

# TCS Smart Content Management Backbone

Media and Information Services

Media organizations are reimagining all aspects of their content value chain. The proliferation of smart devices, easy availability of network bandwidth, and the demand for enriched and personalized content experiences anytime, anywhere, combined with innovations like Big Data analytics and cloud computing, have collectively propelled the growth in digital content. Content publishers were initially focused on creating point solutions; however, they are now holistically adopting smart content tools to reimagine their businesses and succeed in this dynamic and evolving ecosystem.

TCS Smart Content Management Backbone (SCMB) is a component-based platform that enables you to manage end-to-end smart content processes, across creation, operations, enrichment, packaging, delivery, and consumption. SCMB facilitates the creation of smart and personalized content products rapidly in a modular and flexible manner, and enables access to the entire body of your existing content to maximize reuse and protect your current investments.

## Overview

Media organizations traditionally had multiple product-centric and print-oriented workflows, which resulted in content being stored in disparate silos across a large array of legacy content systems. This silo-based approach has prevented organizations from quickly and easily adapting to the needs of the digital content ecosystem, such as mass customization, dynamic product creation, and content reuse.

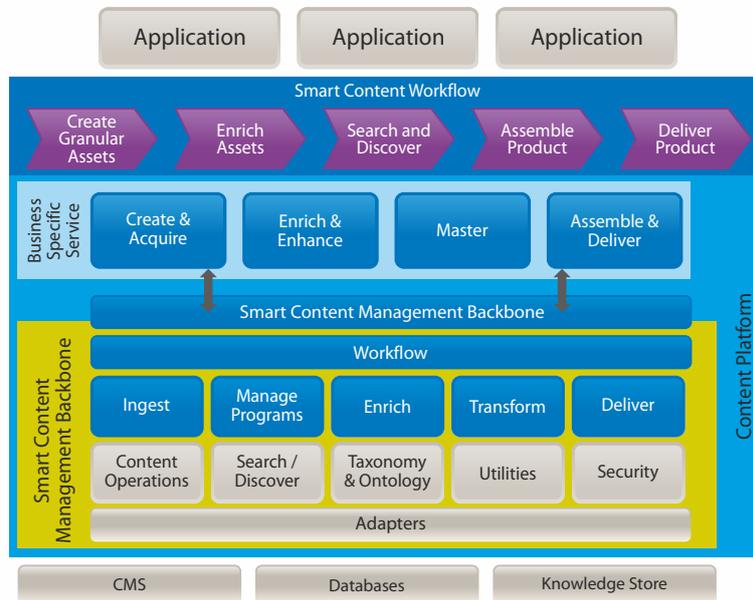
Organizations use our Smart Content Management Backbone to build digital products rapidly and cost effectively, and manage content operations comprehensively, transparently, and efficiently. Based on service-oriented architecture, SCMB allows you to build business specific content services by decoupling applications from content stores, thus enabling agility in digital product development. A number of pre-built adapters are available to connect to various acquisition, classification, enrichment, search, and discovery tools. SCMB is continuously being enhanced by integrating best-of-breed content products for specific functions.

You can use SCMB in a modular manner, by selecting the components needed by your organization. The products you build can be deployed flexibly in the cloud or on premise, and can connect with legacy or fresh content stores.

## Results

Our solution enables you to:

- **Accelerate development of smart content products** by supporting granular, enriched, and repurposable smart content that can be easily transformed into multiple formats
- **Unlock existing content silos** by integrating the current heterogeneous content infrastructure to provide a framework for reusing content across various smart content products
- **Improve end-to-end collaboration and transparency** through a comprehensive and metrics-driven content operations workflow
- **Enable scalability** through its cloud and Big Data ready architecture
- **Implement a single-source multi-channel consumption paradigm** for your content
- **Achieve significant returns on investment with:**
  - 30 to 40 percent reduction in the cost and time taken for smart content product development
  - 20 to 30 percent reduction in your cost of content operations
  - 100 percent discoverability of your organization's existing content



**Logical architecture of smart content products built using TCS Smart Content Management Backbone**

## The TCS Advantage

Our solution is bolstered by these differentiators:

- **Technology agnostic:** Unlike available products based on specific technologies, SCMB has a framework and a flexible architecture that enables it to connect to various storage, enrichment, and workflow technologies. SCMB adheres to industry standards and follows a service-based implementation approach.
- **Minimal disruption:** There is no need to discard your existing content infrastructure in order to use SCMB. Our platform facilitates reduced time to market by leveraging your existing assets.
- **Customized solution:** TCS offers services to assess your smart content requirements and build a customized solution based on SCMB.
- **Flexibility:** We also offer flexible deployment and support options so you can configure the solution and choose components based on your requirements.
- **Smart Content Lab:** Our Smart Content Lab provides a research and experimentation framework that ensures the relevance of our solutions in the changing industry and content technology landscape.
- **Industry expertise:** SCMB is backed by TCS' extensive experience in working with organizations in the publishing and information services industries.

## Contact

To learn more about TCS Smart Content Management Backbone, contact [global.me@tcs.com](mailto:global.me@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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