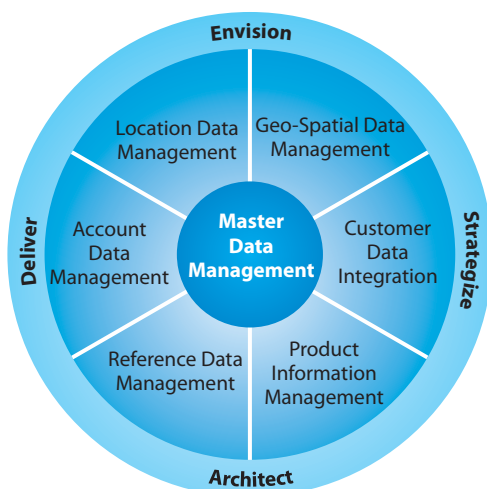
Towards this, we, at Tata Consultancy Services (TCS), have the Master Data Management (MDM) solution framework to provide you the insight and tools to establish a 360° view of quality data, and providing strategies to integrate and manage information across operational and analytical environments in your enterprise.

Overview

To continuously meet business requirements, innovate, and increase revenue, you seek complete and accurate information about your customers, products, and services. Accurate and available information across all systems helps tap your market potential through efficient information sharing, while also optimizing the utilization of IT investments.

Our comprehensive MDM offerings optimize internal and external data management, and governance to help you make better-informed business decisions.

We believe MDM is a journey, not a project. Therefore, we help you all the way from vision development, to strategy and implementation of a sustainable MDM program.



Business Benefits

We leverage our proprietary TCS methodologies to sustain MDM successfully, within your organization. Our processes deliver consolidated, accurate, and reliable data to eliminate duplications. We help you synchronize facts across geographies, business units, and systems, in order to facilitate total control throughout the data life cycle. This helps us:

- Reduce operational costs by collaborating better internally and with your business partners through a single information repository;
- Increase revenues with improved channel management and higher customer interactions;
- Achieve regulatory compliances and operational standards conveniently and economically;
- Improve control across the value chain by maintaining a single version of facts and figures.

Why TCS

We partner with you to provide best-in-class MDM solutions and services, underpinned by our technology expertise and delivered by experienced MDM consultants. We add value to the engagement with our:

- **Experience.** Our global network of skilled associates and tested methodologies deliver high performance and innovative solutions.
- **Strategic alliances.** Privileged alliances with leading MDM service providers, such as IBM, enable us to participate in product and service development. Through this, we continuously enhance our knowledge and skills, thereby developing expertise in best-in-class solutions.
- **Domain expertise.** Our deep knowledge of Enterprise Resource Planning (ERP), Business Intelligence (BI), Customer Relationship Management (CRM), and Supply Chain Management (SCM), enables us to provide unbiased recommendations of solutions for all your MDM needs.
- **MDM Accelerators.** Our unique methodologies, accelerators, and proprietary tools for MDM enhance our delivery capabilities and add value to our solutions.

Contact

To know more about TCS Master Data Management, contact global.consulting@tcs.com or visit us at <http://www.tcs.com/offerings/consulting/information-management/Pages/default.aspx>

About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at www.tcs.com

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