

End of Ownership: Servitization Engine on Oracle Cloud

Enterprise Application Services



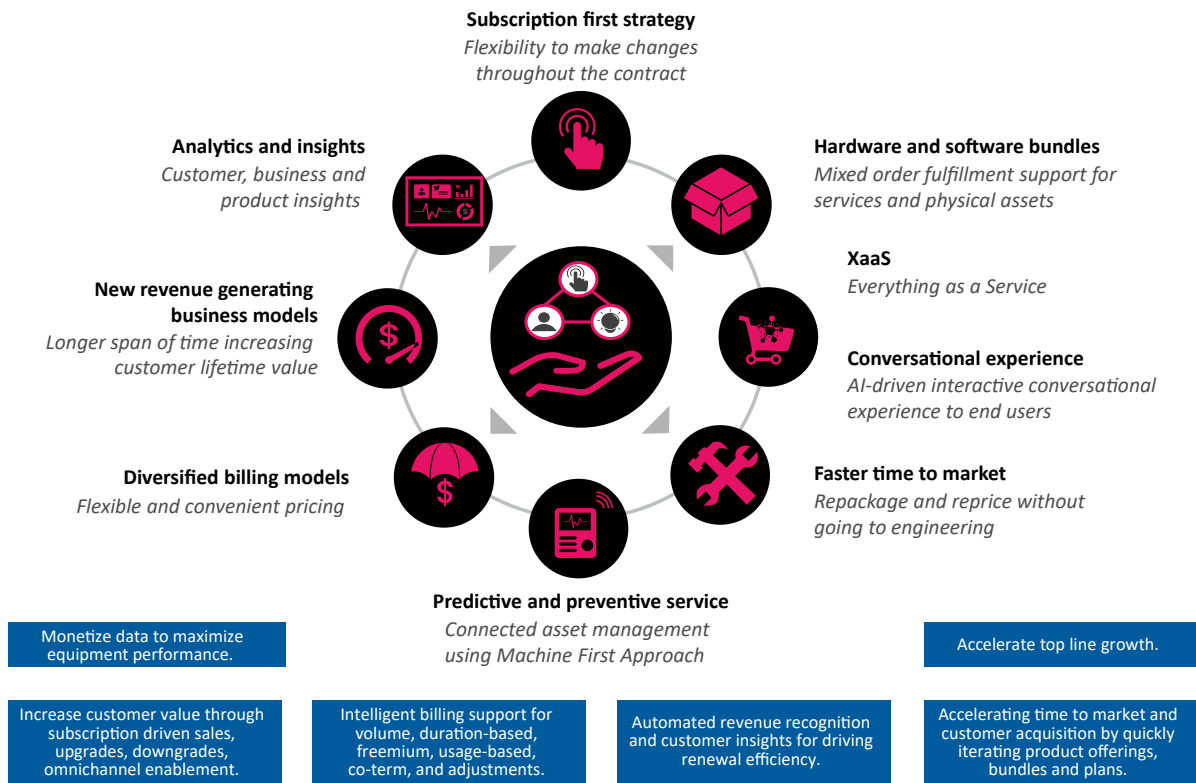
The pandemic has accelerated the way businesses function in a hyper digital world, shifting rapidly from product-centric to service-centric business models. The shifted focus on digital customer engagement from ownership to usership requires businesses to adopt subscription-based services to improve revenue per customer and thrive.

TCS Servitization Engine on Oracle Cloud uses a subscription-first strategy to help enhance customer relationships while unlocking new revenue streams and improving profits. As a complete market package with bundled combinations of products, services, support, self-service, and knowledge base, enterprises can seamlessly add value to their core product offerings and provide strong front-end customer-facing solutions to improve personalization and achieve customer delight.

Overview

Industries are shifting from a one-time purchase to subscription-based services and undergoing digital transformation to unlock new revenue streams and strengthen customer relationships. With product-centric business models leading to high procurement and operational costs resulting in high capex, organizations are adopting new technology that enables service-oriented servitization models. Servitization offers better margins over a longer period increasing customer lifetime value for providers and lowers the total cost of ownership with flexible consumption of products and services for customers.

TCS Servitization Engine on Oracle Cloud re-imagines business models through a subscription-first strategy and provides outcome-based solutions with intelligent service capabilities. The solution focuses on building recurring relationships by launching products across all pricing models, integrating front and back-office operations, and driving insights to the front office to build customer relationships. Integrated with Oracle Cloud offerings, it enables business agility by accelerating time to market, growing and measuring the recurring revenue, increasing the lifetime of a customer by cross-selling, upselling, and improving customer retention.



Key features of TCS Servitization Engine on Oracle Cloud

Our Engine

Core functional pillars comprise Oracle Commerce Cloud, Oracle CPQ Cloud, and Oracle Maintenance Cloud. Oracle Subscription Cloud can be easily integrated with CRM for customer management and Oracle Financial Cloud for back-office operations to enable full subscription lifecycle management.

Key features include:

- **Service-centric approach:** Move from a product-centric to service-centric organization by configuring and changing workflows and adding pricing strategies, user responsibilities, and administrative override parameters to enhance customer satisfaction and create customer-specific service offerings.
- **Data monetization:** Manage all customer information in a central hub and get the right insights to improve revenue.
- **Optimize performance:** Get equipment performance insights by enabling proactive and predictive service diagnostics to minimize business disruption.
- **Personalize products:** Leverage customer insights to deliver hyper-personalized products with financing options.
- **Consumption-based model:** Simplify and increase control over budgeting, billing, and technology life cycle management. Leverage the pay-as-you-go model to manage variable workloads.

Benefits

The TCS Servitization Engine can help:



Increase customer lifetime: Increase the retention rate, trial conversion rate, and freemium conversion rate by enabling new revenue-generating business models with better margins over a longer span of time.



Gain multichannel support: Leverage self-service capabilities via multiple channels to support simple updates such as address changes, or complex functions such as changing payment schedules.



Reduce churn rate: Leverage consumption insights to create customized offerings and help their customers pay only for the features they use.



Lower cost of ownership: Define rules for unique business processes to optimize workflow management and automation with a configurable business rules engine, and enable an increase in average revenue per user, monthly recurring revenue, and annual recurring revenue.

The TCS advantage

Key differentiators include:



Industry-specific use cases: Built with contextual knowledge and industry best practices, the ready-to-use solution leverages Oracle digital core, intelligent technologies, and Oracle line of business solutions to accelerate business process transformation and technology integration with significant time, cost benefits, and value realization.



TCS Innovation Centre for Oracle: Innovation Centre for Oracle Cloud technologies continuously promotes innovation and identifies how consumer spending behaviors have changed to craft an end-to-end industry-based solution to address these challenges. The functional pillars are comprised of CRM, digital commerce, subscription management, distributed order management, IoT, cloud, and service management, among others. Servitization Engine leverages emerging technologies powered by TCS Research & Innovation. These innovations include predictive and prescriptive analytic insights, digitally interpretable knowledge for performance enhancement, and better servicing of the assets and systems coupled with TCS' conversational and contextual AI components. As part of the future roadmap, Edge-based capabilities and immersive experience are also being planned for enhancing the engine.



Industry domain expertise: Our proven expertise in delivering and deploying modern sales and service capabilities helps our partners leverage our positioning of industry domain and technology experts.



Leadership in IDC MarketScape: TCS is a proven leader in IDC MarketScape for Oracle implementation and Oracle Cloud implementation services. Our front office solution is powered by Oracle Commerce Cloud for catalog, cart management, and order capture, Oracle CPQ (Configure, Price, Quote) Cloud and Oracle Subscription Cloud for managing subscription products, pricing and quotation, service logistics for maintenance operations, Oracle Maintenance Cloud for the installed base and Oracle Financials Cloud for billing and invoicing.

Awards and accolades



Contact

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