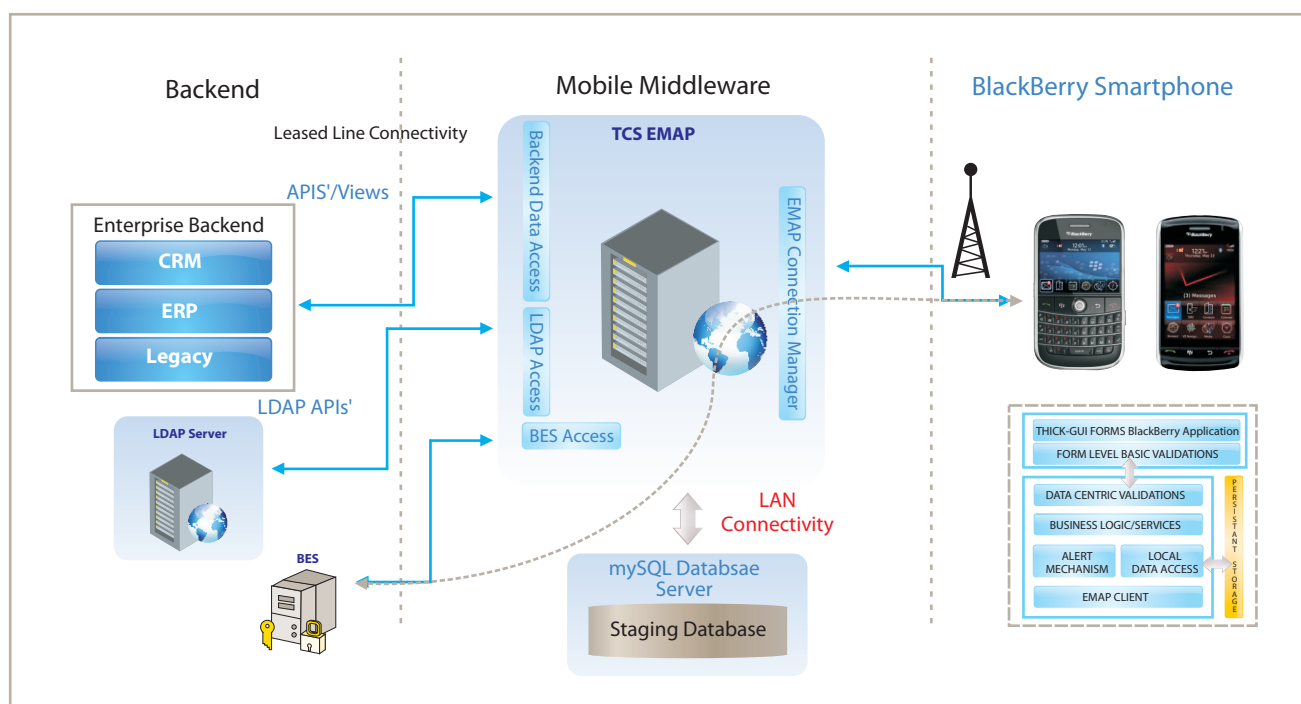


mSales Telecom

Enterprises today, seek a solution that can help realize sales opportunities as soon as customer interest is elicited. This is possible if your sales force is equipped with real time customer and product information. You therefore, need a readily available and reliable service that provides you with 24x7 support. In addition to this, there is a growing need to target the Small and Medium Enterprise (SME) segment, through mobile operators, on a flexible business model.

Overview

mSales ensures spontaneous information through accurate product-, order-, and stock-related data. This enables faster uptake and order processing, thus reducing delivery time. Our solution captures data points like photographs, location, and trends. These integral parameters enable an intelligent service delivery mechanism and assist users in creating new sales calls. Our solution also enhances your operational efficiency by eliminating accounting and inventory errors, improving your cash flow by invoicing at delivery, and monitoring your average calls-per-day, including the average time spent on calls.



Benefits

Our solution enables:

- **Reduced mobility cost.** Storing the application and data locally on the user device reduces data access costs and minimizes wireless data traffic. As a result, users can work without incurring wireless data-access charges and quickly synchronize the data when required.
- **Low Total Cost of Ownership (TCO).** Because it is easy to deploy, implement, and customize, our solution also has a relatively low TCO.
- **Global support.** We have operations in several countries across the globe, providing you with 24x7 support through our Global Network Delivery Model™ (GNDM™) and BPOs. Together, these work to ensure your business continuity.
- **Proven results.** Our proven solution, implemented across industry verticals, improves productivity and efficiency across industries such as financial services, manufacturing, retail, media healthcare, energy, and utilities.

Why TCS

Our vast experience in CRM deployments and extensive expertise in mobile computing has made us a trusted leader in the enterprise mobility arena. Our alliance with Research In Motion (RIM) on the BlackBerry platform further facilitates a comprehensive mSales solution for you. We enhance the engagement through:

- **A comprehensive solution.** From planning to conversion and even relation sustenance, our solution encompasses all aspects of your sales cycle. This includes account management, contact management, opportunity management, product management, quotation management, and order management, enabling us to serve as a single service provider for all your sales-related functions.
- **Mode flexibility.** Our system is built on powerful message-based online-offline infrastructure. This allows users to work in a connected and/or disconnected mode – eliminating the need to be connected all the time and reducing associated costs.
- **Customization.** The system architecture is based on mobile middleware, which allows workflow-based implementation of business logic. Hence, our solution can be customized to connect to almost any CRM system.

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

Case study:

We developed a BlackBerry device-based application, for a leading financial institution in USA. This enabled the client's sales force to capture home equity applications and take Initial Credit Decisions within 90 seconds.

Contact

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

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