

TCS HOBS™ Catalog-Driven Front Office



Digital subscription businesses must improve their B2B sales and customer experience processes. The ability to launch, sell and deliver complex products and services quicker and at competitive prices is paramount to this task. Businesses with an inflexible product catalog architecture are unable to model and roll out complex bundles and do not offer full visibility around products and pricing leading to lost revenues. The solution to this problem is the catalog-driven front office (CDFO).

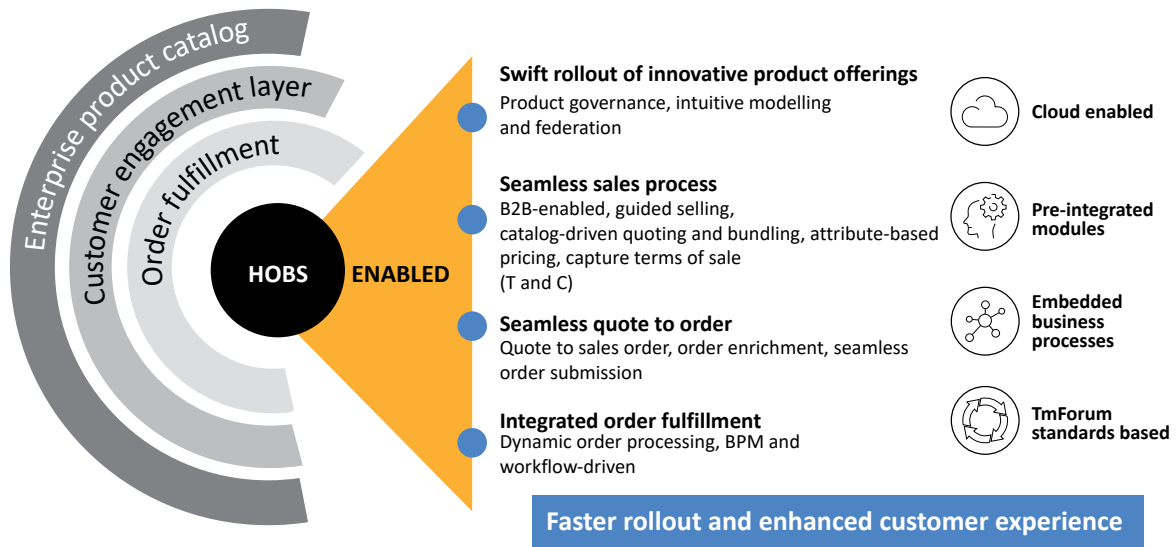
Leveraging TCS HOBS™ and Salesforce, TCS has developed a digital catalog-driven front office solution to meet the needs of both communication service providers (CSPs) and enterprises. This integrated solution combines the strength of the Salesforce customer engagement layer with the robust features of the TCS HOBS platform, to offer unparalleled capability to sell complex products and services quicker, with personalized customer experience and guaranteed quality.

Overview

Sales agents look to enhance customer engagement, while ensuring quicker lead generation, easier quoting for complex products, and automated negotiations, whereas sales managers are focused on accuracy in the quoting process, automated workflows, and a seamless quote-to-order process for right-first-time delivery.

Built on the Salesforce lightning platform, TCS' offering enables enriched sales journeys that lead to faster deal closures. TCS HOBS' catalog-centric architecture integrated with Salesforce, extensive open APIs, and workflows, ensures seamless product rollout and smooth sales and delivery processes. The solution supports lead management, opportunity management, quoting, quantity ordering, price negotiation, attribute-based pricing, template-driven quote generation, and automated approvals. In addition, it assists sales order process, agreements creation, quote-to-order conversion, and order enrichment for seamless fulfillment by the TCS HOBS catalog-driven order management platform.

Armed with our centralized product catalog solution, organizations can effectively seize revenue-generating opportunities and become the digital custodians of customer experience and engagement.



An Overview of TCS' HOBS Catalog-Driven Front Office Solution

Our solution

TCS' offering rides on a strong catalog-driven architecture and is pre-integrated with various back office processes. Key features include:

- **Enhanced configure price quote (CPQ):** Improve your sales processes with guided selling, contract-driven pricing, price override, price matrix, and approvals. Additional features include custom quote templates, configurable terms and conditions, customer-specific agreements, and quote-to-sales order automation.
- **Centralized product catalog:** Roll out complex offers to sales channels quickly, and with ease
- **Extended order manager (XOM):** Enrich orders by capturing all the required information upfront. Pre-integrated with TCS HOBS order management, the platform helps convert sales orders to delivery orders for seamless automated delivery, with support for bulk ordering as well.
- **Sales order:** Create sales orders from quotes with Omni channel experience

Benefits

With TCS' solution, enterprises can benefit from:

- **Timely rollouts:** Speed up the introduction of complex product bundles to the market through the centralized TCS HOBS product catalog which is architected with a great level of flexibility, configurability, and scalability.
- **Frictionless sales:** Drive seamless sales processes through a best-in-class customer engagement layer built on Salesforce, integrated with the TCS HOBS product catalog and order management platform.
- **Customer centricity:** Empower sales agents to create compelling offers with faster and accurate quoting and provide flexibility to configure price even at a product attribute level.
- **Zero-touch delivery:** Enable upfront order enrichment with all the required attributes.

- **Seamless delivery:** Drive smooth delivery of products and services through catalog-driven, dynamic, workflow-based order processing and fulfillment.
- **Improved sales experience:** Sales agents can easily sell complex products with superior user experience.
- **New growth avenues:** Foster new avenues of growth by selling any product across the B2B segment, quicker.
- **Better customer experience:** Amplify customer experience by assuring high quality in the sales to delivery to billing processes, as all the processes are driven by the centralized catalog.

TCS Advantage

By partnering with TCS, enterprises can leverage:

- **Salesforce partnership:** TCS is a long-time partner of Salesforce and collaborates on consulting, technical architecture, roadmap definition and joint GTM initiatives. The application is Salesforce security-certified and is listed on the Salesforce app exchange.
- **Proven expertise:** TCS has decades of experience in the industry by virtue of having worked with industry leaders the world over.
- **Contextual knowledge:** TCS boasts of a vast pool of certified subject matter experts with global experience who add value to our systems and help deliver strategic solutions to fulfil the varied requirements of different organizations.
- **Future-proof digital platform:** Built on a responsive and adaptive design, TCS' solution provides omnichannel experience to the user. Having considered all the aspects of security, integration, scalability, effortless upgrade, compliances, and performance, we have created a truly future-proof solution.
- **Implementation ownership:** TCS has built a sizeable practice for delivering digital transformation programs; we assume full ownership for implementing the solution and ensuring it delivers the expected results.

Awards and accolades



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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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