

# TCS MasterCraft™ for connected intelligence

Unified Data & AI Platform: Powering Smarter  
Decisions across enterprises





Enterprises today struggle with:

- **Unified Data View:** Fragmented and unreliable data obstructs insights and impairs decision-making.
- **Accelerated AI/ML Adoption:** Expediting the transition of AI/ML models from pilot to production remains challenging, with scalability hurdles prolonging the process.
- **Delivering Actionable Insights at Point of Impact:** Custom logic and integration to enable AI-driven decision automation leading manageability issues. Businesses face challenges in orchestrating data and AI to drive effective decision-making.
- **Purposive AI Apps for Business:** Need for business to constantly depend on IT for AI-driven insights and collaboration often hinders innovation at scale

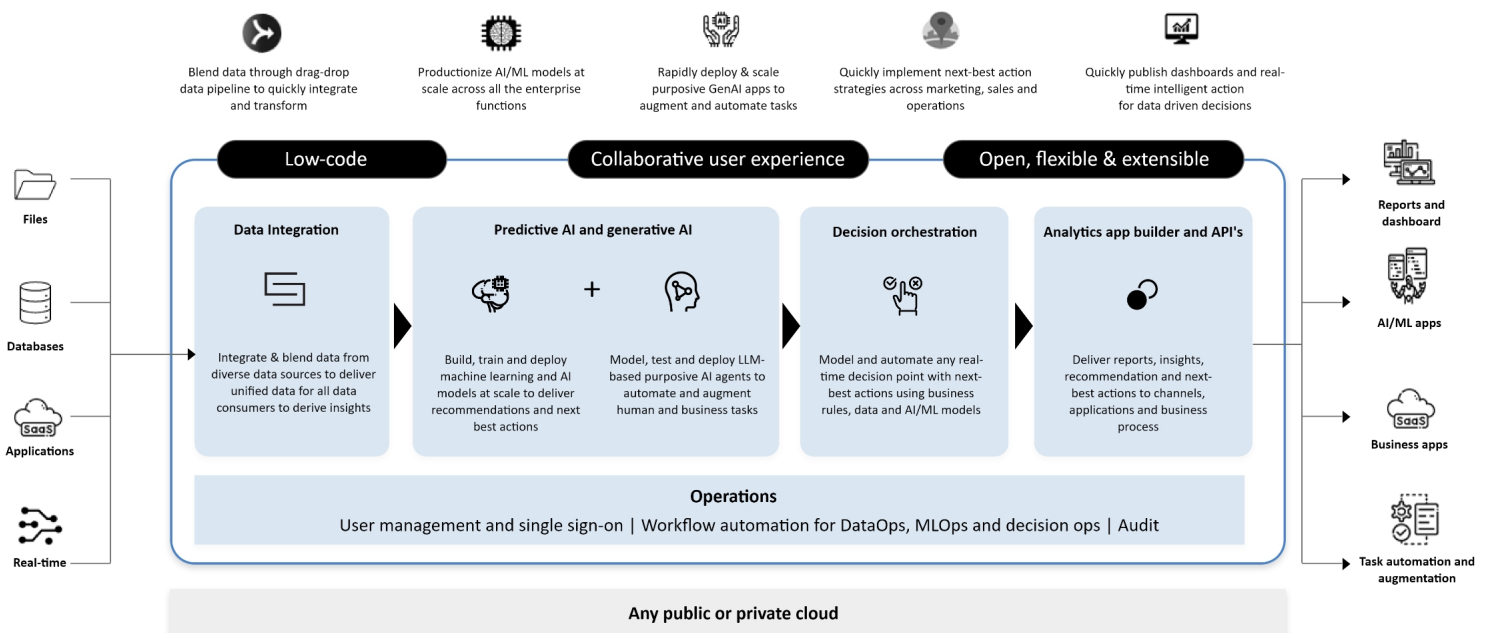
TCS MasterCraft™ for connected intelligence provides a unified Data and AI platform that empowers data engineers, data scientists, integration developers and agent developers and AI apps developers to collaboratively design, deploy, and manage Predictive and Generative AI-driven use cases at scale. The platform provides a low-code platform that enables businesses to develop and operationalize end-to-end AI use cases at scale. The platform facilitates the activation of generated insights and determination of next-best actions, making them accessible through self-service apps or as nudges to existing business applications and processes with an in-built decision engine.



# Overview

Our unified Data & Analytics Platform empowers enterprises with a single, integrated solution to deliver high quality and unified data, operationalize AI/ML models, deploy Generative AI agents, orchestrate AI driven next-best-action, and build self-service AI applications—all in one place.

TCS MasterCraft™ for connected intelligence provides comprehensive end-to-end capabilities encompassing data connectors, data integration, data preparation and data services, AI/ML model build, train, and deploy, real-time decision orchestration, and AI app builder (Figure 1). This enables businesses to rapidly operationalize the multitude of AI use cases across the enterprise to automate and augment tasks to continuously deliver business value. The platform delivers scalable architecture built on containerized, microservices technologies which enables businesses to start small and scale. The platform also supports flexible deployment options across public and private clouds. With TCS MasterCraft™ for connected intelligence, we follow a factory model that allows businesses to scale AI use cases seamlessly. Through automation and continuous learning, our product accelerates model development and deployment at scale, enabling rapid iteration and improvement without compromise.



## Key Features

### 1. Data Integration & Management

- Seamlessly integrate structured and unstructured data from multiple sources.
- Build scalable data lakes and data warehouses to enable advanced analytics.
- Ensure data quality, governance, and security for AI-driven insights.

### 2. AI/ML Model Lifecycle Management

- Build, train, and deploy AI/ML models at scale.
- Automate model training and hyperparameter tuning for optimal performance.
- Monitor model drift and retrain models to maintain accuracy.
- Expose the AI/ML scoring in both batch and real-time



### **3. Generative AI for AI Agents**

- Build knowledge base to deploy Retrieval Augment Generations.
- Develop intelligent AI agents for automation and customer engagement.
- Use pre-trained models or customize your own for domain-specific AI assistants.
- Enhance business productivity with natural language interactions.

### **4. Decision Orchestration**

- Implement Next Best Actions (NBA) using AI/ML models and business rules.
- Embed real-time decision into workflows and optimize decision-making in real time.
- Enable AI-powered recommendations and predictions to drive business outcomes.

### **5. AI App Maker**

- Build self-service AI applications without extensive coding.
- Empower business users to create AI-powered solutions through drag-and-drop tools.
- Accelerate innovation with low-code/no-code AI app development.

## Business Benefits

- **Unified Data & AI Strategy:** A single platform to manage data, AI, and decision automation.
- **Faster AI Adoption:** Streamline AI/ML model development and deployment.
- **Accelerated Next-Best Actions:** AI-driven insights for smarter, faster business actions.
- **Increased Efficiency:** Automate complex workflows and reduce manual effort.
- **Empowered Business Users:** Build AI-powered applications without deep technical expertise.





# Awards and accolades



## Contact

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## About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 56 years. Its consulting-led, cognitive powered, portfolio of business, technology and engineering services and solutions is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development

A part of the Tata group, India's largest multinational business group, TCS has over 601,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$29 billion in the fiscal year ended March 31, 2024, and is listed on the BSE and the NSE in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index.

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