

Case studies

- For a leading Canadian bank, we developed a mobile banking application on the Playbook tablet, The application was made available to Blackberry App World, coinciding with the Playbook launch
- We provided a large television and film production and distribution company in the USA with a solution to manage the contacts and call sheets of the workforce.
- For a large vacation ownership company in the USA, we furnished BI extensions of executive dashboards.
- We developed a solution for credit card account details and bill payment for a leading global credit card and financial services firm in the USA.

Contact

To know more about our TCS Mobility Solution on BlackBerry Platform, contact global.telecom@tcs.com

About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled, infrastructure, engineering and assurance services. This is 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 a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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Mobility Solutions on BlackBerry Platform

Telecom



With devices like mobile phones and tablets achieving an ubiquitous level of penetration among consumers, people aspire to do more with their mobile devices. After the revolution that was ushered in by affordable mobile phones, there is a gradual shift by consumers and businesses alike to embrace mobile devices which provide connected computing on the go and information at the point of need. While consumers get excited by the extent of possibilities with a device like a BlackBerry, enterprises find it as a standard digital platform that enables business continuity on the other hand.

The need to stay connected 24x7 and work seamlessly and efficiently on-the-move has necessitated mobile solutions that transform enterprise processes and interactions. Enterprises therefore seek customized, scalable, and robust solutions with global services, readymade products, and back-end support, to make this possible. Addressing this need, we, at TCS, offer mobile solutions and products on the BlackBerry platform.

Overview

Providing solutions on flexible business models, we work across industry verticals, such as banking and financial services, insurance, retail, media, manufacturing, healthcare, and energy and utilities. Backed by our experience and expertise in developing applications using Java ME (MicroEdition), WAP (Wireless Application Protocol), JDE (Java Development Environment) MDS (Mobile Data Service) Studio, browser-based push applications, and multi-channel browser-based applications, we use the BlackBerry platform as a preferred development framework for evolved and secure solutions. A vast technology bandwidth enables us to work across diverse platforms, ranging from mobile web to wireless phone and tablet software.

Our portfolio of offerings include custom and outsourced application development and mobile solutions to improve and optimize the enterprise operations by leveraging the power of mobility. We determine the suitability of the mobile solutions based on your business needs and help you plan a mobile roadmap. We help you make the

technology decisions based on our mobile expertise and knowledge across industries. This helps streamline processes, empower decision-making, and transform interactions with customers, employees, and suppliers.

Our rich experience in the mobile industry for the last twelve years has enabled us to optimize our solutions architectures for mobility empowering our customers to leverage our experience and avoid common pitfalls. Leveraging our infrastructure deployment capabilities for mobile computing, we also train resources on specific platforms. This, and our investments in R&D, ensures easy availability of skills and technologies. We also reduce your Total Cost of Ownership (TCO) by utilizing offshore development facilities. Our collaborative model of value creation, multi-technology expertise, proprietary frameworks, and experience, together ensure unmatched delivery certainty.



An overview of the solution

Our Solutions

We have deployed our solutions for the mobile computing and wireless services segments across the globe including solutions for the recently released BlackBerry Playbook tablet. Our wide range of mobile solutions include development of handheld applications for field force, extension of existing products to wireless consumers, in-house mobility using WLAN, mobile portal applications, and Mobile Point of Sale (POS) solutions. We also develop next-generation wireless interactive games and design streaming media services with tariff engines. Our services include:

- **Consulting.** Our experts comprise a qualified team with expertise on the BlackBerry platform with proven experience, besides the RIM Professional Services team.
- **BlackBerry solution accelerators.** These are available as vertical and horizontal solutions, extensions of enterprise Business Intelligence (BI)/ workflows/ portals, consumer B2C applications, and solutions for Small and Medium Enterprises (SMEs).
- **System integration services.** We provide application development, system integration, and application maintenance.

Why TCS

We have been the preferred IT Services partner to many leading firms worldwide. Our Mobility Solutions Unit provides advanced products, solutions and services in mobile technologies and wireless communications, to help enterprises operate in real-time. We are backed by decades of experience across various industries, enabling us to provide innovative and complete technology solutions, ensuring accelerated product innovation, scalability, faster go-to-market, reduced costs of product development, and reliability. We also bring to the engagement our:

- **Centre of Excellence (CoE).** Leveraging our dedicated BlackBerry Centre of Excellence (CoE), and the latest tools and techniques of the BlackBerry Platform, we help you realize your mobile strategy by developing advanced BlackBerry solutions.
- **Strong alliances.** Through various alliances with leading organizations in the mobility space, we have the ability to offer a range of services around their products, which include devices, infrastructure, and middleware and integration platforms.
- **Best in class architecture and user experience.** Our mature mobile architecture coupled with an extensible mobile delivery layer improves the user experience and performance of a mobile solution. We believe that usability is important for adoption of applications and we have a strong team of usability experts.
- **Multi-lingual support.** Our easy-to-customize framework offers multi-lingual support; thus enabling localization, which is critical for mass adoption of the applications.