

## TCS AND SAP® – the global partnership delivering complete solutions for the hospitality industry

### Industry Challenges

Today, the hospitality industry faces a number of key challenges, from delivering a personalised and differentiated experience for every customer, to managing online intermediaries, corporate procurement and global distribution systems. These, together with the need for greater transparency and real-time information for stakeholders, mean that embracing change and new technologies is vital.

Much of the industry runs on outdated legacy systems and infrastructure, which are expensive to maintain and upgrade, with high cost business applications and interfaces. In the present climate, innovative IT solutions can only be adopted slowly. Many companies still manage data offline because of poorly integrated 'best-of-breed' IT solutions, hampering information sharing across their business areas (customer, operational and financial) that could deliver real commercial benefit.

For an industry that is undergoing such rapid change, the key business drivers of customer relationship management, operational excellence and service leadership remain elusive.

### The TCS and SAP Global Partnership

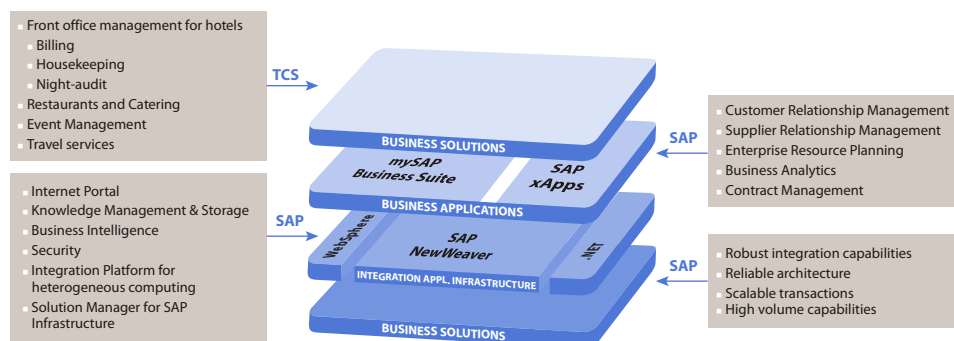
Recognising these challenges, TCS and SAP have joined forces to develop a fully integrated solution for the hospitality industry that enables business transformation through innovation.

### A Powerful Combination

Bringing together SAP's business solution platform and TCS' global delivery model for consultation, implementation and support, the partnership provides a bespoke solution for the hospitality industry:

- Provides best practice implementations
- Offers a one-stop-shop for all business requirements
- Supports both local and global implementations
- Delivers fully integrated solutions with interfaces for hotels, hotel chains, tour operators and travel agencies
- Provides industry specific templates enabling faster implementations
- Reduces total cost of ownership
- Increases competitiveness while reducing your cost and risk

### TCS and SAP deliver complete end-to-end complete solutions for hospitality



## Business Benefits

The TCS and SAP global partnership will enable your business to:

- Deliver consistently differentiated customer experiences across brands and locations
- Increase customer satisfaction and loyalty
- Enhance service offerings
- Optimise distribution and inventory management
- Innovate to create demand
- Manage business process transformation
- Reduce time to market
- Improve internal communications
- Reduce costs
- Manage rapid growth

## Customer Benefits

As a customer, you will enjoy:

- One single solution provider for:
  - managing the IT solutions and services landscape
  - providing end-to-end integration on a single business process platform
  - hosting and infrastructure services
- Continuous access to the latest business process platform technology provided through leading-edge delivery systems
- Access to on demand creativity and innovation
- Superior Service Delivery Model

For more information please contact: SAP PMO [pmo.sap@tcs.com](mailto:pmo.sap@tcs.com)

## About SAP

Founded in 1972 as Systems Applications and Products in Data Processing, SAP is the recognised leader in providing collaborative business solutions for all types of industries and for every major market. Serving more than 36,200 customers worldwide, SAP is the world's largest business software company and the world's third-largest independent software provider overall. SAP has a rich history of innovation and growth that has made them a true industry leader. Today, SAP employs more than 38,400 people in more than 50 countries. Our professionals are dedicated to providing the highest level of customer service and support. For more information please visit : [www.sap.com](http://www.sap.com)

## About Tata Consultancy Services (TCS)

Tata Consultancy Services Limited 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 89,000 of the world's best trained IT consultants in 47 countries. The company generated consolidated revenues of US \$4.3 billion for fiscal year ended 31 March 2007 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)

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