TCS HOBS™:
Engineering experiences for CSPs and beyond

An ever-evolving business landscape demands enterprises to stay ahead of the curve. Being agile and experience-centric is the key to success in this dynamic environment. Agility helps enterprises to quickly adapt to changing customer and market preferences, and technological advancements, thus, enabling them to capitalize on emerging opportunities. At the same time an experience-centric approach allows them to deliver exceptional experiences leading to delighted customers.

Overview

TCS HOBS™ is a cloud-native, catalog-centric platform with composable architecture engineering experiences with insights-led personalization.

The catalog-centric architecture enables enterprises to launch new products and bundles rapidly, and seamlessly integrate ecosystem partners. On the other hand, the power of AI enables the hyper-personalization of products and processes in real time for a transformative customer experience.

The platform offers plug-and-play business capabilities across subscriptions, devices, and insights. They are designed modular, allowing enterprises the flexibility to add capabilities incrementally as the business grows.

TCS HOBS™ is TM Forum Open API certified and mapped against Open Digital Architecture. The platform offers a Scaled Agile way of working with DevOps and continuous integration and continuous deployment (CI/CD) at the core. It comes with business SLA-driven engagement model, and flexible commercial models.

Our Solution

The offerings of the TCS HOBS™ platform are scalable and highly adaptable to business dynamics. They include:

- **TCS HOBS™ for Fiber Operations and Monetization:** A digital-first, cloud-native operations and business support systems (OSS/BSS) stack with a comprehensive suite of capabilities enabling fiber operators to become digital service providers. TCS HOBS™ helps operators to configure and orchestrate customer journeys, leverage marketplace capabilities, and enable seamless partner integration to drive accelerated time to market.

- **TCS HOBS™ for Digital Network Operations:** A cloud-native digital operations support systems (OSS) solution enables holistic inventory, network assurance, and fulfillment across telecom and enterprise networks. The solution provides a single pane of glass for monitoring and management needs across original equipment manufacturers (OEMs), networks, and domains. It improves network performance, elevates customer experience, and reduces manual efforts.

- **TCS HOBS™ Business Assurance:** Integrated offering designed to empower enterprises, improve cash flows, and enhance customer experiences. With intelligence-led insights, it helps prevent revenue leakages and frauds, thereby minimizing financial losses and safeguarding revenues.

- **TCS HOBS™ Unified Catalog**
  Optimize the 'ideate to retire' cycle through zero-touch product lifecycle management and product governance. The solution empowers enterprises with faster launch of rationalized products and offers to create new revenue opportunities.
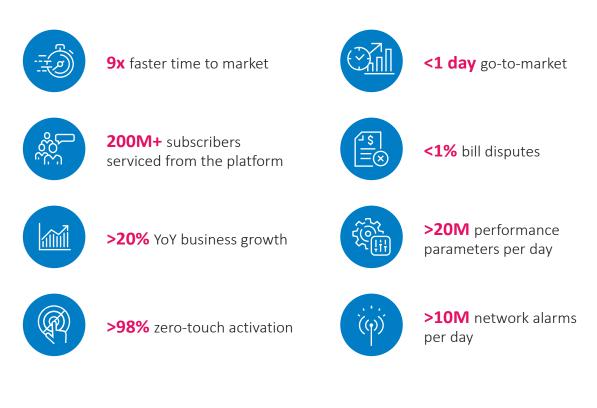
- **TCS HOBS™ Catalog-Driven Front Office**
  An integrated offering that harnesses the capabilities of the TCS HOBS™ platform and Salesforce's customer engagement layer. It helps drive frictionless sales processes, faster deal closures, and enables zero-touch delivery.

- **TCS HOBS™ Electric Vehicle (EV) Charging**
  The seamless EV charging ecosystem enables enterprises to monetize their EV charging network and deliver enhanced customer experience across car owners, charging station owners, and other partners. Enterprises can establish agile and scalable operations with out-of-the-box features like mobile app-based reservations, zero-touch operations, real-time billing, and interactive user rating experience.

Benefits

9x faster time to market

<1 day go-to-market

200M+ subscribers serviced from the platform

<1% bill disputes

>20% YoY business growth

>20M performance parameters per day

>98% zero-touch activation

>10M network alarms per day

The TCS Advantage

We are helping enterprises succeed in their growth and transformation endeavors with the following:

Future-proof digital platform: Based on catalog-centric, composable architecture, TCS HOBS™ delivers engineered experiences. Considering aspects around scalability, performance, integration, and security, TCS HOBS™ is genuinely a future-proof platform.

Contextual knowledge: TCS has a vast pool of certified subject matter experts with decades of global experience to help deliver strategic solutions unique to different organizations.

Implementation ownership: TCS has built an established practice for delivering digital transformation programs and assumes full ownership while implementing the solution to ensure it delivers the expected results.

Awards and accolades

- TCS positioned as a Leader in the Gartner Magic Quadrant for IT Services for Communications Service Providers (CSPs) worldwide. TCS HOBS™ recognized to play a pivotal role in accelerating CSPs growth and transformation journeys; to take full advantage of 5G technology and emerging business models.

- TCS HOBS™ for Connected Device Management mentioned in Gartner Market Guide for CSP Service and Network Assurance Solution survey.

- "TCS HOBS™ broad portfolio coverage in BSS/OSS with a modular portfolio that allows for the swift deployment of the minimum number of viable products with scope for later expansion"- Analysys Mason

- TCS HOBS™ is TM Forum Open API Certified.

- TCS HOBS™ achieved Silver Status open API certification and registered in the ODA directory.

- TCS HOBS™ is a well-engineered enabling platform with a modular/open architecture, heavily aligned to key industry best practices - Gartner.

Contact

Visit the https://www.tcs.com/what-we-do/products-platforms/tcs-hobs
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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 55 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 615,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US $27.9 billion in the fiscal year ended March 31, 2023, 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. For more information, visit www.tcs.com

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