

**NORTH AMERICA**  
Four Seasons Hotel  
San Francisco, California  
**JUNE 21 – 22**

**TCS**  
**INNOVATION**  
**FORUM 2011**



## **San Francisco**

**June 21 & 22, 2011**

### **Innovation as Differentiator**

#### **Preparing for the future**

TCS believes innovation can be broadly defined as an idea that makes a material difference to an organization's current capabilities or creates a future capability.

The need of the day is to build a systematic approach to innovation and research built on right governance, talented people and close partnerships. Weaving Innovation into the way we do our business needs to be a key part of our strategies for the future to create value differentiators for now.

### **Innovation Forum as an Enabler**

#### **A Confluence of Innovation Thinkers and Partners**

TCS Innovation Forum is an annual event held in the UK, USA and Asia. This is an exclusive by-invitation-only gathering of industry thought leaders. The break-out sessions at the forum are in a round table-panel discussion format, and are highly interactive.

These sessions provide an opportunity to collectively think about disruptive technologies, learn best practices and share experiences around emerging technologies and innovative processes.

Themes under discussion this year are:

- Cloud Computing
- Efficiency, Agility and Simplification
- Risk, Compliance, Security, Privacy and Governance
- Using Analytics and designing better products and Customer experience
- Mobility and Ubiquity
- Life Sciences and Health



## Profiles of Session Moderators

### **K Ananth Krishnan, VP & CTO, TCS**



Ananth leads R&D and innovation in TCS. He chairs the TCS Corporate Technology Board. A member of the TCS Corporate Think-Tank since 1999, he has led several strategic initiatives in TCS. He has been a Principal Architect and Lead Consultant in TCS' Architecture and Technology Consulting Practice. He has been a member of several Advisory Boards of software companies as well Industry bodies and Government committees. He has served on the organizing committees of several national and international conferences. He has been named Computerworld's Premier 100 IT Leaders, and Infoworld's Top 25 CTOs.

### **Prof Harrick Vin, VP & Global Head, Innovation and Transformation, IT IS**



Prof Harrick heads Systems Research in TCS Innovation Labs – TRDDC. His research interests are in the areas of networks, operating systems, distributed systems, and multimedia systems. He has co-authored more than 100 papers in leading journals and conferences. Harrick, a PhD from University of California at San Diego was a Professor of Computer Sciences at the University of Texas, Austin, USA. Harrick is a recipient of several awards He has served on the editorial board of ACM/Springer and IEEE journals. He has been the program chair, and committee member for several conferences.

### **Dr Gautam Shroff, VP, Technology Programs, TCS**



Gautam heads TCS Innovation Labs – Delhi, which conducts applied research in software architecture, natural language processing, data mining, multimedia, graphics and computer vision. Additionally he is responsible for TCS' Global Co-Innovation Network (COIN).which works with venture backed emerging technology companies to create and take to market solutions that have disruptive innovation potential. Gautam has published over 25 research papers and has also written a book "Enterprise Cloud Computing" published by Cambridge University Press in 2010. Dr. Shroff received his Ph.D. in Computer Science from Rensselaer Polytechnic Institute, NY, USA.

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### **Dr. Satya Ramaswamy, VP & Global Head of Mobility Practice, TCS**



Dr. Satya is responsible for driving mobility within the enterprise and on the consumer-front for various TCS customers. He has more than 15 years of experience in the mobile industry from the days of the early digital phones to today's application-rich smartphones. Earlier, at Motorola he was instrumental in the creation of its TDMA mobile phone product line. He was with IBM as a Strategy Consultant. Satya founded a startup in Silicon Valley related to smartphones. Dr Satya has a Ph.D in Computer Science and Engineering from IIT Madras and an MBA from the Kellogg School of Management.

### **Sitaram Chamarty, Principal Scientist, TCS Innovation Labs - Hyderabad**



Sitaram heads eSecurity and Open Source R&D in TCS. He has experience in designing, developing, and managing the development of security related software. He was responsible for the creation and initial operations management of TCS-CA, India's largest certificate authority. A self-confessed Linux and open source evangelist, Sita is the author of 'gitolite,' an access control layer for the "git" version control system. He has been a data warehousing consultant, and has also worked in language conversions. He has an M.Tech in Computer Science from ISI, Calcutta and over 24 years of experience in the IT industry.



## **K. Jayaramakrishnan, Vice President, Head – Global Alliances**



K. Jayaramakrishnan is currently the Vice President, Head – Global Alliances at Tata Consultancy Services Limited.

Jayaramakrishnan is a post graduate in Management with specialization in Systems and Marketing from the Bajaj Institute of Management, Mumbai. With around 32 years in the IT Industry, he has been with Tata Consultancy Services for the past 21 years holding various positions both in India and abroad. He was the Chairman – Convener for the Confederation of Indian Industry (CII) Task Force on Industry – Institute – Interaction from 2004 to 2009 and Chairman of Computer Society of India, Chennai Chapter – 2008.

JRK is a member of the IT Task Force of the Government of Gujarat and e- Governance Standards Committee of Government of Tamil Nadu; is a Board Member in Sri Chandrasekharendra Sarawathi Viswa Mahavidyalaya – Deemed University; and Convenor for the ICT Academy of Tamilnadu (A Consortium of Govt. of India, Govt. of Tamilnadu & CII) He is interested in Indian Classical Music and Playing Golf

## **Dr. Rajgopal Srinivasan, Principal Scientist & Head – Bio Sciences R&D, TCS**



Raj heads Bio-IT research in TCS Innovation Labs. With interests in prediction of protein structure and function, he lead a team, in collaboration with 18 academic institutes that developed an award winning bioinformatics and cheminformatics software product, Bio-Suite.

His team has developed software for diagnostics products for pharma companies and high performance computing algorithms for UN Institutions such as ICRISAT.

Dr. Rajgopal holds a Ph D from the University of Illinois at Urbana-Champaign and has had post-doctoral stints at Eli Lilly & Co and at the Johns Hopkins School of Medicine. He has several journal publications to his credit and is the first recipient of the Albert Lehninger award for the best post doctoral fellow at the Johns Hopkins University.



Day 1: Tuesday, 21<sup>st</sup> June 2011  
**Ideas for Business & IT @ TCS,**

Four Seasons Hotel, San Francisco, California

Innovation Forum Agenda

8:00 – 9.00	<i>Breakfast</i>
9.00 – 9.30	<p><b>Opening Address: Innovation Ideas for top IT and Business Priorities</b></p> <p><b>K. Ananth Krishnan, VP and CTO, TCS</b>  <i>TCS innovations look at outcome based innovation. Our labs address IT themes such as efficiency, security and simplification. They also enable customers meet business goals such as enriching customer experience and social responsibilities such as greening the environment and enhancing healthcare.</i></p> <p><i>Working along three time horizons, TCS delivers derivative, platform and disruptive innovation to meet customer needs. Our current research themes include IT goals such as simplification, agility, productivity and security as well as business goals such as enriching user experience, optimizing enterprise knowledge, empowering healthcare and environment conservation.</i></p> <p><i>This Forum is representative of our collaborative innovation model. We meet with you – our customer, partner and research partners – to discuss the possibilities and issues around new technologies. Our interactive sessions make for valuable collective learning.</i></p>
9.30 – 10.00	<p><b>Keynote Address: Customer Experience as a Lever to Increase Loyalty and Market Share</b></p> <p><i>With the increase in form factors and marketplaces, and a change in the user profile, user experience has become a crucial CIO concern. This session will throw light on increasing loyalty and market share by enriching user experience.</i></p>
10.00 – 11.00	<p><b>Session 1 : Driving Efficiency, Agility and Simplification based on Hard Data</b>  <b>Panel Discussion led by Prof. Harrick Vin</b> : VP &amp; Chief Scientist, TRDDC          Client and partner panel on analytics led approach to efficiency, agility and simplification</p> <p><i>Large IT systems are ridden by complexity. Just simplifying your current system will drive efficiencies and increase agility. To promote simplification, transparency of business - IT mapping and a holistic understanding of the IT infrastructure are mandatory. "IT Transformations currently are intuition and experience centric exercises. Can we look at the model where we make it a fact based, data driven exercise, where the data comes from the environment?" asks Dr Harrick Vin. He will present key principles that can increase Efficiency, Agility and Simplification in your IT Systems and moderate a discussion that will bring to the fore new models in this area.</i></p>



11.00 – 11.15	<i>Refreshments Break</i>
11.15 – 12.15	<p><b>Session 2: Analytics for a Rich Customer Experience</b>  <b>Brainstorm Session led by Dr. Gautam Shroff</b> : VP - R&amp;D; Member - Corporate Technology Board.  Client and partner panel on analytics led approach to designing better products and customer experience</p> <p><i>Knowing your customer and listening to him/her used to be simple. In a global environment, across interaction platforms, it is not easy anymore. Learn how intelligent tools are being employed to understand and cater to customers better. A rich user experience can be a business differentiator.</i></p>
12.15 – 1.30	<i>Lunch</i>
1.30 – 2.30	<p><b>Session 3: Liberating IT from the desktop: The upcoming mobility revolution</b>  <b>Panel Discussion led by Satya Ramaswamy</b>: VP, Tata Consultancy Services  Client and partner panel on mobility and ubiquity</p> <p><i>Traditionally, Information Technology (IT) has been chained to desktops. Mobile devices such as tablets and smartphones can now bring computing and data to 'point of need' (unreachable by desktops) and infuse velocity and efficiency to the business processes of enterprises. This panel will discuss: transforming existing business processes by leveraging today's mobile devices; the factors that enterprises need to consider to successfully deploy mobile devices.</i></p>
2.30 – 4.00	<p><b>Session 4: Security and Privacy; Governance; Risk and Compliance</b>  <b>Brainstorm Session led by Sitaram Chamarty</b>: Principal Scientist, TCS Innovation Labs - Hyderabad</p> <p><i>How do you protect your data from different types of threats? How can you stave off copyright violation? How can you improve access control measures within the enterprise? In the realm of Open Source Software, what is the role of Intellectual Property Rights? CIOs are perennially confronted by "IT Security" and "Security through IT" questions. While addressing these questions, panelists will briefly mention research success stories in this area. Current issues and what customers want help with, and the work ahead will be highlighted. TCS is not alone in this quest and has an able set of collaborators and partners, some of whom will also present emergent technology solutions.  Discuss your security and compliance concerns with researchers and peers.</i></p>



**Innovation Forum Agenda**

4.00 – 4.15	<i>Refreshments Break</i>
4.15 – 5.00	<p><b>Session 5: IT Tools to further Healthcare research Drug Discovery</b>  <b>Panel Discussion led by Dr. Rajgopal Srinivasan</b> : Principal Scientist, TCS Innovation Labs - Hyderabad</p> <p><i>Researchers in Healthcare and Pharma rely heavily on powerful IT tools – to understand what prior knowledge exists, and to compute for future discovery. TCS R&amp;D is working in several areas of IT in health care and pharma, in some cases with renowned universities research departments in the USA.</i></p> <p><i>Know more about data analysis and software tools in knowledge platforms for drug development, Genomics and Metagenomics, Modeling and Simulation and Post-genomics healthcare. Leverage these ideas and practices to make business benefits.</i></p>
5.00 – 5.30	<p><b>Closing Keynote</b>  <b>State of the art in Big Data Analytics- Jeffrey Ullman, Professor of Computer Science (Emeritus) Stanford University</b></p> <p><i>Businesses understand the need for data mining, and finding patterns that enable decision making. The problem with data mining today is that the quantity of data that has to be mined has grown exponentially. And this data is not all in one silo. Prof Ullman who is currently authoring a book on mining large sets of data will discuss current models.</i></p>
7 PM onwards	<b>Dinner</b>

Contd....



Day 2: Wednesday, 22<sup>nd</sup> June 2011

**Cloud Computing solutions @ TCS**

Four Seasons Hotel, San Francisco, California

Innovation Forum Agenda

8:15 – 9.00	<i>Breakfast</i>
9.00 – 9.15	<b>Opening Address</b> <b>Dr. Gautam Shroff</b> : VP - R&D; Member - Corporate Technology Board.
9:15– 10.15	<b>Session 6: Cloud – the role of collaborative innovation.</b> <b>Panel Discussion led by Dr. Gautam Shroff</b> : VP - R&D; Member - Corporate Technology Board Strategic Partner Perspective and Emerging Technology Partners perspective <i>This is good time to adopt a Cloud strategy, if you already have not.</i> <i>Cloud adoption should be an incremental and iterative approach, and one needs to pick the quick-wins and the right use cases first. Cloud also required collaboration, as there are several aspects to a cloud implementation. This session will help us understand some areas where emergent technologies can help with a robust cloud implementation.</i>
10.15 – 10.30	<i>Refreshments Break</i>
10.30 – 11.00	<b>Cloud Computing: Current Trends and the TCS Experience</b> <b>K Ananth Krishnan, VP &amp; CTO, TCS</b> <i>With its differentiated approach towards Cloud Computing, using with a mix of platform-based and end-to-end service-based offerings, TCS has worked with customers with varying needs. Leveraging research, co-innovation experiences and actual delivery of cloud services, TCS CTO will share insights on distinct adoption trends of this new technology. Discussing TCS Cloud platforms catering to SMBs, Banks and Assurance services, he will share TCS experiential learning with respect to Cloud</i>
11.00 – 11.45	<b>Session 7: Cloud – a Customer Perspective</b> <b>Panel Discussion led by K Ananth Krishnan, VP &amp; CTO, TCS</b> <i>How do customers/prospective customers view Cloud solutions? This session will be in a Q&amp;A format, with two customers representing different industries participating. This session will elicit several questions on cloud solutions and offer insights around these.</i>
11.45 – 12.00	<b>Closing Remarks</b> K Jayaramakrishnan: Vice President - Global Alliances K. Ananth Krishnan : VP & CTO, TCS

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## Logistics

TCS Innovation Forum is our annual innovation event. There is no fee to attend. You are responsible for your round-trip transportation to San Francisco.

**The airport to fly into:** The Four Seasons Hotel, San Francisco is situated 14 miles from the San Francisco International Airport; 20 miles from the Oakland International Airport; and 46 miles from the Mineta San Jose International Airport.

[Directions from the San Francisco International Airport to the Four Seasons Hotel, San Francisco](#)

[Directions from the Oakland International Airport to the Four Seasons Hotel, San Francisco](#)

[Directions from the Mineta San Jose International Airport to the Four Seasons Hotel, San Francisco](#)

### **Facilities / amenities at the hotel:**

In the Yerba Buena cultural district, two blocks from Union Square, the Financial District, the Moscone Convention Center and the Museum of Modern Art, Four Seasons creates a distinctive luxury experience with heart-of-the-city access to all that San Francisco offers.

For more information, visit [here](#).

If you need assistance, please email Kelly Ercolino at [Kelly.ercolino@tcs.com](mailto:Kelly.ercolino@tcs.com)

As space is limited, we strongly recommend that you register for the event by the 3rd of June, 2011.