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tcs | TATA CONSULTANCY SERVICES

Higher Education Digital Services 2021-2022 RadarView™

Service Provider Profile

August 2021

RADARVIEW™

RADARVIEW™

Practice maturity

CHALLENGERS

Burwood Group

Fujitsu

DISRUPTORS

Mindtree

Accenture

INNOVATORS

HCL

LEADERS

Wipro

IBM

Cognizant

TCS

Infosys

Denotes other providers and their practice maturity in the Higher Education Digital Services 2021–2022 RadarView

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TCS: RadarView profile

TATA CONSULTANCY SERVICES

AVASANT RADARVIEW™
LEADER
Higher Education Digital Services 2021-2022

Practice maturity	★★★★★
Investments & innovation	★★★★★
Partner ecosystem	★★★★

Driving value by leveraging synergies from the Tata ecosystem and strong partner network. It has a broad portfolio of IP assets and digital solutions.

Practice overview

- Practice size: 1,700+
- Active clients: 80+
- Delivery highlights: 30 delivery centers

30	**135**
Innovation labs used for higher education	Patents filed, of which 25 were granted

Industry specific solutions/offerings

Student enrollment	An automation-based AI solution for end-to-end student outreach to gain enrollment growth
Content management	An AI-based solution for providing immersive and hyperpersonalized learning experiences
Remote proctoring	A cloud-based solution using AI and analytics for monitoring students
TCS iON™	A cloud-based platform for digital campus, assessments, marking, and learning solutions

Sample clients

- A public research university in Canada
- An engineering university in India
- A university in the UK
- A technical and research university in India
- A university in South Africa
- An educational association in Japan
- A University in Middle East

Partnerships/alliances

SAP	Developed joint GTM for finance, procurement, and HCM solutions for institutions.
Microsoft	Developed industry-specific solutions using MS Learn and white spaces on MS Dynamics using Power platform.
MuleSoft	Developed joint GTM across geographies to leverage enterprise integration application for back-end operations.
salesforce	Partnered for using consulting services and integration of Salesforce education cloud.
ORACLE	Co-developed Crystallus™ solution for Education cloud along with finance, procurement, and HCM solutions.
Adobe	Co-developed solutions for student enrollment, to be jointly taken to the market.

Service line coverage

Student engagement
Faculty engagement
Curriculum and learning management
Administrative services
Infrastructure management
Security and risk services

Darker color indicates higher coverage through digital services

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TCS: Case studies

Client	Capability	Summary	Business impact
A public research university in Canada	• Automation	• The university needed to optimize its operations to simplify service and reimagine the student experience. • TCS deployed its automation capabilities to simplify administrative processes such as form filing. It also digitized many frontend operations to expedite processes.	• Reduced processing time significantly.
An engineering university in Tamil Nadu, India	• Analytics • Cloud	• The university was unable to share knowledge and best practices because of the absence of a platform. It also faced difficulty in sharing content and related material with students. • TCS deployed its iON Digital Glass Room to connect students and faculty through blogs, bytes, and wikis. It also enabled on-the-go assessment with instant evaluation and personalized feedback.	• Enhanced the overall experience. • Reduced assessment efforts. • Expedited results delivery.
A large university in the UK	• Automation	• The university wanted to upgrade existing finance modules to eliminate errors from manual processing, ensure tax compliance, and integrate data from multiple sources. • TCS deployed Oracle's finance re-implementation program to automate the invoicing process, increase the use of projects, and facilitate budgeting and planning activities.	• Improved reporting of accounts. • Optimized costs. • Enabled tax compliance.
A technical and research university in India	• Analytics • Automation	• The university wanted to simplify its admission process and replace manual interventions in collecting relevant documents. • TCS automated the admission process including seat allocation based on the university's requirements. It also streamlined communication by automating messages sent through SMS and e-mail. Using analytics, it provided insights on admission statistics.	• Increased seat fulfilment from 82% to 98%. • Eliminated errors in the admission process. • Increased productivity.

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TCS: RadarView profile

Analyst insights

Practice maturity ★★★★★

- To gain more traction in the higher education vertical, TCS has established a business unit that specializes in transforming student and faculty experiences (through adaptive learning, education models, digitized assessment, and hyper-personalized and gamified content) and modernizing campuses (through process automation, bots-led assistance, and cloud-based learning).
- It is providing differentiated services by leveraging the Tata ecosystem. Specifically, it is reaping the benefits of continuous investments in Tata ClassEdge (a digital learning content management platform) and Tata Tomorrow University (a digital university) to demonstrate digital experience.
- To align with emerging industry dynamics, TCS has developed solutions using its IP assets and digital capabilities. For example, its iON platform has enabled digital assessments for around 250M students of which around 1M have been remotely proctored. Additionally, for universities in Africa, it partnered with a leading secure print solutions company in the UK to provide tamper proof digital certificates.
- TCS has built long-standing relationships with many educational institutions while assisting them in their digital transformation journey. For example, it has been the strategic advisor for a university in Canada for 15 years and has assisted them in critical projects such as campus automation.

Investments and innovation ★★★★★

- To promote digital adoption in the higher education vertical and facilitate collaborative innovation, TCS is investing heavily in its Co-Innovation Network (COIN, which connects startups, academia, and clients) and has multiple ongoing projects in the field of research and innovation.
- Through TCS iON™, it has transformed many critical processes for the educational institutions. TCS iON™ has filed 135 patents and has been granted 25 patents related to remote proctoring and detecting unfair examination means. It has applied for 53 trademarks for TCS iON™ in four countries.
- To promote an innovation-led approach in universities, TCS has set up Pace Port labs in different regions. Specifically, the TCS Pace Port in North America specializes in leveraging design thinking capabilities to identify potential solutions for the institutions' business challenges.
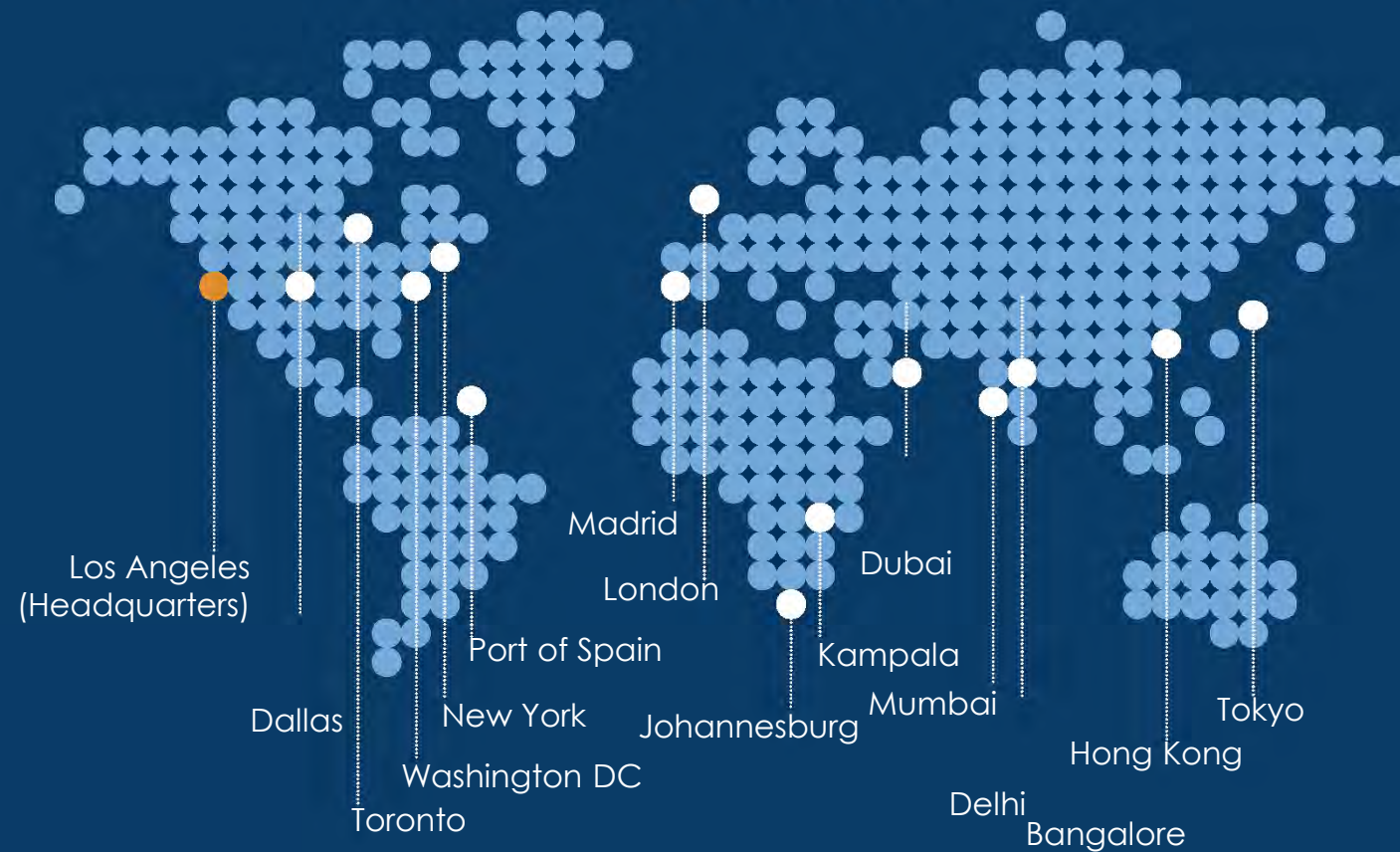
Partner ecosystem ★★★★

- To provide customized solutions across the educational service line, TCS has co-developed solutions and/or planned a joint GTM strategy with leading technology providers. For example, it partnered with Microsoft globally for co-developing seven functional areas on MS Dynamics using Power platform and Oracle for co-developing SIS and ERP solutions on Oracle Student Cloud in Europe.
- TCS has built a robust partner ecosystem to implement end-to-end digital solutions for clients. It partnered with hyperscalers (such as AWS and GCP), CRM and ERP solution providers (such as SAP, Salesforce, and Ellucian), integration platform providers (such as Dell and MuleSoft), and data intelligence companies (such as Collibra and Informatica).

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Empowering Beyond