

# Co-Innovation Network (COIN)<sup>TM</sup> Synergies in the Innovation Space



Innovation labs

## **Collaborative Innovation**

TCS pioneered the Global Network Delivery Model™ for IT services four decades ago. A series of innovations have followed, in different dimensions since then – quality, scale, new services and talent management. We took another big leap when we created a global – and collaborative – innovation framework, to enable us to address a new generation of challenges. We call this framework the TCS Co-Innovation Network or TCS COIN™

The first of TCS' Innovation labs came up in 1981, when the IT industry was just taking shape. Today, the growing TCS research community forms a global network of Innovation Labs working on technology and domain innovations. However, in a globalised world, problems – and innovations – are not limited by organizational boundaries. No one organisation can claim to do it all alone. A network that connects several players, small and big, in the technology landscape creates true synergies in the innovation space. TCS COIN™ is such a network.

Each TCS COIN™ channel networks with the best of breed institutions. Yet, sourcing innovation from varied entities that may not all be simple to govern can pose risks and challenges. TCS COIN™ therefore, offers a strong process foundation.

## COIN™ - Key Entities

### TCS Innovation Labs

TCS Innovation Labs anchor COIN™.

Staffed with senior researchers from renowned universities in the world as well as industry experts, TCS innovation Labs explore leading edge technologies: biotechnology, software evolution, virtual environments, infrastructure simplification, cloud computing services, process engineering & nano-technology, embedded solutions, sensor networks, social networking, and more.

Most industry domains in TCS also have dedicated Innovation Labs, focusing on innovations in the respective domain, be it retail, travel & hospitality, insurance, telecom or engineering & industrial services.

Our research addresses the outcomes our customers expect from IT such as increased productivity and agility; TCS R&D also supports business, organizational and social goals of customers, such as enriching user experience, conserving environment and enhancing healthcare.

### Start-Up Alliances

A market leader strategies differently from a start-up. However, in today's competitive environment, it is important for an established company to know the ideas at work in start-ups – the niche products and services they may devise, the new markets they create and their potential for breakthrough or 'disruptive' innovation – and support the promising ones.

TCS works with start-ups from across the globe, and spanning varied technology areas, through COIN™ to create innovative solutions. Each year several start-ups are channeled through the COIN pipeline to undergo our stringent Technical and Business Diligence.

Our start-up engagements have been geographically well distributed, with partners in the USA, Europe, Asia and Israel.

COIN™ connects with several start-ups, focusing on new and exciting technology areas such as:

- Enterprise Governance, Risk & Compliance solutions with MetricStream
- Server software products that enable customers reach consumer through networking channels with Worklight
- Mobile Banking Platform with MCOM
- Unifying desktop applications with Cicero
- Security solution in bridging the gap across IT, Physical, Industrial Controls Systems with Alert Enterprise
- Cloud computing solutions

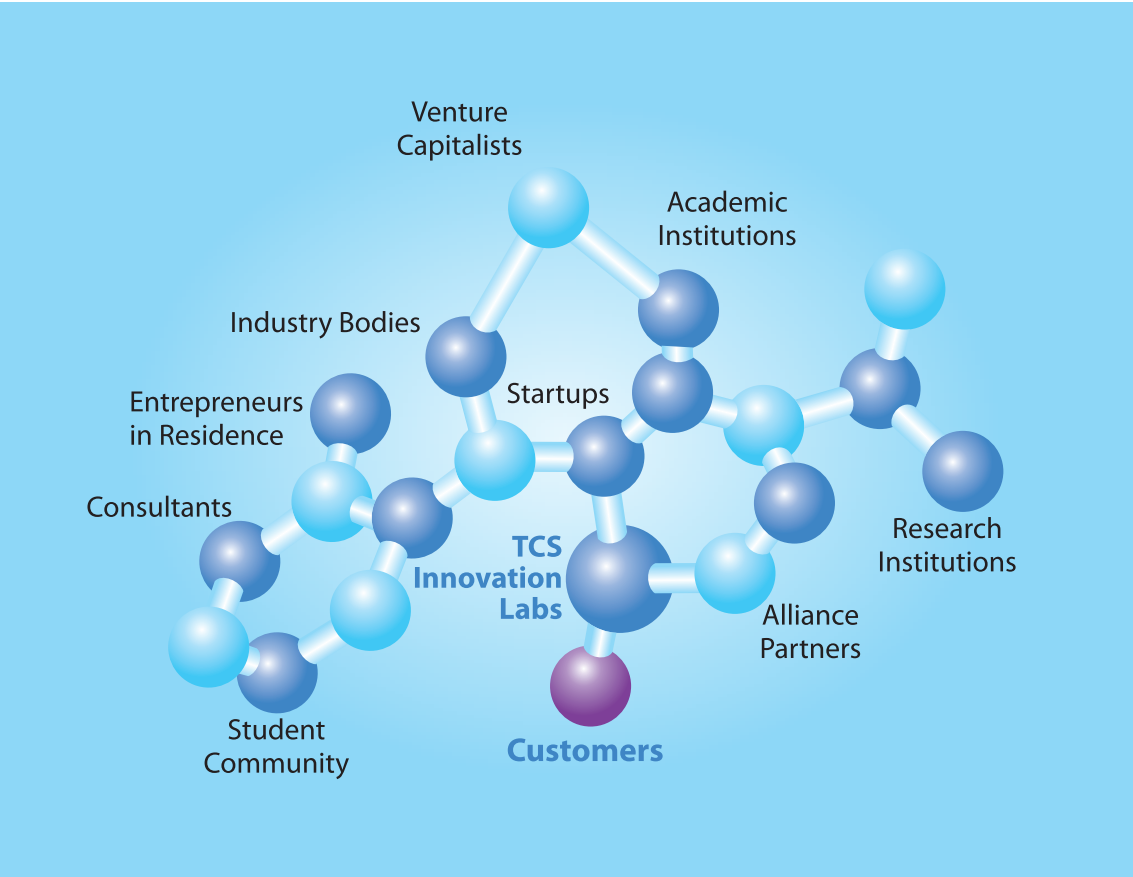
### Venture Capital Ecosystem

As promoters of the next generation of technologies, Venture Capitalists provide a key connect to innovation. TCS works with VCs (and portfolio companies) across the globe to deliver next gen solutions to its customers: Among our VC alliances are:

- USA: Kleiner Perkins, Sequoia Capital
- UK : Index Ventures, Amadeus Capital
- Israel: Gemini Israel, Pitango Israel
- India: Helion Ventures, IDG Ventures

To Venture Capitalists' the TCS association offers:

- Technical due diligence and business viability of their start-up's solutions
- Connect with the large TCS ecosystem
- Connect with TCS Customers in various verticals



TCS Co-Innovation Network (COIN)<sup>™</sup>

## Academic Alliances

As a market leader in a knowledge economy, TCS believes in investing in early stage research. COIN™ therefore links to leading academic and research institutions worldwide. These links work at several levels: university-based research parks and incubators; short and long-term research agreements; exchanges of faculty and industry personnel. Our academic alliance programme is a highly interactive collaboration encouraging a continuous flow of ideas between academia and the COIN™ ecosystem.

TCS typically enters into long term alliances with academic Institutions of repute. These range from three to five years. Collaboration opportunity is developed based on recommendations from TCS' Research Advisory Board, which is led by eminent academics. After dialogue between researchers from academia and from TCS, the academic team submits a proposal to TCS. The proposal is taken forward once it is approved by TCS' Corporate Technology Board.

### Asia

- Indian Institute of Technology - Delhi,
- Indian Institute of Technology - Mumbai
- Indian Institute of Technology - Kanpur
- Indian Institute of Technology - Chennai
- Indian Institute of Information Technology - Hyderabad

### Europe

- European Research Consortium
- Aalborg university, Denmark
- EPFL – Lausanne, Switzerland

### Americas

- Stanford University, Palo Alto, CA
- Massachusetts Institute of Technology, Cambridge, MA
- Georgia Institute of Technology, Atlanta, GA
- University of Massachusetts, Amherst, MA
- University of Wisconsin, Milwaukee, WI
- University of California, Riverside, CA
- Columbia University, New York, NY
- University of Waterloo, Ontario, Canada

## Strategic Partners

TCS has been having strategic partnerships with leading global technology vendors. These relationships have been in various dimensions such as Customer, Service Provider, Supplier, and Partners.

Extending collaborative research to several of these market leaders has made relationships with them holistic. The intent is to collaboratively develop innovative solutions and offer an integrated business model to customers.

Several collaborative research partnerships are underway.

TCS and Intel have completed two significant Virtualization and Balanced Compute research projects and are engaged in continuing research collaboration in multiple areas.

With SAP, TCS has identified areas such as Model-driven Architecture, Integration of Enterprise-Data, Web 2.0, Internet of Services, and Internet of Things.

HP and TCS have initiated discussions for joint research in the areas of SaaS, Power Management & Cooling, Utility/Grid Computing, Cloud Computing, Green IT and Next Generation Data Center.

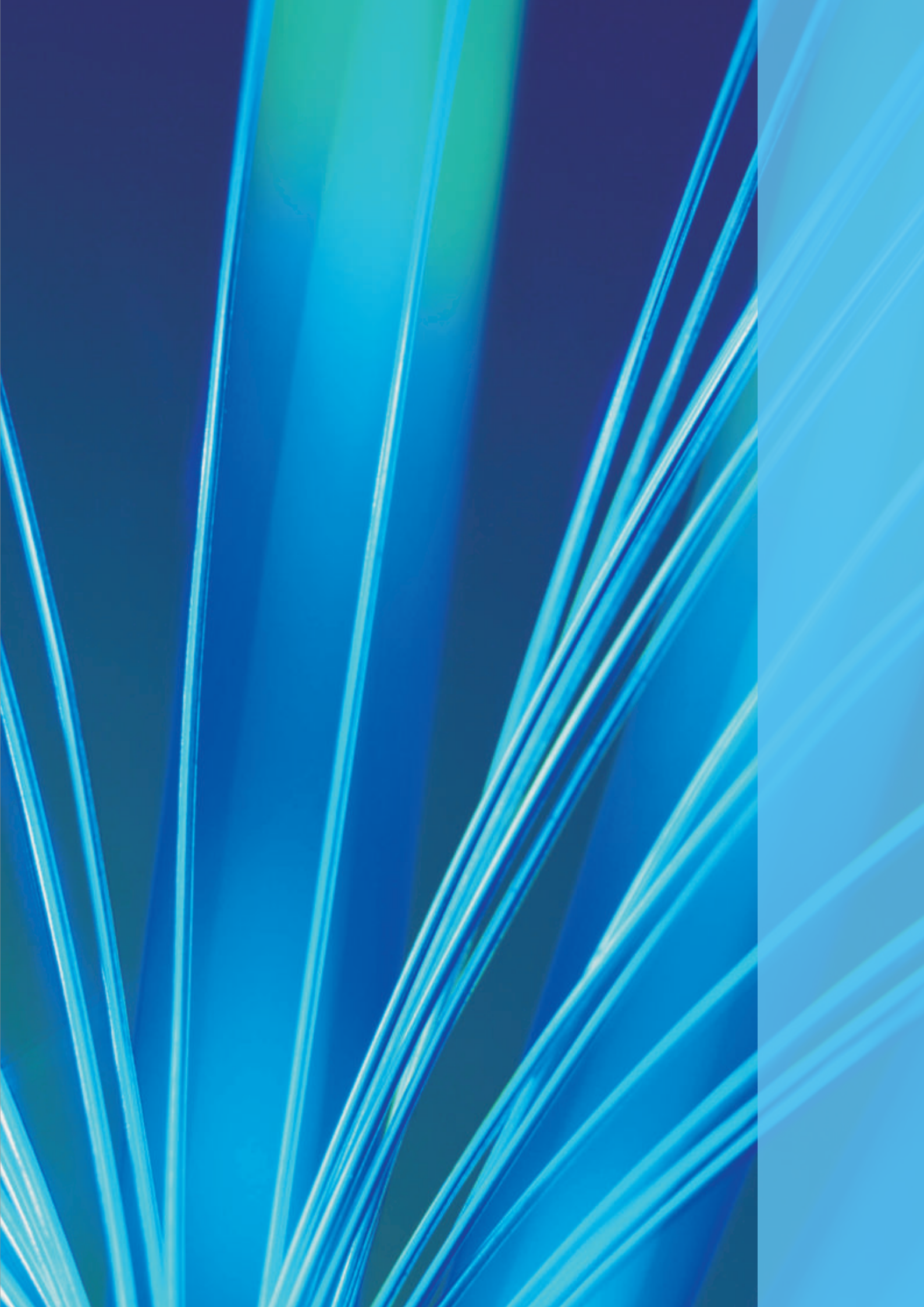
EMC2 and TCS have conceptualized IT Solution Architectures for specific industry-domains integrating products from EMC2 and software platforms from TCS.

## COIN™ Benefits to Customers

COIN™ has proved many times over since its inception that collaborative innovation benefits each partner while delivering path breaking solutions. COIN™ brings:

- Collaborative Innovative solutions sourced globally, customized to customer requirements
- Solutions in emergent and disruptive technologies
- Risk mitigation in deploying futuristic solutions
- Simplification in an increasingly complex technical environment

In delivering these, a COIN™ engagement enables customers achieve enhanced business benefits.



## Contact

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### **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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