

# EmailVoice Solution

## Telecom

Although the BlackBerry device is gaining popularity for its features, research shows that only one-third of BlackBerry users utilize the email feature on the handset. This is primarily due to the challenges posed by language and complexity. On the other hand, BlackBerry users who do utilize the email feature find it cumbersome to type long emails, thus increasing the time taken for communication. By using a voice recording to send emails, users can not only overcome these challenges but can also better express emotion and tone in the email. In addition, voice helps accomplish tasks that are more dependent on an audio input than just a visual stimuli.

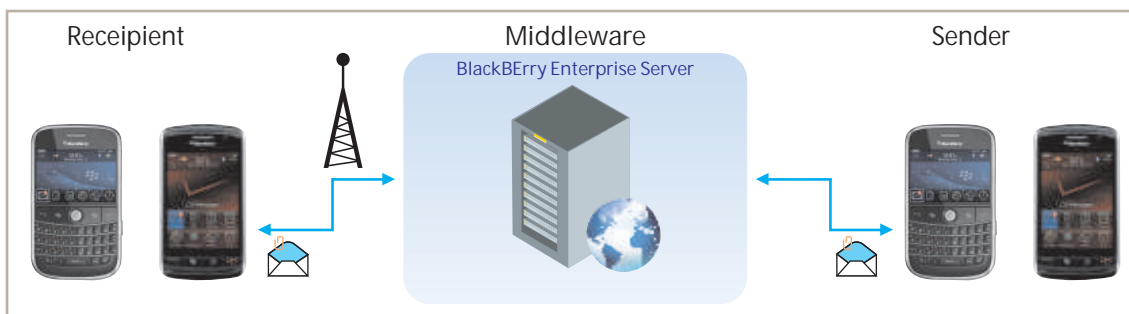
We, at Tata Consultancy Services (TCS), leverage and combine the audio and email capabilities of BlackBerry through our EmailVoice solution. Our offering allows BlackBerry users, such as you, to record your voice and send it in an email, thereby reducing the time to communicate, especially in the case of long emails. The solution also allows you to capture photographs and attach it instantly with the email.

### Overview

According to research, most of the mobile users in developing countries find it uncomfortable to use text to send emails. Voice not only overcomes the barriers of text capability in mobile handsets, but also helps enhance communication by incorporating emotion and tone. Therefore, an increasing number of BlackBerry users today, demand a flexible mobile voice system, which combines mobile voice and data in emails.

Our EmailVoice solution helps BlackBerry enterprise users, such as you, to add a personal touch to your communication by recording your voice and sending it in an email. This reduces the time to communicate, especially in case of long emails, and also makes the communication more efficient by retaining the main information to be communicated. Further, EmailVoice allows you to capture and send photographs instantly from your BlackBerry device, thereby enabling quick visual communication. The solution offers a unique method to send voice messages and photographs via email by using an integrated application interface.

EmailVoice can be integrated with existing BlackBerry applications to enhance the functionality of the existing application. For mobile operators, the solution helps overcome the barrier of language by supporting vernacular languages. In addition, EmailVoice can be bundled with BlackBerry Smartphones.



An overview of our EmailVoice offering

## Benefits

Our EmailVoice solution manages recordings and photographs on the BlackBerry Smartphone. The solution helps you express yourself better by adding a personal touch to your communication. You also gain benefits such as:

- Reduced communication time as the voice message is added instantly to the email, instead of typing text.
- Facility to attach multiple recordings into a single email;
- Quick communication through attachments such as photographs;
- Ability to attach recordings in various formats.

## Why TCS

At TCS, we leverage our integration capabilities and experience in a variety of 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

To know more about TCS EmailVoice solution, contact [global.telecom@tcs.com](mailto:global.telecom@tcs.com)

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