

MyLog solution Telecom

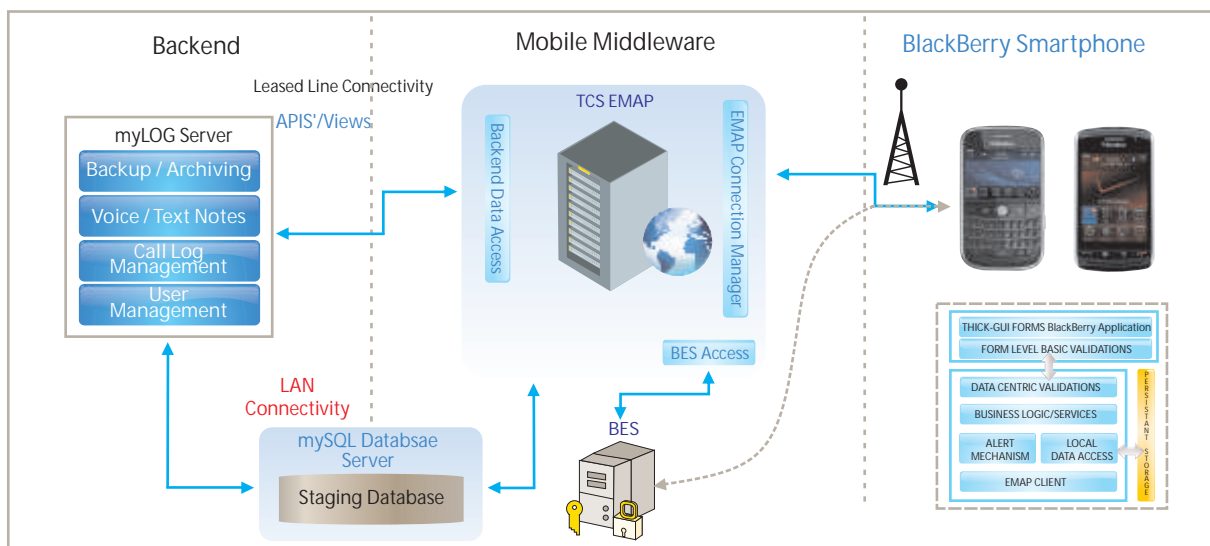
Most mobile devices can store only a limited number of call entries. While the most advanced mobile phone has a built-in capacity to store up to 100 call logs, research shows that a busy executive makes more than three times that number of calls in a week. This limited call log facility also brings in the challenge of storing and accessing text notes pertaining to a particular call. You therefore need an efficient call log system that not only endows you with an expandable call log memory but also maps voice notes to a call, enabling instant playback. At Tata Consultancy Services (TCS), we enhance the call logging application on a BlackBerry device with our MyLog solution. Our offering allows the maintenance of an extensive log of calls, using text and voice notes, for each call. This helps to efficiently track calls made to and from the BlackBerry phone and maintain an easy and convenient log.

Overview

BlackBerry users today often encounter challenges in built-in call log functionalities. Increasing number of enterprise and general users therefore seek a call log mechanism, which addresses the multiple needs of storing important pointers pertaining to relevant calls, and monitoring usage and costs.

Our MyLog solution helps enterprises overcome the manual tracking of calls and maintain voice and text notes with call details and history for future reference. For mobile operators, MyLog is bundled with BlackBerry Smartphones and offered as a service to customers with flexible fee models.

MyLog uses a database stored on the device's Secure Digital (SD) card to store detailed call logs. The solution expands call memory capacity, offers a provision to add voice and text notes that map your call log, and facilitates recall through playback. In addition, you have the flexibility to retain the call log for as long as you choose, using text and voice notes for every entry in the log. The solution is also scalable to support more than the current BlackBerry contacts.



An overview of TCS MyLog solution

Benefits

MyLog is the only application in the market that allows you to create voice notes for all calls. While ensuring an easy and convenient way to maintain a log for calls, you gain benefits such as:

- Storage of call logs for large number of calls until the external storage is exhausted;
- The facility to create voice notes for every call log and provide mapping between the call log and the corresponding note;
- The ability to use expandable memory for storage enabling a substantial amount of device-memory free for your other uses.

Why TCS

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

- Vast expertise. We support our solution 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 solution is 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 our solution 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.

Contact

To know more about TCS MyLog solution, contact global.telecom@tcs.com

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