



tcs Summit
North America 2023



“It’s abundantly clear that businesses must become stronger and more resilient and adaptable in order to survive and endure well into the future. They need to embrace enterprise fitness.”

Suresh Muthuswami
Chairman
TCS North America

In a warm welcome to attendees of the 2023 TCS Summit North America, Suresh Muthuswami emphasized the importance of enterprise fitness and addressed the disruptive possibilities of AI – its potential and pitfalls. Generative AI, he said, could democratize AI across the enterprise and boost productivity. Successfully deploying AI at scale will be as difficult as digital transformation and will require significant integration and data preparation work.

He stressed that realizing the full potential of AI will take time, just as we've seen with the iPhone and the Internet. Fundamental questions remain as AI startups disrupt industry, governments regulate, and key players install new guardrails around the ethical use of AI.

Suresh underscored that TCS stands ready to help clients succeed with AI and improve enterprise fitness.



Breakout Session: Is Cloud Delivering Value?

Technology leaders at top companies shared the triumphs and frustrations of their cloud-led transformations.

The cloud is only becoming more important—without it, it's not possible to implement generative AI. Across the enterprise, everyone needs to share in the cloud vision, and the finance team needs to be an early supporter.

Findings from the TCS Cloud Study: *Despite the accelerated pace of transformation in the past few years, **73%** of businesses are not fully cloud mature. Continuous innovation cannot happen without navigating the initial challenges of cloud. Businesses that do are able to grow more quickly and deliver measurable business results from their digital transformation initiatives.*



Race to the Future: The Policy, Geopolitical, and National Security Implications of AI

Navigating the paradoxes of advanced artificial intelligence.

Our actions in this moment are key to working within the contradictions of AI: Artificial intelligence could boost democracy, embolden authoritarian regimes, or both. It consumes immense amounts of energy and water—but could also help us solve global climate change.

“It will be very hard to identify bias in AI. But remember, we’re all biased too. The goal of AI should be to be less biased than humans.”

Nicholas Thompson
CEO
The Atlantic

“Generative AI will turbocharge existing trends in the information environment, more than create new categories of risk. It will light a fire under things that are already causing strains in our democracies.”

Jessica Brandt
Policy Director, Artificial Intelligence and Emerging Technology Initiative
Brookings Institution

“AI has the potential to increase business productivity. But AI systems contribute to climate change. And excessive heat can impact workers and operations.”

Joseph B. Keller
Visiting Fellow in Foreign Policy, Strobe Talbott Center for Security, Strategy and Technology
Brookings Institution

Taking sustainability to every walk, run, and drive of life

"Sporting events are not only sites of competition, entertainment, and inspiration, but are increasingly at the forefront of expectations and opportunity around environmental, social, and economic challenges facing society."

Shelley Villalobos, Executive Director, Council for Responsible Sports



Shaping Our Journey Together

Generative AI gives us the ability to gain insights from unstructured data, reducing the amount of tacit knowledge in organizations. Enterprises that harness information from unstructured data using AI will become "enterprise-wise". This is one of the most valuable opportunities brought by generative AI, said K. Krithivasan, the CEO and Managing Director of TCS.

“Many of the early adopters of AI are looking at building use cases without the proper strategy. If you want to reap the full benefits of AI, you need strategy. Otherwise, you will be trapped in early experimentation without long-term success.”

K. Krithivasan

CEO and Managing Director
Tata Consultancy Services



"It's important to have adaptable teams that can move, make decisions, pivot, and adjust. Teams need to be agile by design so they can stay connected as they adapt on the fly."

Jasmine Jirele

President and CEO
Allianz Life Insurance Company
of North America

What's on Your Training Table? Getting in Shape for When You Need it Most

A fit athlete develops and follows a training plan; a fit enterprise has playbooks.

Leaders must be prepared for anything. Playbooks build transparency and trust by demonstrating that a company has a strategic plan and will be a reliable partner throughout disruptive events. They help build organizational muscle and resilience before a crisis hits.





Panel Discussion: Strength – Build Your Digital Core

*The North Star of cloud-led digital transformation:
Seamless customer experiences.*

Having a stable and secure digital core is essential to serve customers well.
But the hardest part of digital transformation is change-management, and
to succeed, humans must be at the center of these efforts.

“We didn’t just move to the cloud. We made significant upgrades as we went, making us fit for being on the cloud. We made an enterprise effort to move to an API framework, and this was a great outcome for us.”

Michael Healy
Chief Information Officer
Equitable

“You can’t build a strong digital core on a shaky foundation. You have to first invest in infrastructure, security, and talent.”

Sam Deshpande
Chief Information Officer
Humana

“To create a seamless customer experience, you must have relentless investment in digital capabilities.”

Amala Duggirala
Enterprise Chief Information
Officer
USAA

“We all have to build up our resilience and we have to put humans in the center of this digital work. That is what makes it sustainable, but it’s also the most difficult part.”

Susan Doniz
Chief Information and Data Analytics Officer
Boeing



Panel Discussion: Endurance – Push Past Plateaus

Continuous innovation in digital transformation yields strategic gains.

Just as athletes will plateau if their training regimens get stale, organizations will plateau if they consider digital transformation to be one-and-done. Current challenges: reaping the full benefits of the cloud and laying the foundations for an AI strategy.

“To win funding for a technology project, tell the story of differentiation. Show how this will create secret sauce for the company and that the alternative is being left behind.”

Megan D. Crespi
Senior Vice President,
Chief Operating Officer
Comerica Bank

“As a CFO, if you’re not looking at how to harness the power of AI-driven analytics and automation, you’re missing a competitive opportunity.”

Brian Evanko
Executive Vice President and
Chief Financial Officer
The Cigna Group

“Because of our enterprise data warehouse, we were able to stand up a companywide inflation model. We can take material inflation and labor inflation and feed it into our pricing analytics. And we can price in real time at the SKU level. We could not have done that five years ago. And it has moved the needle in margin expansion.”

Tina Pierce
Vice President and Chief Financial Officer
Honeywell Performance Materials and Technologies



Making AI Work for All of Us – Insights from Academia

AI will catalyze system-level change.

The average person is just beginning to grapple with the impact of recent advances in artificial intelligence; however, our colleagues in academia have been working through these issues for decades. They see the potential of AI to increase productivity – and to inspire creativity, hone our skills, and grow knowledge.

“Now is a great time to consider the integration of AI into your operations. While the benefits of AI often focus on enhanced productivity and speed, the advantages go far deeper. AI can empower you with valuable knowledge and foster the development of insights. It can spark creativity and provide foresight. AI can even pave the way for more empathetic interactions with others.”

Daniela Rus

Director of MIT Computer
Science and Artificial Intelligence
Laboratory

“Where will you enter the path of innovation? You can start with point solutions that are productivity-oriented. Those are always important. But some bold players move toward system-level change, and they do it early.”

Frank Diana

Managing Partner and Futurist
Tata Consultancy Services

“If the principal benefit that comes from AI is time savings – as opposed to higher quality – that will have downstream implications. The outputs of today's work are tomorrow's inputs. If the quality of the outputs today are low, AI trained on these outputs will result in lower quality outputs over time.”

Ramayya Krishnan

Dean
Carnegie Mellon University



Panel Discussion: Adaptability – Embracing Efficiency

Lay the right groundwork and you'll be able to pivot quickly and with impact.

Today's transformative technology initiatives, such as the cloud and the implementation of generative AI, require new collaborations between technology and business teams.

"In order to pivot quickly, you have to know the priorities and values that guide your company. If you're not clear on those, it's going to slow you down."

Angie Brown

Senior Vice President, Technology
The Home Depot

"Our job is to educate our business partners on the art of the possible. They will know they have a process that doesn't work. They have a vague idea there is technology that might help. They can't bring them together. That's our job."

Steve Liles

Chief Information Officer, C&IB
PNC

"We don't measure the success of our technology teams solely with metrics like system uptime or patching speed. While important, that's insufficient. It's not where meaningful incremental value is delivered. We are adjusting our metrics to prove deep business value."

Kelly Hamilton

Chief Information Officer
Sony Pictures Entertainment



Victory Through Teamwork and Leadership

Success built on a foundation of values.

With five NCAA National Championships, three Olympic gold medals, and two FIBA Basketball World Cups to his name, Mike “Coach K” Krzyzewski is an authority on sustained excellence. Coach K shared lessons learned during his 47-year coaching career and leaned into the metaphor of enterprise fitness. Enterprise fitness, said Coach K: “is exactly what I’ve tried to do my whole life.”

“ I don’t take either winning or losing in stride. If we lost, we asked questions: How did we lose? Were we worthy of winning? Did we lose to a better team? If we win, but we’re not worthy of winning, that’s a loss. ”

Mike Krzyzewski, “Coach K”
Head Men’s Basketball Coach
Duke University (1980-2022)



Closing Remarks

The value of trust and partnership.

Amit Bajaj closed the 2023 TCS Summit North America on a note of appreciation, remarking that Summit brings together a unique community of TCS clients to learn from and inspire one another.

“ High performance organizations are continuously learning, vivacious organizations. They are playing an infinite game with the tremendous vigor of their daily work outs. They are constantly rehearsing the future. ”

Amit Bajaj

President, North America
Tata Consultancy Services

The Continuing Impact of TCS Summit 2023

“TCS Summit gives us a unique opportunity to celebrate the trusted relationships and partnerships we have with each of you. As we prepare to depart, let us keep the inspiration of the past three days fresh in our minds and return reinvigorated to continue the work of building a better future.”

Amit Bajaj

President, North America
Tata Consultancy Services

- 1 AI needs to be “**enterprise-wise**” – capable of harnessing unstructured data and using it to improve decision making, thereby distributing knowledge between experts and novices.
- 2 We can benefit from rapid experimentation, but enterprises must **strategically create a roadmap** for foundational and big picture technology initiatives, especially AI.
- 3 **Without cloud there is no AI.** The compute power and data-sets necessary for generative AI live in the cloud.
- 4 When deployed the right way in the enterprise, **AI can solve business problems** like creating consistent improvements to employee productivity.
- 5 **Addressing AI ethics is critical and urgent** because business and society have so much to gain... or so much to lose.
- 6 While we all recognize the tremendous impact AI will have on every part of business, **AI’s ability to augment humans may have an equally strong social impact.** Like education, it could be a great equalizer.
- 7 **Digital transformation is a cultural project** as much as it is a technological one. Without cultural change, organizations won’t get the full benefit of AI and cloud.
- 8 As technology becomes more critical for business differentiation, **technology leaders ought to be business leaders and change agents**, partnering closely with the C-suite to articulate the value of a technology initiative in terms of its impact on customers and the bottom line.
- 9 To make it easier for your finance team to support technology investments, **show how your initiative will produce a new secret sauce**—and why the alternative is to be left behind.
- 10 A performance-based organization doesn’t dwell on wins or losses. Instead, it **focuses on the next play** and on how it can get better.

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Thank you for joining us.
We hope to see you next time.