

# TCS dreamUP™

TCS Digital Enterprise



Your executives are striving to make effective, timely decisions based on the most current data. While you may have an elaborate business intelligence (BI) reporting system which they access on their desktops, more and more executives expect access on their mobile devices. However, delivering the data is only one of the challenges; it must be presented in a manner that allows quick comprehension and analysis, and it must be updated in real time.

## Overview

TCS dreamUP™ is a robust enterprise mobile data visualization product, which provides a simple, intuitive, web-based interface to create interactive reports and dashboards and publish them to mobile devices. TCS dreamUP™ makes enterprise data available online or offline to managers on the go, in a wide variety of customizable formats, and connects to your existing BI systems. You can be up and running right away with reporting that is easy to understand and act on information which is always up-to-date and secure.

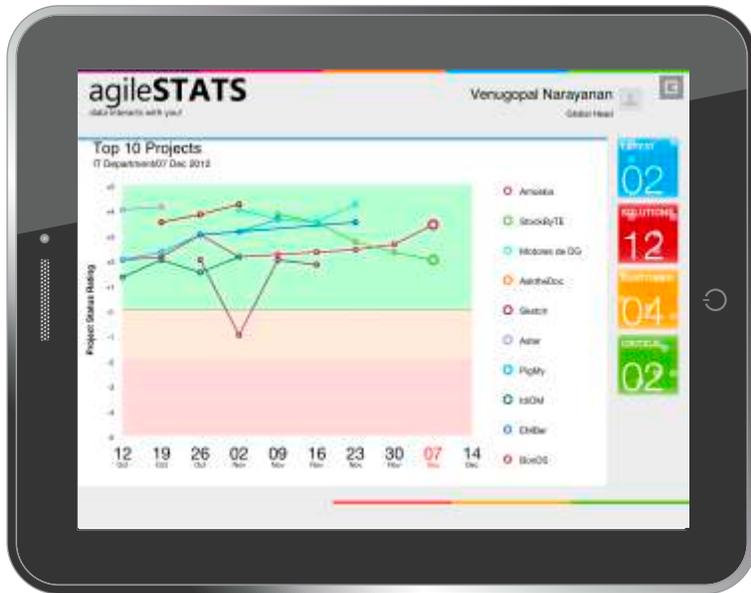
## TCS Solution

With more than 20 different charting components and dashboard templates, and a drag-and-drop custom designer, you can create sophisticated charts, scorecards, dashboards, and infographics and connect them to your data in a matter of minutes.

When you are finished creating and publishing your report, users can download it as a reporting application to an iPhone or iPad, Windows Phone, or Windows 8 desktop or tablet as well as any device which supports HTML5.

These reporting applications allow your executives to touch, swipe, and pinch to intuitively and quickly drill down to the data that is most relevant to driving business decisions. They can zoom out to take a look at a broad trend or zoom in for the details of a specific range, slide to different sections of a graph and touch any point to view detailed data, automatically calculate the difference between two points on a graph by touching them, or swipe to sort.

- Analyze complex data through intuitive gestures
- Your data is secure, on premise or in a hosted private cloud
- Connects to your existing business intelligence system including Microsoft SSRS, SAP-BO, IBM Cognos, and Oracle BI



- Create interactive dashboards in minutes
- Real-time, mobile access to the latest data for quicker decisions

## Results

### Key Architectural Benefits

TCS dreamUP™ allows data visualization on mobile devices without changing your data warehouse. It connects with your existing BI system, such as Microsoft SSRS, SAP-BO, IBM Cognos, Pentaho and Oracle BI. It can be hosted on-premise or in a TCS-hosted private cloud environment.

You can also use spreadsheets, markdown text, PDFs, images, and video to create data visualizations. TCS dreamUP™ is designed to easily incorporate new data visualization technologies, device interfaces, data sources, and data adaptors as they are developed.

Whenever you update data and reports on the server, these updates are automatically synchronized with the corresponding reporting applications on your users' devices. Our ASYNC technology gives you the option to perform collaborative what-if analysis on the charts that will reflect in real time across all users, even when the devices, applications, or charting components differ.

### Uncompromised Security

TCS dreamUP™ employs a number of security measures to keep your data safe at all times, including enterprise authentication and role-based user and

group access to the reports. Communication between the device and server uses HTTPS, and report data is always kept encrypted on the device. TCS dreamUP™ also allows you to lock out users and deactivate reports as needed, and you have the administrative flexibility to set up multiple tenants to segregate data. Sensitive reports can be further secured by using passwords on the device.

**Dynamically loadable ETL plugins** – load data without needing to restart or shut down the server

**Prompt dashboard creation** – five steps, five minutes

**Quicker, better decisions** – through automatic updates for the latest data, online and offline access, and flexible data visualization options which enable you to analyze complex data

## Key Differentiators

- Seamless backend integration: The multi-tier architecture makes it easy to support new BI systems
- Powerful algorithms make it possible to work with extreme outlier data and incomplete information
- Decoupled architecture enables the easy addition of support for new mobile platforms

## About TCS' Digital Enterprise Unit

TCS adapts the capabilities of the digital five forces – Mobility and Pervasive Computing, Big Data and Analytics, Social Media, Cloud, and Artificial Intelligence & Robotics – to the unique needs and opportunities of each industry. We leverage a combination of these technologies to help clients digitally reimagine their business models, products and services, customer segments, channels, business processes, and workplaces to gain sustained competitive advantage.

Our experienced global team includes strategy experts, business analysts, digital marketers, user experience designers, data scientists, and engineers trained and certified in the latest technologies. By combining our technology vendor partnerships, our pre-built customizable products and reusable assets, and our deep industry expertise, we offer enterprises everything they need for a complete digital transformation – from strategy and use cases, to system implementation and maintenance – and everything in between.

## Contact

To learn more about TCS dreamUP™, contact [digital.enterprise@tcs.com](mailto:digital.enterprise@tcs.com)

### **About Tata Consultancy Services Ltd (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.

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