



Content Solutions and Services

Communications, Media & Technology



The proliferation of smart devices and increased need for on-demand contextual information have prompted publishing and information services companies to heavily invest in digital technologies to deliver context-rich information. Traditional media and information services organizations are compelled to reimagine all dimensions of the content value chain to compete with new-age digital first companies offering path breaking products and services. Organizations want to leverage artificial intelligence to gain deep insights into content, and automate processes for enhanced efficiency.

Tata Consultancy Services' (TCS') Content Solutions and Services help media and information services companies envision, design, develop, deploy, and operate content products digitally. Our content advisory, technology, and operations offerings enable companies create differentiating solutions, and stay relevant in the fast-changing market place and prepare for the future.

Overview

Even as large media companies strive to provide authoritative original content to consumers, their traditional multiple product-centric and print-oriented workflows result in disparate content stores across a large array of legacy systems. This prevents firms from offering mass customization, dynamic product creation, and content reuse services, affecting the ability to monetize assets.

TCS' Content Solutions and Services help communications, media, and information companies create new digital offerings, reorganize technology architecture, and manage content operations for enhanced consumer experience.

Our Solution

TCS provides the following services to media and information services companies:

- **Content advisory services:** TCS helps establish a content strategy and roadmap aligned to businesses, and next-generation consumer experience. We provide advisory services such as content process maturity assessment, transformation blueprint, and technology and product evaluation.

- **Content technology services:** We provide application development and system integration services in areas such as enterprise content architecture, content modelling, enterprise content management, web content management, digital asset management, Learning management, editorial platform and workflow management, content discovery, semantic search, taxonomy, digital rights management, content migration, content assurance, multichannel publish, product development, content analytics, and technology rationalization.
- **Content operations services:** TCS provides a wide range of content processing services spanning information extraction and processing, digital marketing, analytics and insights management, and creative development. Our offerings include content acquisition, content standardization and XMLization, metadata tagging and enrichment, content development, copy editing, and pre-press services.

The content processes are complemented by our set of engineering solutions such as Smart Content Management Backbone and Document Imaging Automation Suite to bring in automation, workflow standardization, transparency, and control.

Benefits

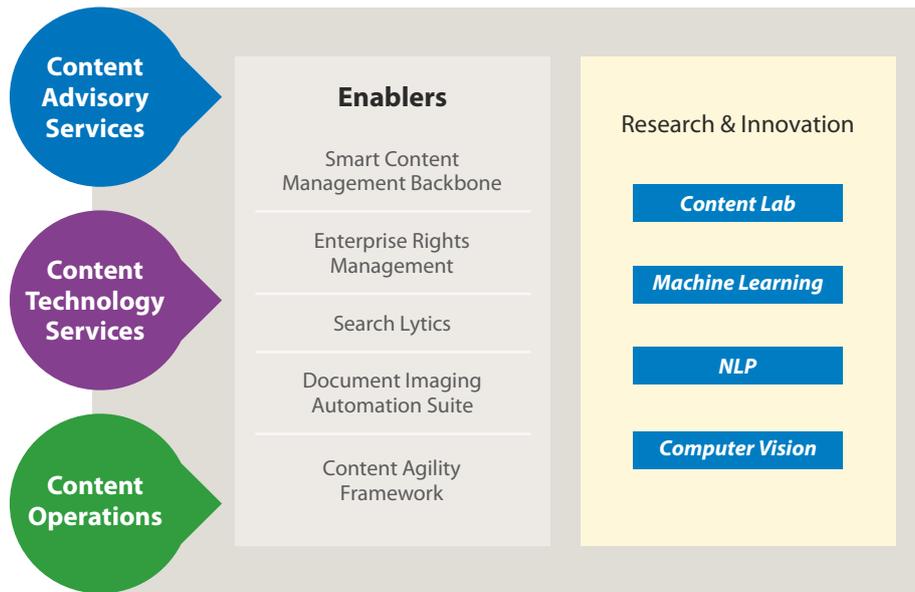


TCS offers the following benefits to media and information services companies:

Faster time to market: Quickly respond to the consumer to remain relevant. Perform proofs of concept with the help of solution accelerators.



Enhanced customer engagement: Conceptualize and realize product and services in demand in the marketplace to deliver rich and consistent experiences across various platforms, and against a variety of quality measures. Gain a deep understanding of consumers' content consumption patterns.



The TCS Advantage

We deliver value to media and information services companies through:

Domain expertise: Our in-depth knowledge of media and information services industry across the content value chain, combined with our agile development methodologies, enables us to provide IT and business solutions that drive business value, innovation, and efficiency.

Solution accelerators: Our solution accelerators, such as Smart Content Management Backbone (SCMB), TCS Enterprise Rights Management, Content Discovery and Analytics Solution, and Document Imaging Automation Suite; content discovery platforms and frameworks such as TCS Content Agility Framework and Testing Automation Frameworks; and test scripts drive agility.

Solutions labs: Our investments in solution labs like the Smart Content Lab in Kolkata, Product Innovation and Usability Lab in Santa Clara, Digital Assurance Lab in Cincinnati and Chennai enable us to perform research on emerging concepts, design

prototypes, and build proofs of concept, and develop customer-centric solutions. We are working on developing artificial intelligence solutions using machine learning, natural language processing, and computer vision.

Industry alliances: Our partnerships with technology companies, and Co-Innovation Network (COIN™) comprising universities such as Stanford, MIT, Carnegie Mellon, UCLA and Oxford enable us to develop advanced solutions in the evolving media and information ecosystem.



Improved scalability and flexibility: Transform content infrastructure for greater efficiency and enhanced business growth.



Effective content monetization: Structure and align content in your organization to enable long-term usage; support your business in monetizing legacy and long tail content.

How We Help Your Customer

TCS has delivered content services to various media and information services companies

- Built the content strategy for a large North American market research information services company to enable the enterprise to retain a competitive position in the marketplace
- Created an enterprise content architecture blueprint based on smart content framework across multiple divisions for a leading STM publisher and information provider
- Transformed the print and digital content operations for a legal and tax publisher in Latin America by consolidating manuscript development, XMLization, and pre-press activities
- Rationalized a set of disparate legacy systems into a content archival and retrieval system for a global publisher of print and electronic products with features such as advanced content discovery and on-demand retrieval of archived content and workflows

Awards & Recognition



To know more

Visit the [Communications, Media & Technology](#) page on [tcs.com](#)

Email: global.cmi@tcs.com

Blog: [Next Gen CMI](#)

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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