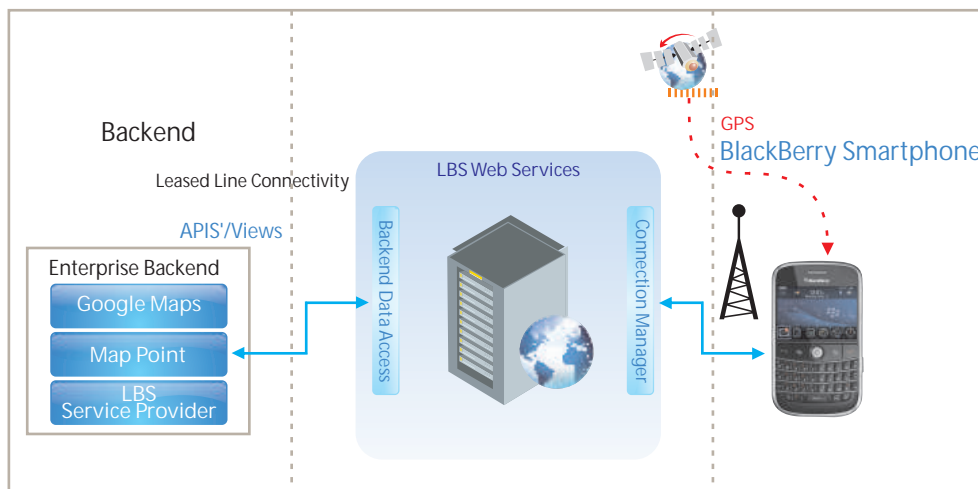


## AroundMe Telecom

In today's restless and fast-paced world, people are continuously on the move—either for personal or business purpose. In such a mobile world, location is everything but constant. People need to feel at home even while away from home—geography should never be a barrier in order to carry out either day to day tasks or any business activities. We, at Tata Consultancy Services (TCS), enable both enterprises and mobile operators, to optimally leverage the opportunities presented in this domain. Our solution quickly and cost-efficiently mobilizes resources at the right place and time, thus ensuring business continuity and cost control for your enterprise. We also equip subscribers with rich location-information which gives the power to feel at home even when actually they are away from it.

### Overview

Industry estimates expect the number of mobile consumers using Location-Based Services (LBS) across the globe to grow over five times the existing level, by 2012. At the same time, almost one-third of BlackBerry users are expected to seek location-based applications too. Business continuity and cost containment are the chief drivers of these trends and therefore enterprises seek to mobilize resources at the right time and place in a cost-optimal manner. Reflecting this trend, applications that have a location dimension are more in demand today. While these applications offer mobile subscribers easy access to rich location-information from a single digital platform, mobile operators can benefit from monetizing the available applications on the BlackBerry platform. Facilitating this, our AroundMe solution uses the Global Positioning System (GPS) capability of the BlackBerry Smartphone, which is integrated with any Geographic Information System or map provider. Our solution consolidates all the essential data, requested by you, based on your location and provides directions with textual and graphical representations. AroundMe also offers multi-lingual support and can be bundled with any existing BlackBerry applications for value enhancement.



## Benefits

Our solution brings you benefits such as:

- The power to feel at home even while being away from it.;
- Adds value to other applications when coupled with them;
- Quick access to important services, leading to better task efficiencies;
- Dynamic retrieval of the location of the device;
- Provision of location-information to users on-the-go;
- Provision of information on essential services to users;
- Provision of textual and graphical directions to places.

## Why TCS

At TCS, we leverage our integration capabilities and experience in a variety of enterprise backend products to provide you with best-in-class solutions. We add value to the engagement with our:

- Vast expertise. We support our solutions with our in-depth understanding of the mobility domain. We also highlight our implementation with best practices and lessons learnt across successful engagements.
- Innovative tools. Our solutions are deployed using readily available solution accelerators such as Enterprise Mobile Application Platform (EMAP) that enable a quick development cycle.
- Strategic alliances. Our partnership with Research In Motion (RIM) helps us derive maximum mileage to bring you a host of benefits.
- Global Network Delivery Model™. Our global delivery centers optimize and deliver solutions at optimized costs.

## About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, business solutions and outsourcing organization that delivers real results to global businesses, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services 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 over 160,000 of the world's best trained IT consultants in 42 countries. The Company generated consolidated revenues of over US \$6.3 billion for fiscal year ended 31 March 2010 and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at [www.tcs.com](http://www.tcs.com).

## Contact

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