



TATA CONSULTANCY SERVICES
Experience certainty.

TCS COIN™



No longer just a buzzword, digital disruption has become a norm across industries. As the digital and the physical merge, the traditional boundaries between industries are quickly blurring. Companies cannot afford to ignore the innovation ecosystem – the technologies, talents, and perspectives that it brings together to solve key challenges unique to this new business paradigm.

At Tata Consultancy Services (TCS), we believe that tapping into the many opportunities offered by digital technologies will need the support of a strong network of partners, co-creators, and early adopters. Launched in 2006, TCS' Co-Innovation Network (COIN™) brings together the best of academia, research, tech start-ups, and venture capitalists to formalize innovation across a wide spectrum of industries.

Together with our Research and Innovation unit, we aim to help our clients maintain their market leadership through best-in-class enterprise solutions, platforms, and frameworks.

Overview

Due to the unprecedented velocity of change that clients are experiencing today, they can no longer rely on business as usual to stay ahead of the curve. For instance, simple 3D printers are empowering companies to become manufacturers themselves. Soon, they may not even need to rely on an enterprise to fulfill their requirements. While this digital disruption comes with its share of risks, it offers businesses opportunities of a lifetime. It is not just about identifying the best emerging technologies and bringing them together to drive growth, but also about evangelizing appropriate solutions. So, how can businesses anticipate these tectonic shifts and harness their transformative potential?

TCS has put together an extensive network of innovators, academics, technocrats, and venture capitalists, who co-create, fund, and develop unique ideas through the Co-Innovation Network (COIN™). TCS COIN™ brings together industry leaders, analysts, scholars, and start-ups to conceptualize breakthrough solutions. This enables the creation of new streams of revenue and accelerates go-to-market initiatives to help clients in their digital transformation journeys. Combining insights from stakeholders with primary and secondary research, TCS COIN™ can reshape the technology landscape and scientifically forecast trends that could be at the helm of the next wave of disruption.

Our Solution

TCS COIN™ is an open innovation ecosystem, created to connect multiple stakeholders who collaborate to tackle industry-specific challenges. Its core components include:

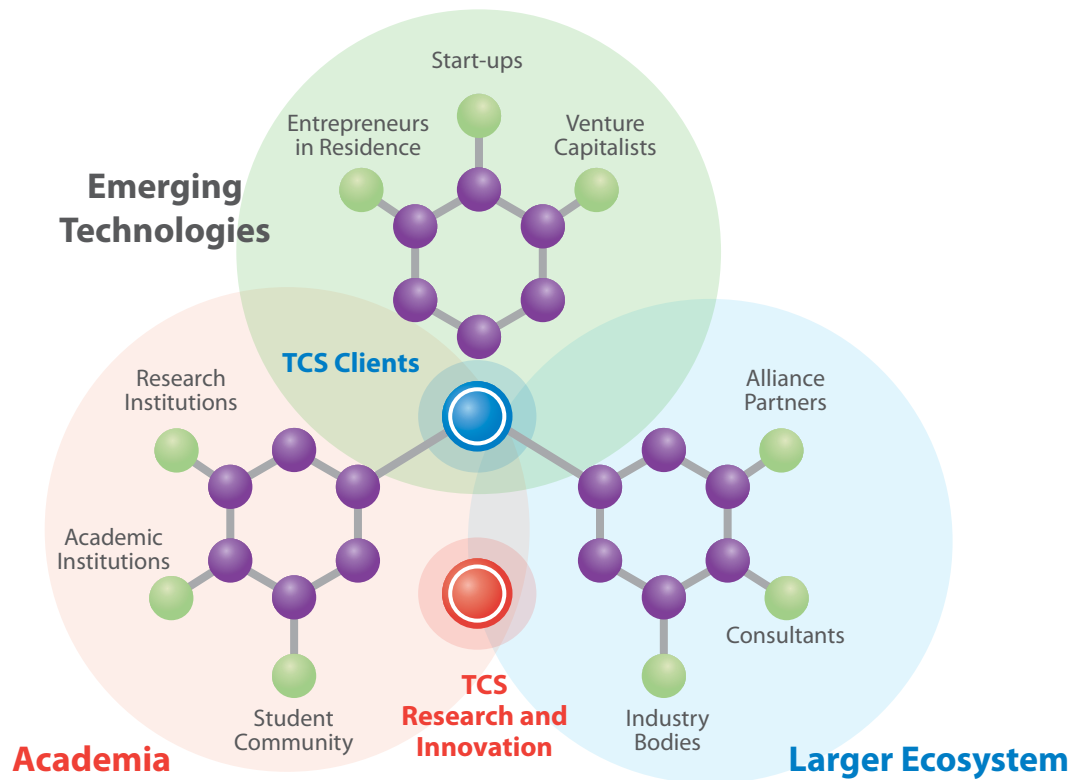
- **TCS COIN™ Accelerator:** Helps develop proofs-of-concept (PoCs) and rapid-prototyping solutions
- **COIN™ Reference Architecture:** Creates end-to-end reference architecture for multiple domains, with start-ups identified at each level of the stack
- **COIN™ Certified Partner Program:** Curates start-ups that surpass certain eligibility criteria
- **COIN™ Integration Team:** Helps with design thinking, PoCs, solution architecting, implementation, and project management

With engagements spread globally in fields such as analytics, AI, machine learning, telematics, blockchain, augmented/virtual/mixed reality, and IoT, the TCS COIN™ network includes leading:

- Tech start-ups
- Venture capital firms
- Industry analysts and executives
- Tata group companies
- Academic and research institutions

TCS COIN™ thus co-creates solutions that help enterprises realize their digital transformation goals.

TCS Co-Innovation Network (COIN)TM



Benefits

In conjunction with the TCS Research and Innovation unit, COINTM partners have created several groundbreaking solutions – many of which have been successfully actualized and integrated across enterprises. These solutions are sourced globally and customized to fit specific requirements by leveraging next-gen technologies. Our COINTM team also:

Helps innovate – by assisting TCS clients in their innovation journeys and in creating a culture of innovation at their respective organizations

Develops risk-mitigation strategies – when deploying futuristic solutions

Ensures simplification – within an increasingly complex IT environment

Creates a platform – to launch new lines of business, generate opportunities, open up fresh revenue streams, and ensure superior business outcomes

The TCS Advantage

Access to emerging technologies: Through its collaborations with start-ups across the globe, COINTM reviews the potential of several cutting-edge solutions to test what could best fit an enterprise's needs, before taking them to the market.

Cost-effective, innovative solutions: With a strong emphasis on frugal innovation, the COINTM team's rigorous qualifying criteria helps select the right partners – be it in academia, research communities, start-ups, venture capital firms, or among industry analysts and leaders – to deliver solutions that resolve enterprise-specific challenges.

Domain expertise: Backed by strong research and innovation units, global alliances, and a network of Innovation Labs, TCS COINTM conducts extensive studies within emerging technology areas to identify possible business challenges and opportunities.

Forums and events: Our annual TCS Innovation Forum events brings together COINTM partners, aggregators, researchers, and scholars to ideate on technologies affecting the business landscape. This also provides clients a great platform for engaging with leading tech start-ups.

TCS also conducts regular Innovation Days, which facilitate collaborative sessions with clients. These innovation days also enable us to discover challenges and develop cutting-edge solutions with select COINTM partners.



Awards & Recognition



To know more

Visit the [TCS COIN™](#) page on [tcs.com](#)

Email: global.coin@tcs.com

Blog: [Research and Innovation](#)

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at [www.tcs.com](#)

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