

BETTER, FASTER
OUTCOMES WITH
TCS PACE™ SPRINTS

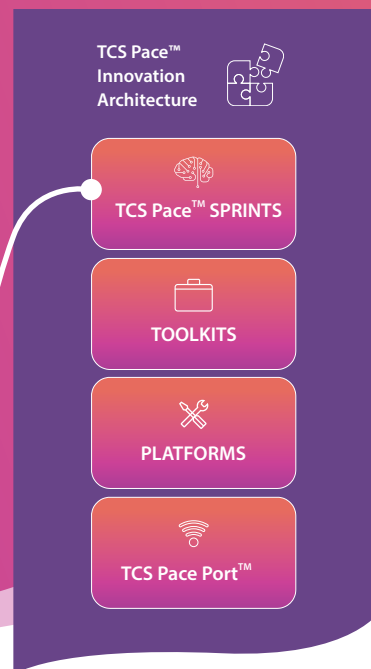
HARNESSING THE POWER OF INNOVATION

To address the need of accelerating your digital transformation journey, we have developed an immersive and high-energy approach. This approach pushes creative thinking and problem-solving aimed at addressing your customer needs or organizational pain points.

The approach pools together our knowledge of producing accelerated, successful outcomes across industries, into distinct intervention.

We call it **TCS PACE™ SPRINTS**.

These sprints are now shaping priorities for Europe's most prominent companies.



TCS PACE™ SPRINTS

TCS PACE™ SPRINTS are short, time-boxed periods to deliver valuable outcomes that help you learn faster and minimize risk on your investment.

These sprints are designed as distinct interventions across the life cycle of an initiative. They help you accelerate the speed and get more value from your innovation and transformation investments.

The sprints are activated along these broad lines:



How long are the Sprints?

- Pace Sprints can last anywhere between 2 days to 4 weeks depending on the context.

Who takes part in the Sprints?

- A cross-functional team that together possess the skills, knowledge and experience to get the job done. In instances that are applicable, the team focuses on capturing the voice of the end-user as this is critical for the project's success.

What is the value of the Sprints?

- Glad you asked! Use the following index to see a list of challenges businesses like yours face; read on to know how the Pace Sprints can help resolve some of them.

THE VOICE OF

● BUSINESS ● TECHNOLOGY ● CUSTOMERS ● EMPLOYEES ● OTHER STAKEHOLDERS

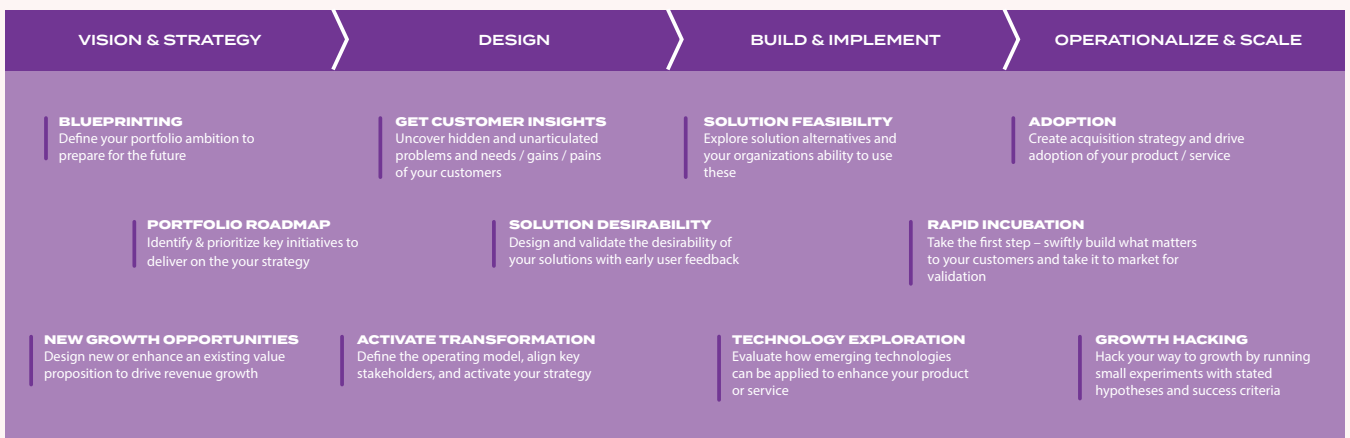


ORGANIZATION'S ECOSYSTEM DEMANDS



● BUSINESS ● TECHNOLOGY ● CUSTOMERS ● EMPLOYEES ● OTHER STAKEHOLDERS

YOUR NEEDS



OUR SOLUTIONS - PACE SPRINTS



TIME IS YOUR SCARCEST RESOURCE, WE USE IT WELL

The distinct interventions with **TCS PACE™ SPRINTS** provide you the ability to learn even faster and helps you avoid expensive commitments.

The Continuous Cycle

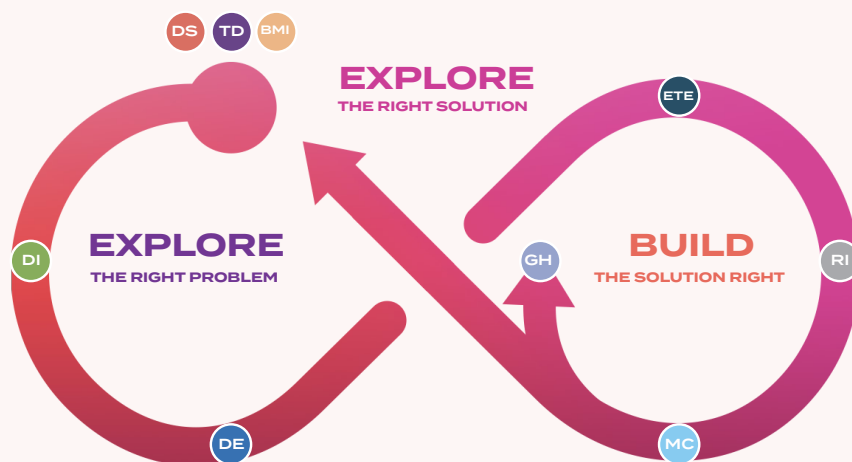
The Continuous Cycle is based on Agile ways of working, enabling you to learn and adapt continually.

INCLUSIVE

TANGIBLE

PIVOT MINDSET

SPEED OVER PERFECTION



DESIGN THINKING

LEAN STARTUP

AGILE/SCRUM/DEVOPS

AGILE INNOVATION AT SCALE

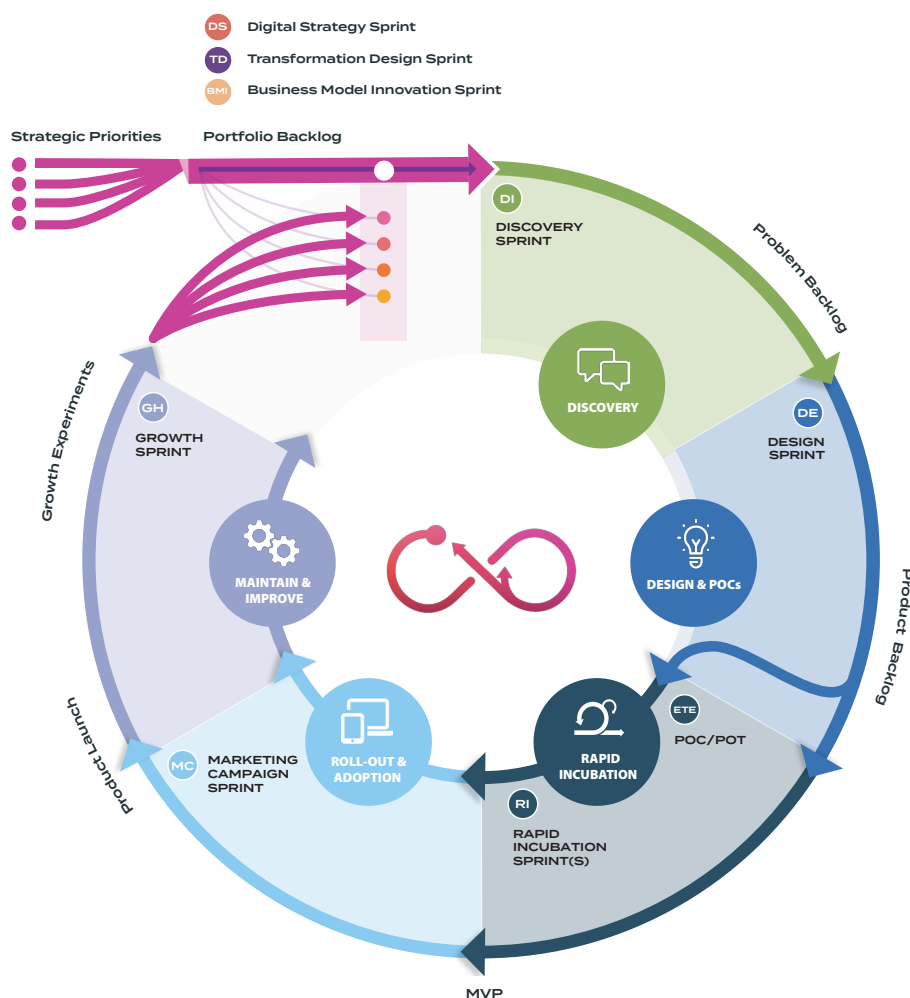
The Power of Sprints

Early and continuous feedback will help you adapt your transformation journey by making outcomes faster and cheaper while minimizing risk on your investments.

All this, without dramatically changing your core organization.

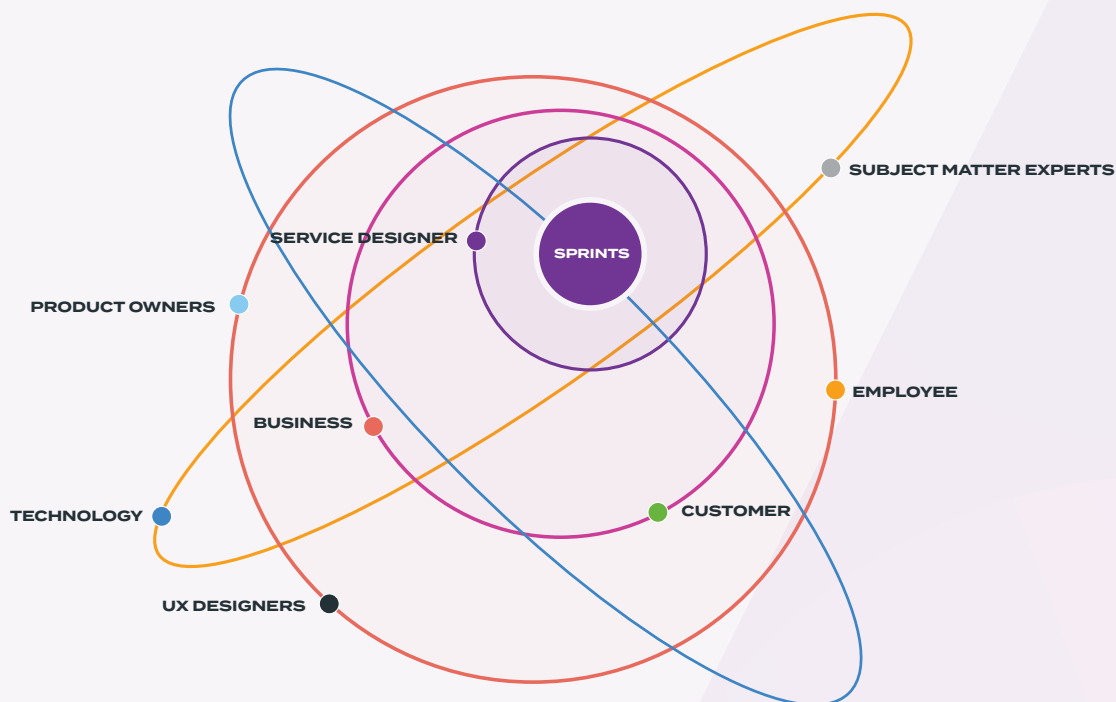
Benefits for you:

- Improve partnership between business and IT
- Innovation as the core transformation strategy
- Scalable end-to-end product development lifecycle



CROSS-FUNCTIONAL TEAMS

Working from multiple locations, sprints always need hybrids teams.



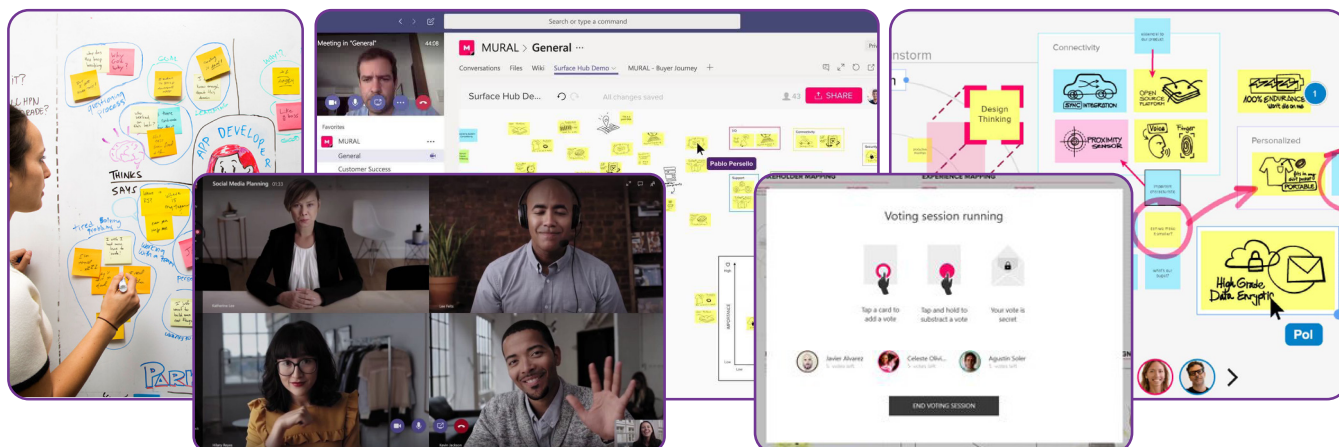
FACILITATING DESIGN-LED WAYS OF WORKING

Connected

Collaborative

Digital

Location free



Meticulously designed frameworks



Purpose-built methods and tools



Plug-and-play solutions



Experienced facilitation

THE ADDED BENEFITS OF OUR SPRINTS

Alignment in thought and strategy

- Get stakeholders with different perspectives on the same page with a singular vision to move forward
- Sprints energize an organization's team to be eager and optimistic about meeting a common goal

Collaboration, to reduce time and stress

- Use of an approach that shares resources, insights and efforts helps get more done
- Collaboration helps spark ideas and creativity
- The variety of solutions that emerge as a result of collaboration help save time and money

Lean tie-in to business

- Bring together IT, business, and user-centricity using a lean approach, and in an environment that enables rapid movement from strategy to action.

The ability to try before you overspend

- Test your product ahead of time and know early on of what may actually be useful.
- Eliminate dead-end projects; spend resources on viable products.
- Minimize risk by validating ideas fast

Fast track approval and buy-in

- Demonstrate an idea with working prototypes to gain full stakeholder approval
- Synthesize challenges within products and processes so solutions have a broad buy-in
- Overcome moments of impasse and reduce inefficiency that may arise from misaligned strategies and thought

Design thinking and lean working practices

- Time-boxed, co-creative and structured work processes
- Continual focus on end-user
- Ideas prioritized in a concrete, visual manner tied to business viability and technology feasibility



Articulate your needs and what you will solve

Typically there are competing ideas, more or less attractive and more or less feasible, built on implicit assumptions. Managers are often bad at overcoming these because of behavioural biases such as overoptimism, confirmation bias and fixation on first solutions. When assumptions aren't challenged, discussions around what will or won't work become deadlocked, with each person advocating from his or her own understanding of how the world works. Instead, we ask what would have to be true about the world for an idea to be feasible.

A pivot mindset to manage change

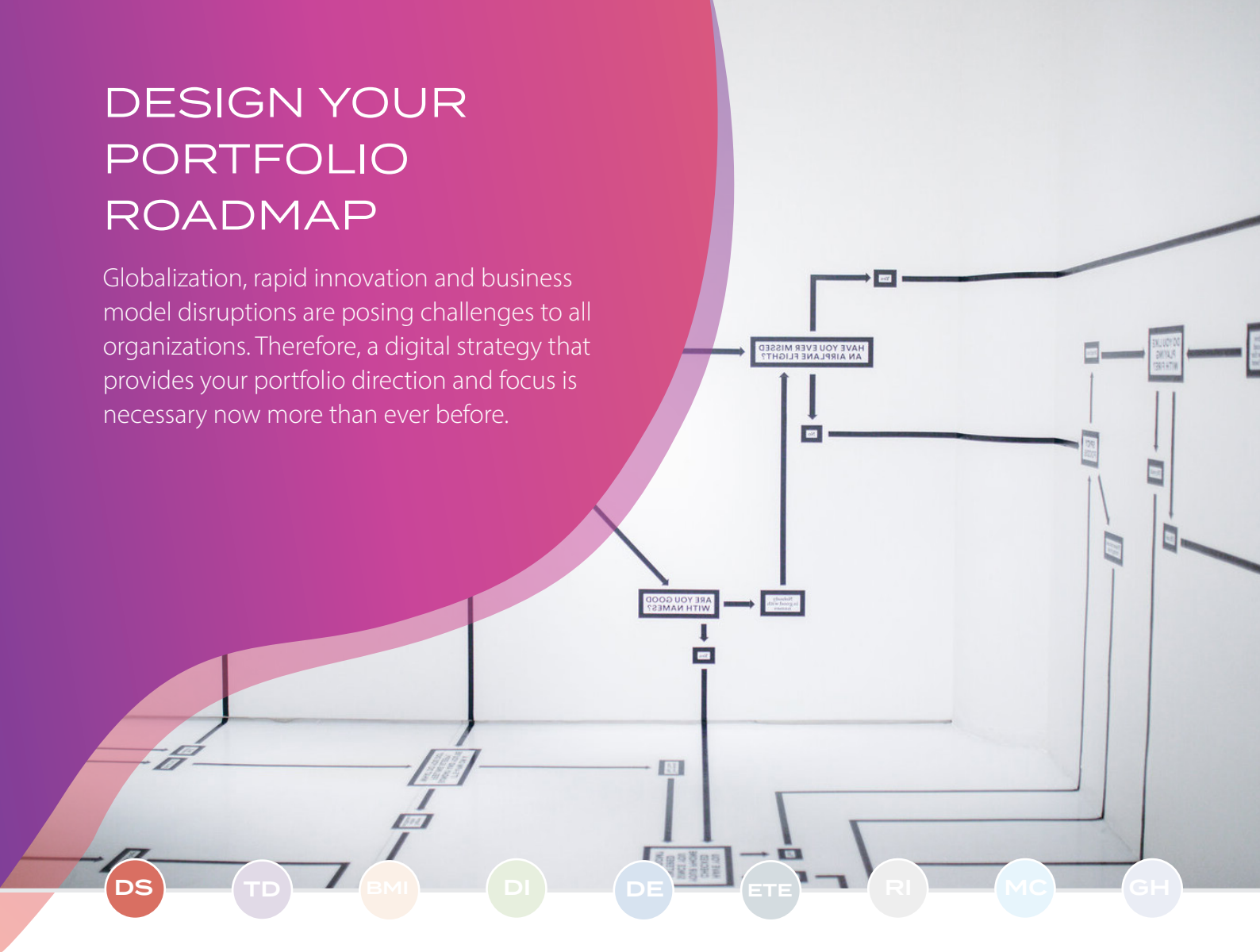
Reducing resistance in adopting new ways of doing things, away from earlier assumptions and into a different directions. Overcome anxiety and resistance to change and achieve personal investment from everyone attending the Sprints.

Training and adoption

Structured learning of new ways of doing things, techniques and processes towards digital maturity by adopting mindsets from Agile, Design Thinking and Lean. Training and adoption are key in driving long-term usage of the service or product, to achieve critical mass and changes into new behaviours.

DESIGN YOUR PORTFOLIO ROADMAP

Globalization, rapid innovation and business model disruptions are posing challenges to all organizations. Therefore, a digital strategy that provides your portfolio direction and focus is necessary now more than ever before.



DIGITAL STRATEGY SPRINT

What we do together

- ▶ Explore various digital frameworks to identify the capabilities needed to deliver on your strategic priorities.
- ▶ Assess the impact of those capabilities for your customer and your organization
- ▶ Identify what is required to get your organization ready. Create a backlog of initiatives for your portfolio

The value you get

Capability Gap Assessment: Accelerated identification of capabilities you need to build to deliver on your portfolio ambition

Prioritized Roadmap: Early identification of business value as compared to investment needs, to define a roadmap for your portfolio

Ideal for



Portfolio Blueprinting

When you are embarking on a transformation journey to redefine your portfolio



Identify Strategic Initiatives

Define a digital strategy for your portfolio and assess your organizational readiness to support it

ACTIVATE YOUR TRANSFORMATION

Organizational change has always been difficult and there's no shortage of research showing that a majority of transformations continue to fail. Upfront alignment between key stakeholders on the "why" behind the transformation is critical for success.

DS

TD

BMI

DI

DE

ETE

RI

MC

GH

TRANSFORMATION DESIGN SPRINT

What we will do together

- ▶ Gather expectations, clarify current challenges, unearth concerns
- ▶ Create multi-functional stakeholder alignment
- ▶ Align on different types of value the transformation will deliver
- ▶ Design the target operating model
- ▶ Define communication strategy to onboard key stakeholders

The value you get

Early Stakeholder Alignment: Alignment between key stakeholders on transformation objectives to kick-start your transformation

Value Realization: Early identification of benefits & tracking measures to realize the business case

Risk Identification: Early identification of friction points and critical risks

Ideal for



Activating Transformation Strategy

When you want to align key stakeholders of a transformation and activate your strategy



Defining Operating Model

To define how a transformation should be organized and managed

EXPLORE NEW GROWTH OPPORTUNITIES TO STAY AHEAD OF COMPETITION

Massive changes driven by internal or external forces require urgent new business models to survive – and thrive – in a new market that takes a radical shift from product to services, that needs new revenue streams or undergoes drastic changes in customer behaviour.

DS

TD

BMI

DI

DE

ETE

RI

MC

GH

BUSINESS MODEL INNOVATION SPRINT

What we will do together

- ▶ Analyze the market potential & identify the target customer segment
- ▶ Define the right value proposition for the target customer segment
- ▶ Define the desirability, feasibility & viability of business model
- ▶ Identify critical market and technology hypotheses/assumptions to be validated

The value you get

Early Validation of Business Model

A lean approach to define unique propositions and validate if you can take advantage of opportunities from uncertainty and convert them into value creation

Early Risks Identification

Identification and prioritization of hypotheses that must be validated to reduce market and technology risks before taking your proposition to market

Ideal for

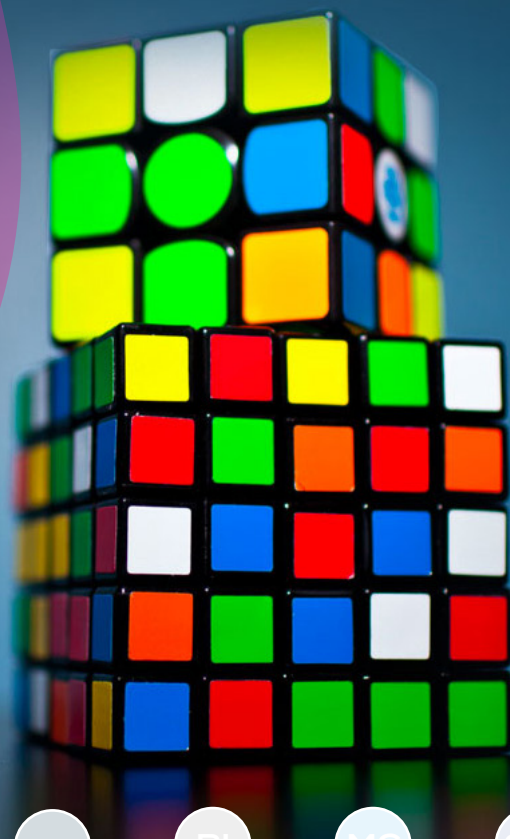


Designing Value Proposition

When you want to create a new value proposition or enhance an existing value proposition to drive revenue growth

UNCOVER HIDDEN AND UNARTICULATED PROBLEMS AND NEEDS

The challenge today isn't building more solutions, but uncovering what to build. To stay relevant to your customers, you need to be uncovering problems worth solving, continuously.



DS

TD

BMI

DI

DE

ETE

RI

MC

GH

DISCOVERY SPRINT

What we do together

- ▶ Quantitative and qualitative research - user interviews, research, data analysis, anthropology etc
- ▶ Analyze data from multiple dimensions and identify the focus
- ▶ Apply prioritization techniques to identify problems that really matters to your customers

The value you get

Sharpened Focus: Early validation of symptoms to narrow down the focus

Early Validation: Identification of hypotheses that are critical to be validated while designing your value proposition

A Prioritized Backlog: A backlog of customer needs, pains and gains

Ideal for



To uncover Problems / Opportunities

Discover hidden needs of customers with empathy-based analysis (VOC, VOE)

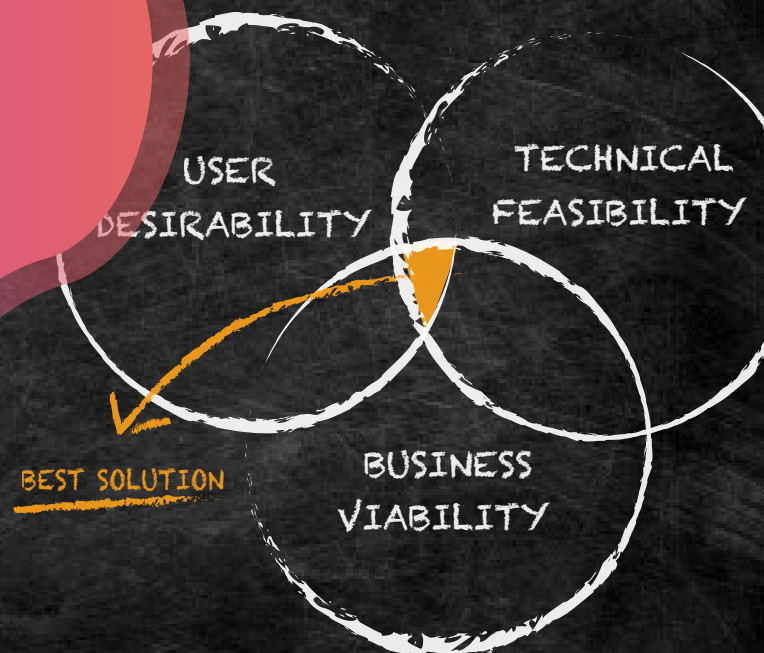


To profil customers

Customer segmentation to identify the target customers with sample data analyses to support the problem hypothesis for narrowed focus

CO-INNOVATE TO DESIGN FUTURE SOLUTIONS AND TEST NEW IDEAS

Which is the right solution, and how successful will it be? Get answers to critical business questions through design, prototyping and user validation of ideas before going live.



DS

TD

BMI

DI

DE

ETE

RI

MC

GH

DESIGN SPRINT

What we will do together

- ▶ Ideate with a cross functional team to design the solution
- ▶ Re-imagine the customer journey
- ▶ Prototype the solution and capture learnings & decide the way forward
- ▶ Identify the smallest solution (MVP) you can build that delivers monetizable value to your customers
- ▶ Identify critical factors for feasibility and viability of the designed solution

The value you get

Early view of finished product: Fast-forward into the future to see your finished product and customer reactions to it

Build only what matters: Minimize and de-risk your investments by validating early and investing in building what really matters to your customers

A well-defined MVP scope: An identified scope to make the MVP successful before investing to scale further

Ideal for



Validating desirability, feasibility and viability of your solution
Co-innovate and design the right solutions



Early user feedback
Develop quick prototype(s) to get early user feedback before making expensive commitments

DISCOVER POTENTIAL OF HIGH IMPACT TECHNOLOGIES TO CREATE DIFFERENTIATION

Technologies such as blockchain, artificial intelligence, 3D printing, augmented and virtual reality, and the IoT are rapidly reshaping our world and evolving at an unprecedented speed. But in this fast-changing technology environment, it is important to be clear about which emerging technologies will have the biggest impact on tomorrow's businesses; which will better improve how people live and work; and which matters most to your business.



DS

TD

BMI

DI

DE

ETE

RI

MC

GH

EMERGING TECHNOLOGY EXPLORATION SPRINT

What we will do together

- ▶ Develop a deeper understanding of the technical aspects to realize a product or service
- ▶ Explore applicability of emerging technologies
- ▶ Identify platform solutions (if any)
- ▶ Innovative proof of technology (PoT)

The value you get

Develop niche technology propositions: Validating your hypothesis with emerging technologies that support your products or service vision

Create differentiation: Early adoption of certain emerging technologies to create differentiated products or services

Uncover hidden potential: Technological solutions might not always be apparent at first, therefore we investigate which specific technologies we can apply to a project

Ideal for



Rapid Exploration

When you want to quickly evaluate how emerging technologies can be applied to enhance your product or service



Proof of Technology

Access new and full stack digital skillsets in the areas of data visualization, ventures into multi-sensory experiences (touch, smell, hearing), AR/VR, 3D printing, 5G, Robotics, AI/ML or new development platforms

TAKE THE FIRST STEP, BUILD ONLY WHAT MATTERS

Building a start-up is hard. You have to come up with a great idea, bootstrap to make the product, beta test it, and invest in marketing to deliver the product to the market. This is the classic start-up strategy. However, experienced entrepreneurs might object and say that building a full fledged product isn't the first step.



DS

TD

BMI

DI

DE

ETE

RI

MC

GH

RAPID INCUBATION SPRINT

What we will do together

- ▶ Build a piecemeal MVP consisting of components from multiple sources which are plugged in together to create the foundation for your product
- ▶ Build features incrementally to help you measure usage metrics and customer feedback to further pivot and improve your build until you achieve market validation

The value you get

Access lab environment: Lab environment and cloud setup made available on demand for easy experimentation and project execution

Speed to market: A faster way to take an idea to market. Specific technologies we can apply to a project

Ideal for



Rapid Incubation

Develop a piecemeal MVP to turn concepts into lean technology solutions



Mini-Experiments

Capture the essence of your product idea in it's very basic form, a MVP acts as mini-experiments

CREATE YOUR ACQUISITION STRATEGY

Every product or service needs a strong digital presence, quality content, infographics, e-books, templates, photographs, videos and much more. Most of the errors regarding a product have to do with how you communicate their value proposition.

Designing a marketing campaign in a sprint is very useful to plan a successful marketing and content strategy rapidly.



DS

TD

BMI

DI

DE

ETE

RI

MC

GH

MARKETING CAMPAIGN SPRINT

What we will do together

- ▶ Co-create a marketing and communication plan to be executed in the next 3-4 months
- ▶ Define the campaign channels, generate tangible actions, and list ideas
- ▶ Design the content around the moments that matter in the customer's journey and are crucial to drive adoption

The value you get

Identify the decision moments: Market at the right content moment and touchpoint in the journey

Consistent delivery: Ensure consistent delivery of products or services aligned with brand

Enable customer's journey: Enable customers to manage their own journey with only the necessary and right interventions

Ideal for



Marketing Strategy

Develop the right marketing strategy and plan to launch your MVP to the market



Digital Marketing

Design email marketing and ad campaigns to achieve or raise the conversion ratio, optimize funnel and metrics, validate a certain branding and plan online and offline content

HACK YOUR WAY TO GROWTH

Growth does not just come from the top of the funnel, but can come from anywhere within the customer lifecycle.

Ensuring that customers repeat or recur is just as important (if not more) than getting new customers into your funnel at the top.

The critical part to growth hacking is running small experiments with stated hypotheses and success criteria, so we can quickly learn if we are on the right track or need to try something different.

DS

TD

BMI

DI

DE

ETE

RI

MC

GH

GROWTH HACKING SPRINT

What we will do together

- ▶ Look at the customer journey through the lenses of acquisition, activation, and retention or drive employee adoption
- ▶ Apply creative thinking to Identify a small number of actionable growth experiments
- ▶ Co-create and design ideas to carry out the growth experiments

The value you get

Fine-tune product backlog: Reduce future product development efforts by learning from the growth experiments

Focused marketing: Reduce marketing risks by pivoting around the growth experiments with only the necessary and right interventions

Ideal for

Designing Growth Experiments



Acquisition

How do your potential customers find you and find out about you?

Activation

How do you turn your potential customers into necessarily paying but active?



Retention

How do you keep your customers coming back or re-engaging them? How do you increase their customer lifetime value (CLV)?

Driving user adoption

How do you develop a user adoption strategy for your own employees?

About TCS PACE™ and Pace Port™

BEST OF TCS' INNOVATION
UNIFIED CAPABILITIES |
ACCELERATED OUTCOMES

Powered by **tcs PACE**

TCS Pace™ unifies the Best of TCS' Innovation assets, capabilities and practices to build accelerated and meaningful outcomes.

TCS Pace Port™ brings to life the TCS Pace™ philosophy in active collaboration with the ecosystem.

More Information: <https://www.tcs.com/pace>

Write to us: paceport.amsterdam@tcs.com

Address: TCS PacePort™ Amsterdam:
Gustav Mahlerplein 85-91, 1082 MS Amsterdam,
Netherlands

Business & Technology Services

TCS Business & Technology Services help enterprises become future ready with its offerings across digital technologies including Cloud, IoT, Business Operations, Infrastructure, Cybersecurity, Blockchain, Data and Analytics, Quality Engineering and Automation.

TOKYO
TORONTO
NEW YORK
PITTSBURGH
AMSTERDAM