tcs TwinX™

Enterprise digital twin platform for risk-free business experimentation

Envision. Experiment. Execute

The modern enterprise dilemma

In a hyper-competitive, ever-evolving business environment, enterprises are under constant pressure to:

- Launch new products and offers faster

- Optimise pricing and promotions

- Maximise channel ROI and customer retention

- Streamline operations and reduce costs

- However, achieving this while fostering agility and intelligent decision-making is a significant challenge

- TCS TwinX empowers enterprises to move from intuition-led to evidence-based decision-making, at scale and securely

- TCS TwinX enables risk-free business experimentation across core business functions—sales, marketing, pricing, and operations

- Available on Google Cloud, TwinX ensures scalability, security, and resilience while unlocking real-time, evidence-driven decision-making
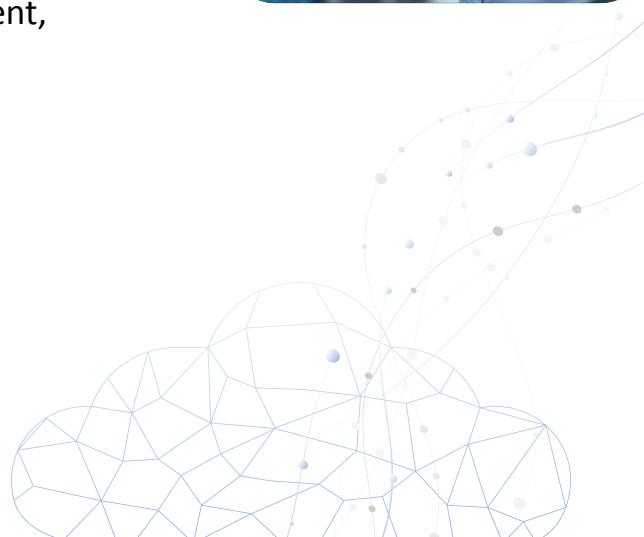
What makes TwinX unique?

- Generative and Agentic AI for autonomous decision-making
- Patented simulation engine for risk-free experimentation
- Real-time simulation and outcome prediction
- Available in cloud and on-premises environments
- Enterprise data remains within customer infrastructure
- Explainable AI powered by large language models (LLMs)
- Scalable, secure, and resilient system architecture
- Rapid value realisation through faster experimentation

Key business functions

Smart selling and precision marketing

- Advertisement yield optimisation
- B2B quotes and incentives
- Media mix model (MMM) optimisation
- Market penetration, dynamic segmentation

Strategic pricing

- Guided pricing workflows
- Price elasticity simulations and optimisation
- Integrated deal-modelling and P&L
- Margin maximisation scenario simulation

Intelligent operations

- Facility throughput optimisation
- Supply chain network optimisation
- Intelligent order fallout management
- Intelligent service assurance and proactive care

Proven business impact

5-10%
revenue growth through AI-driven optimisation

15%
improvement in offer uptake

2–3%
reduction in customer churn

2x
faster time-to-market

12%
improvement in pricing efficiency

4x
increase in business agility

5%
cost savings via profitability insights

19%
network capacity increase

15%
reduction in order lead time

Customer success stories

Auto major: Email marketing optimisation

Challenge:

> High manual effort, low personalisation, and KPI visibility

Solution:

> TwinX Customer, product, and email channel twins with AI-led experimentation

Impact:

> ~5x increase in dealership visits increased sales via targeted service campaign personalisation

Pharma distributor: Pricing and deal simulation

Challenge:

> Minimise revenue leakage, maximise EBIT margins

Solution:

> Iterative scenario planning, elasticity-driven pricing recommendations, competitor and supplier impact simulations

Impact:

> Higher EBIT and margins reduced revenue leakage, improved account-level profitability

Nordics Postal Company: Sorting terminal optimisation

Challenge:

- Static sort plan, unpredictable parcel inflow

Solution:

- Digital twin of the sorting terminal

- Scenario simulations on workforce, sort plans, recirculation

Impact:

- 5–10% increase in sorting capacity

- Enhanced chute and cage utilisation

- The future is evidence-based

- With TCS TwinX, your business doesn't guess. It knows.

- Build smart twins. Run experiments. Make confident decisions

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About Tata Consultancy Services (TCS)

Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) is a digital transformation and technology partner of choice for industry-leading organisations worldwide. Since its inception in 1968, TCS has upheld the highest standards of innovation, engineering excellence, and customer service.

Rooted in the heritage of the Tata Group, TCS is focused on creating long term value for its clients, its investors, its employees, and the community at large. With a highly skilled workforce of over 590,000 employees in 55 countries and 202 service delivery centers across the world, the company has been recognised as a top employer in six continents. With the ability to rapidly apply and scale new technologies, the company has built long term partnerships with its clients – helping them emerge as perpetually adaptive enterprises. Many of these relationships have endured into decades and navigated every technology cycle, from mainframes in the 1970s to Artificial Intelligence today.

TCS sponsors 14 of the world's most prestigious marathons and endurance events, including the TCS New York City Marathon, TCS London Marathon and TCS Sydney Marathon with a focus on promoting health, sustainability, and community empowerment.

TCS generated consolidated revenues of over US $30 billion in the fiscal year ended March 31, 2025. For more information, visit www.tcs.com.

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