

Content Agility Solution Media and Information Services

Digital revolution has fundamentally changed consumer information consumption pattern. The market today expects actionable information delivered through multiple channels instantaneously.

This disruptive transformation has forced you to review your entire content value chain for innovative product creation and improved operational efficiency. Your ability to manage increasing content complexity, to continuously enrich content value and to distribute content quickly through a variety of devices is crucial for you to stay competitive.

However, existing siloed product-centric information management systems fail to address custom product requirements, preventing reuse of content and leading to inefficiency and increased cost. To overcome your challenges and to exploit new revenue streams, we at TCS have come up with a comprehensive Content Agility solution to help you gain market share at reduced operational cost.

Overview

Your business needs flexibility and agility in managing content. To promote content reuse and quick repurposing, your content management approach needs to change from product-centric to content-centric. The platform has to be agile to manage newer content types and structurally enabled to reuse content easily. Intelligent processing of structured and unstructured content from wide variety of content sources is essential to enrich content value and to make actionable information accessible through rich interactive user interfaces.

At TCS, we have been partnering with leading technology vendors and information services companies to create the right solution for Content Agility. Extending the same vision and commitment, we will aid you in transforming your platform to content-centric and enable you to monetize new business opportunities quickly.

Our Content Agility solution covers end-to-end content value chain including:

- Multi-source Content Acquisition & Content Ingestion;
- Content Authoring & Editorial Management;
- Content Conversion & Entity Extraction;
- Content Processing & Enrichment;

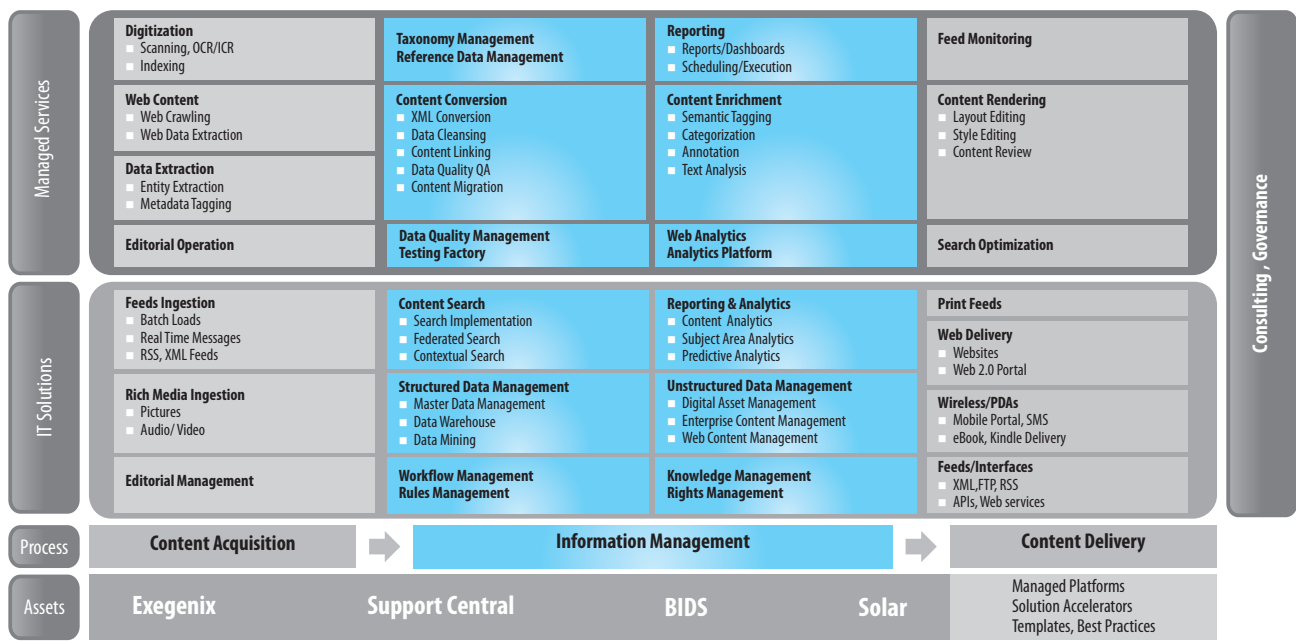
- Structured & Unstructured Content Management;
- Content Search;
- Integrated Workflow;
- Web, Content and Business Analytics;
- Multi-channel Content Delivery.

Seamless integration of content from multiple sources using the content-centric TCS Content Agility solution allows you to create value-added content once and reuse it for multiple channels. Leveraging our proven delivery capabilities, the solution uses pre-built assets, solution accelerators and managed services to minimize time-to-market and lower cost allowing you to realize increased value from your investment faster.

Benefits

Our Content Agility solution will help you transform your content supply chain and make it agile to meet new market demands and fully monetize your digital assets. Allowing implementation of the components as needed, the solution helps to protect your legacy investments, choose the pace you want to implement and brings multiple advantages, such as:

- Transforming content supply chain from product-centric to content-centric enabling new innovative product creation quickly reducing time-to-market;



Content Agility Solution

- Storing content in granular structure and intelligently processing to uncover hidden information for greater business value;
- Reusing and repurposing content faster across different channels to create new revenue streams;
- Making relevant information accessible through intelligent search across repositories increasing product richness;
- Streamlining workflows and making processes agile thereby increasing operational efficiency;
- Reducing cost by more than one-third from your in-house operations using managed services.

Why TCS

We have a deep understanding of the content value chain and an impeccable record of delivering quality, cost-efficient solutions using our Content Agility solution. Our professionals have expertise in leading editorial systems, content management, enterprise search and business intelligence technologies, making us your trusted partner for content supply chain transformation. We assure you of a truly beneficial engagement through our:

- **Thought Leadership.** Combining our deep understanding of your industry with our R&D expertise in information management, text and multimedia we will help you create your content transformation strategy and focused innovation.
- **Scalable Solution Framework.** Leveraging our pre-built solution accelerators for Intelligent Entity Extraction, XML Content Conversion, Integrated Workflow Management, Semantic tagging, Business Intelligence assets will help reduce time-to-market.
- **Managed Shared Services.** Providing managed services for your non-core functions we cut cost, optimize operations and allow you to focus on core business.
- **Global Delivery Model.** Pioneers in global delivery, we extend our services across 55 countries leveraging our global delivery centers with multi-lingual content processing capabilities.

- **Alliances.** Strong associations with leading technology vendors will translate into high-quality and efficient solutions for you.
- **Information Services Center of Excellence (CoE).** Dedicated knowledge base and professionals with industry experience help in staying abreast with industry trends and evolving technologies, helping us deliver superior solutions that match your needs.

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 143,000 of the world's best trained IT consultants in 42 countries. The company generated consolidated revenues of US \$6 billion for fiscal year ended 31 March 2009 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at www.tcs.com

Contact

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