

# Customer Data Integration Consulting

A customer-centric approach helps build and retain your competitive edge. It enhances customer relationships, accelerates product launches, increases revenue and supports better decision making. To benefit from this approach, you need complete and accurate customer data across all enterprise systems. Tata Consultancy Services' (TCS) Customer Data Integration (CDI) offering provides strategies to integrate and manage information across operational and analytical environments; thus helping in effectively formulating and achieving your business goals through a comprehensive, 360° view of customers and partners.

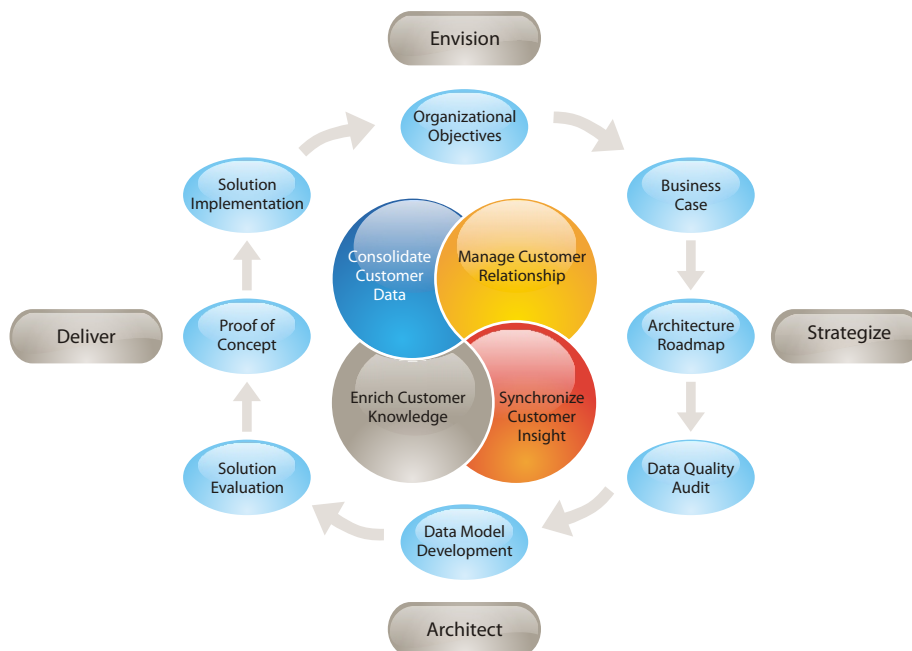
## Overview

Reliable, accurately-maintained and easily available customer data facilitates organizational goals: consistent customer service, efficient regulatory compliance, and customer profiling to reduce risk and fraud.

Our CDI offerings help you achieve these goals by simplifying data keeping and tracking. A single, synchronized view of customers enables you to tap current market potential with effective business strategies. Collaboration with various departments, partners, and processes gives you accurate and unified results. Leveraging our consulting expertise, we assist you with:

- **Business Case Development.** Reaching organizational consensus by preparing ROI models and business case to position the solution.

- **Architectural Roadmap Development.** Preparing roadmaps to tally processes with organizational goals, by analyzing existing corporate applications and processes.
- **Data Quality Audit.** Improving data quality management by assessing existing processes and suggesting relevant changes.
- **Data Model Development.** Introducing customized solutions based on our standard models to position the enterprise for future transitions.
- **CDI Proof of Value Execution.** Enabling stakeholders to understand, appreciate, and assess the capabilities of the CDI solution.
- **CDI Program Evolution.** Leveraging our expertise in various CDI packages and technologies like EAI, ETL, and EII to deliver a superior solution.



Customer Data Integration Process Overview

## Business Benefits

We provide consulting services, solution development, and implementation to address your critical organizational requirements.

We also enable you to:

- Build customer profiles that can be updated close to real-time, and gain new customer insights;
- Segment them according to business rules;
- Facilitate multi-channel integration like customer data from store, portal, and call center;
- Reduce marketing costs with cross-sell and cross-marketing programs;
- Optimize sales and servicing channels, based on effectiveness and cost.

## Why TCS

We provide efficient and cost-effective CDI solutions and services, with a wealth of technology expertise and experienced IT consultants. You benefit through our:

- **Domain expertise.** A thorough knowledge of various verticals, capabilities in ERP, BI, CRM, and SCM, and unbiased recommendation of solutions ensure we meet your needs.
- **Strong partnerships.** Privileged alliances with leading CDI vendors enable us to participate in product and service development and continuously enhance our knowledge and skills, allowing us to maintain expertise in best-in-class solutions.
- **Global presence.** Our skilled associates spread across geographies, adhere to best practices methodology, and work with our Global Network Delivery Model™ – onsite, off-shore, near-shore – to deliver high performing and innovative solutions.

## 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 100,000 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).

## Contact Us

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