

# TCS Microsoft Business Intelligence Enablement Solution

HiTech

Business intelligence (BI) and analytics, despite having matured over the last few years, are yet to be utilized to their true potential. As the challenges of data management grow, the use of BI within enterprises has extended beyond traditional functions such as Sales and Finance to areas such as HR and Marketing. This trend has triggered the need for self-service BI - empowering non-technical users to take data driven decisions. With the convergence of social, mobile, and cloud based BI solutions, that need to be delivered seamlessly across devices, the adoption of cost effective BI solutions has witnessed an upsurge.

Tata Consultancy Services' (TCS') Microsoft BI enablement solution leverages our Business Intelligence for Decision Support (BIDS™) framework to help enterprises rapidly respond to market dynamics. By harnessing the capabilities of Microsoft BI, our solution cost effectively simplifies data management and optimizes the utilization of IT resources to support fact-based decision making.

## Overview

Today, organizations are inundated with large volumes of data from different sources, stored in independent repositories and in different formats, with varying levels of access. Given the data diversity, companies are increasingly adopting Microsoft BI solutions to gain insights on market trends, organizational functions or business objectives. However, these solutions, implemented in silos, often fail to deliver a unified data view, resulting in cost and schedule overruns. For organizations to derive true value from their Microsoft BI systems, they need to streamline operations in line with a strategic BI roadmap.

TCS' Microsoft BI enablement solution helps organizations build solutions that offer business insights into day to day operations by facilitating data integration, analysis and reporting. Our offering addresses the complete spectrum of BI enablement- from defining the implementation roadmap and business performance metrics, to implementing data management and decision management solutions, to enabling self-service BI. With advanced data mining capabilities, you can discern trends and predict the potential impact on key business parameters as well as organizational measures. By leveraging huge volumes of transactional data and predictive analytics, you can build an ecosystem that identifies impending risks and offers the business intelligence needed to preempt challenges.

## Benefits

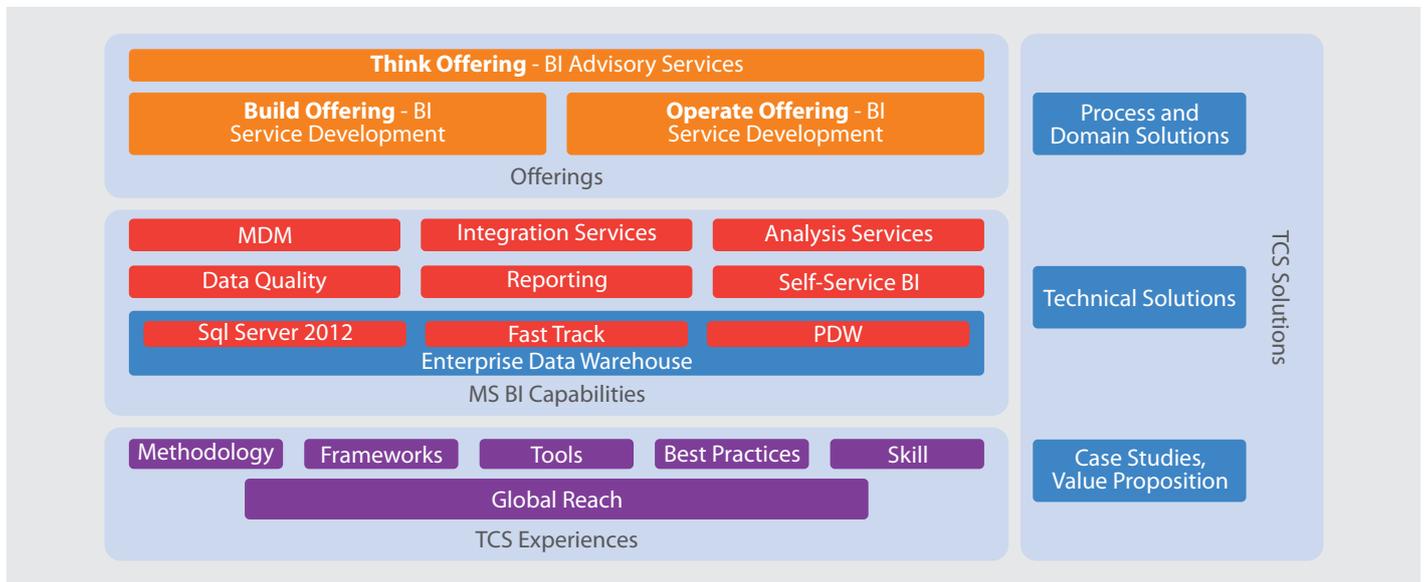
The TCS Microsoft BI enablement offering delivers the following benefits:

**Enhanced business intelligence:** Streamline and enhance all aspects of your business intelligence solution, driving performance improvement and progressive solution maturity. Enable users with limited knowledge of IT to utilize the BI framework to take quick fact-based decisions.

**Improved revenue growth:** Leverage deeper analytical insights to identify trends and address market dynamics in real time. Realign strategies and make informed decisions faster to convert opportunities to results.

**Reduced operational overheads:** With a consolidated data management strategy and comprehensive BI reports, closely monitor business metrics to identify cost contributors and initiate corrective action to optimize resource utilization.

**Lower Total Cost of Ownership:** Optimize your IT budget spends by using Microsoft BI. Maximize the value delivered by your Microsoft BI landscape with a well defined BI strategy roadmap that enables the achievement of business objectives while promoting cost efficiencies.



**An Overview of TCS' Microsoft BI enablement solution**

**The TCS Advantage**

TCS has invested years of experience and drawn on the expertise of our global consultants to develop a mature BI offering portfolio. In addition to our large repository of solution accelerators and templates that accelerate deployment, we offer:

**Configurable BIDS™ Framework:** Based on the 'Think Big, Build Step-by-Step' concept, our framework enables global enterprises to extract business relevant insights from unprocessed information, thereby empowering them to take relevant, timely and intelligent decisions. The BIDS™ framework covers the following three dimensions:

- **Process solutions:** Plug-and-play frameworks catering to customer specific requirements
- **Industry solutions:** Industry specific ready to deploy comprehensive BI solutions
- **Technology solutions:** Product specific and vendor specific solutions (for migrations and upgrades)

**Data Accessibility and Management Enablers:** TCS' Enterprise Data Management Suite offers a consolidated view of enterprise wide data. It facilitates the setting up of a governance council and data dictionary, and establishes a blueprint of enterprise metadata gathered using automation and verified through manual interfaces, to enable proactive data management.

**Dynamic Cube Builder:** This tool builds the data cube to be used for analysis by business users. By reading the files created by domain experts who have identified organizational performance parameters, the tool rapidly builds solutions that offer business insights.

**Contact**

To know more about TCS Microsoft Business Intelligence Enablement Solution, contact **HiTech.Marketing@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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