

Crystallus™ on Salesforce



The accelerated shift to digital channels requires innovation and the adoption of cloud to enable digital transformations and enhance customer experience. While not all industries have utilized the full potential of cloud, it continues to drive innovation and technological evolution to help organizations meet increasing customer expectations. Leveraging cloud technology, agile adoption, and other digitalization approaches for business transformations can help in the ever-changing ecosystem by modernizing outdated systems and applications, and integrating new capabilities.

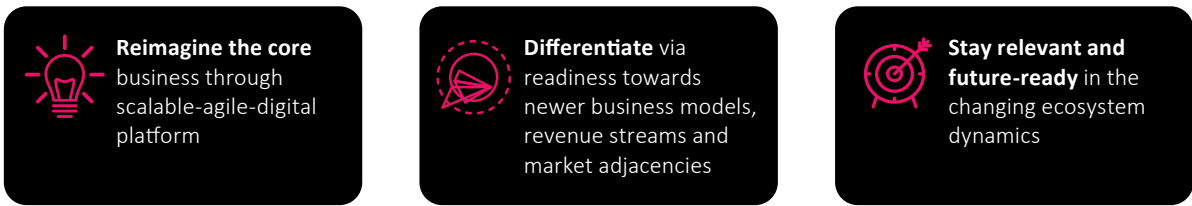
TCS is helping organizations speed up their transformation journeys and create exponential value with the power of TCS Crystallus™, a set of pre-configured industry solutions and innovations. TCS Crystallus acts as a catalyst for transformation and extends the capability of Salesforce solutions by providing companies with a strong foundation. It also creates a roadmap for newer business models, revenue streams, market adjacencies to ensure relevance in the changing ecosystem dynamics.

Overview

With businesses across the world focusing on digital initiatives at scale and undertaking digital transformation projects, it has become crucial to building a shared digital vision and strategic business alignment across the organization. The reliance on legacy systems and manual processes, prevent companies from delivering personalized experiences for customers across digital sales and service solutions, impacting business agility and ability to rapidly launch innovative products and services. Businesses need to capture and analyze data to ensure personalized recommendations for customers along with seamless and consistent online and in-person experiences. Further, the digital transformation journey is taking longer and costing much more than originally anticipated, preventing large enterprises from innovating and adopting new business models at speed.

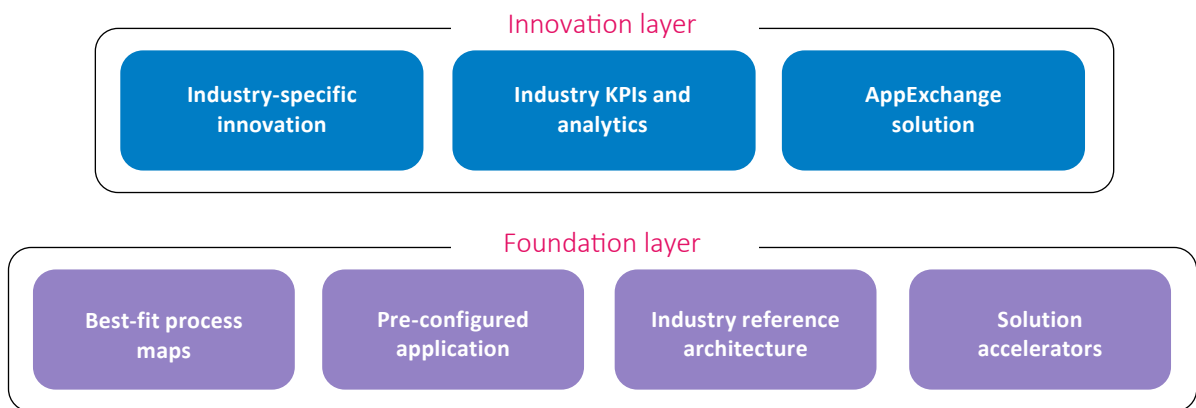
TCS Crystallus harnesses the power of Salesforce industry clouds to help speed up much-needed business outcomes. It builds a robust foundation with the Salesforce platform to enable rapid transformation and adoption through accelerators, best fit process maps, best practices, and frameworks to achieve a scalable, agile digital core, and delivers innovation bringing in contextual knowledge, standard, and solution extensions to achieve outcome-driven industry innovations.

Accelerate purpose-led growth by leveraging industry, domain and Salesforce expertise



TCS Crystallus™ on Salesforce

Pre-configured innovative industry and business solutions on Salesforce



The key features of TCS Crystallus on Salesforce

Our solution

TCS Crystallus™ drives transformation with Salesforce's key industry clouds:

- **Communications:** Enhance business agility and time to market to improve customer captivity and average revenue per customer. Develop readiness towards newer 5G-driven business models and market adjacencies.
- **Media and publishing:** Improve audience reach, subscriptions, advertising revenue and streamline creative content management process to accelerate global expansion initiatives.
- **Banking, financial services, and insurance:** Empower advisors, agents, bankers to gain full insights of their clients to offer personalized product recommendations and services to grow the book of business.
- **Healthcare:** Simplify health plans, proactively engage customers with insights to improve the quality and affordability of care services.
- **Utilities:** Create new revenue streams and innovative business models to adopt energy as a service (EaaS) along with insight-driven offering for a new and sustainable energy future.
- **Public sector:** Enable federal, state and local governments to rapidly digitalize and transform themselves, become more agile, improve internal efficiencies and enhance citizen experiences through re-imagined service delivery.

Benefits

The solution helps derive greater value from Salesforce with:



Improved business alignment: Enable faster business alignment with future state and purpose accomplishment, and best fit process maps.



Accelerated time-to-market: Leverage pre-configured industry and business solutions and industry reference architecture built on Salesforce for a faster enablement of newer business capabilities.



Easier adoption: Facilitate an early onboarding of users with persona-based usage tracking dashboards and address crucial business challenges in user adoption at early stages.



Enhanced business agility: Gain the agility to support business model changes for greater resilience, and facilitate perpetual transformation to adapt to changing business needs.



Minimal business disruption: Minimize the impact on users and processes through a successful change management framework and ensure business continuity.

The TCS advantage

TCS helps companies grow by leveraging our:



Trusted strategic consulting skills: TCS' seasoned consultants blend the art and science of consulting with an integrated, proven framework to provide strategic insights, organizational change management, and design thinking to enable greater value and business outcomes.



Salesforce partnership: As a global leader in strategic Salesforce services and solutions, TCS brings unrivaled industry, business, and technology expertise to drive customer engagement and insights, and create purpose-driven customer, partner, and employee experiences. Our solutions help build on the beliefs and define the values that our customers want to realize by designing our client's future state with customized solutions.



Industry experience: TCS helps customers drive technology-led transformations to achieve business goals. Our award-winning solutions and extensive experience in Salesforce implementation and integration ensure tangible results in our client's digital transformation journey, helping them penetrate new revenue streams at a quicker pace.



Innovation ecosystem: We tap into TCS' PacePorts and Co-Innovation Network™ (COIN™), a rich and diverse collaborative network, comprised of research and academic institutions, alliance partners, industry bodies, start-ups, and venture capitalists. We leverage this ecosystem of partners to bring together the top industry minds, strategic thinkers, and emerging technologies to deliver industry innovations and create a competitive advantage for our clients.

Awards and accolades



TOP 3 IT SERVICES BRAND



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Contact

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About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is a purpose-led transformation partner to many of the world's largest businesses. For more than 50 years, it has been collaborating with clients and communities to build a greater future through innovation and collective knowledge. TCS offers an integrated portfolio of cognitive powered business, technology, and engineering services and solutions. The company's 500,000 consultants in 46 countries help empower individuals, enterprises, and societies to build on belief.

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