

Trends Among TCS' Telecom Clients

In an interview at TM Forum, Shanky Viswanathan, Head of Tata Consultancy Services' (TCS) Telecom Solutions Business Unit in North America, shared his insights on some large-scale telecom projects. Shanky explained how TCS' offerings are providing real business value for telecom firms, given the radical changes many are planning as a result of market shifts and new technologies.

With the additional concern of the recent economic slowdown, most global telecom providers are renewing their focus on cost reduction and are looking to their IT partners to deliver lean operations and critical business KPIs. Right now, Tier 1 firms are cutting back on projects with heavy capital expenditures and are looking for a return on their investment even sooner than in the past, sometimes within the same fiscal year. With these increasing pressures for rapid results, many of TCS' customers are benefiting greatly from the solution accelerators, frameworks and assets that the firm has developed over its 40 years in the industry, all of which can be rapidly deployed to reap immediate ROI.

[Watch Shanky's video interview to learn more.](#)

News & Insights

- ▶ Expanding Revenue through Set Top Boxes
- ▶ TCS Upgrades XO Communications' Siebel System
- ▶ TCS' mKrishi Wireless Service Receives WSJ's Technology Innovation Award
- ▶ BPO Offerings for Telecom Providers

Client Showcase

- TCS is developing a content delivery platform using personal mobile devices for a leading U.S. healthcare provider.
- TCS will be opening an online channel for a major North American print and publishing company to capitalize on the minimal costs for online content distribution.
- TCS will be partnering with a provider of advanced enterprise femtocells to reengineer the components of their product for a next generation IP network.
- TCS is integrating VOIP applications that a global telecom provider is using to diversify beyond the traditional fixed mobile segment.
- TCS recently completed a project with a major U.S. communications provider to integrate the existing business and IT operations of numerous acquisitions.
- TCS is currently working with a major U.S. communications provider on customer data integration across multiple business units.

Telecom Innovations at TCS

At TCS' Innova Lab, researchers are working to develop Video on Demand applications that can run on wireless networks, offering advantages in scalability, cost effectiveness and flexibility over existing solutions. Telecom service providers can also add real-time billing and usage data and include other services like video alerts and seamless switching to improve the customer experience and to facilitate cross selling. To find out more, contact global.telecom@tcs.com.

TCS to Join Expert Panel on Telecom IT Services

Fast turnaround projects, creative partnerships, hybrid software and service offerings, global outsourcing: this is the face of the new, highly diversified system integrators that thrive today. But how can telecom firms best leverage these skills? What kind of services firm should you hire? These questions will frame a panel discussion at Billing & OSS World with experts from SI firms, service providers, and software vendors, including Shanky Viswanathan, Head of TCS' Telecom Services Unit in North America. [Find Out More](#)

About TCS' Telecom Practice

TCS' telecommunications practice enables integrated operators and manufacturers to enter today's converging industry. Our comprehensive solutions range from end-to-end IT consulting to custom application development and maintenance for test and measurement equipment vendors and service providers. We help accelerate product innovation, increase go-to-market speeds and reduce the cost of product development while supporting your business models and your customers' needs. For more information on our telecom practice, visit www.tcs.com/telecom.