

TCS Cognix™

Cognitive Business Operations



Research indicates that more than 70% of enterprises view organizational structure as a barrier to scaling up their digital initiatives. Also, a digital talent sourcing strategy¹ that creates cross-functional techno-ops skills is present in only 20% of enterprises. To leverage Business 4.0™ behaviors and technology pillars, enterprises need transformation partners capable of bringing out synergies from integrated operations and orchestrating digital solutions to enable superior business outcomes for enterprises.

TCS Cognix™, an AI-driven human-machine collaboration suite powered by Machine First Delivery Model (MFDM™), accelerates digital transformation using an ecosystem of pre-built solutions. It unlocks the immense value that lies at the intersection of business process, IT infrastructure and applications layer. It orchestrates the digital technology ecosystem in an innovative, modular and logical manner, and contextualizes solutions by leveraging our domain expertise. TCS Cognix helps realize a configurable enterprise enabling organizations to achieve a competitive edge through cognitive operations.

Overview

Enterprises have been grappling with the challenges of ever-evolving customer expectations, limited ability to glean meaningful insights from an abundance of data, expensive service disruptions, paucity of talent, and siloed business operations.

The COVID-19 pandemic has added to these challenges, with unprecedented change in consumer behavior, disruptions in the global supply chain and workplaces, reinvigorating the need for integrated and cognitive operations.

Leading enterprises plan to embrace artificial intelligence (AI), with global spending on AI forecast to double over the next four years, growing from \$50.1 billion in 2020 to more than \$110 billion in 2024². But the plethora of technologies and tools such as automation, AI, analytics and blockchain, rather than helping them optimize operations, have ended up confusing enterprises, thus limiting scaling and slowing the deployment of digital solutions.

TCS Cognix addresses these challenges by helping enterprises reimagine, re-invent and re-align themselves to purpose-driven growth while delivering superior customer experience and achieving exponential business value. It provides a collaboration suite that accelerates digital transformation enabling enterprises to adopt new business models and explore new ecosystems with agility. It supports enterprises on their journey of continuous innovation.

[1] Source: TCS - Everest Report Reimagining the Enterprise Operations Model

[2] Source: IDC

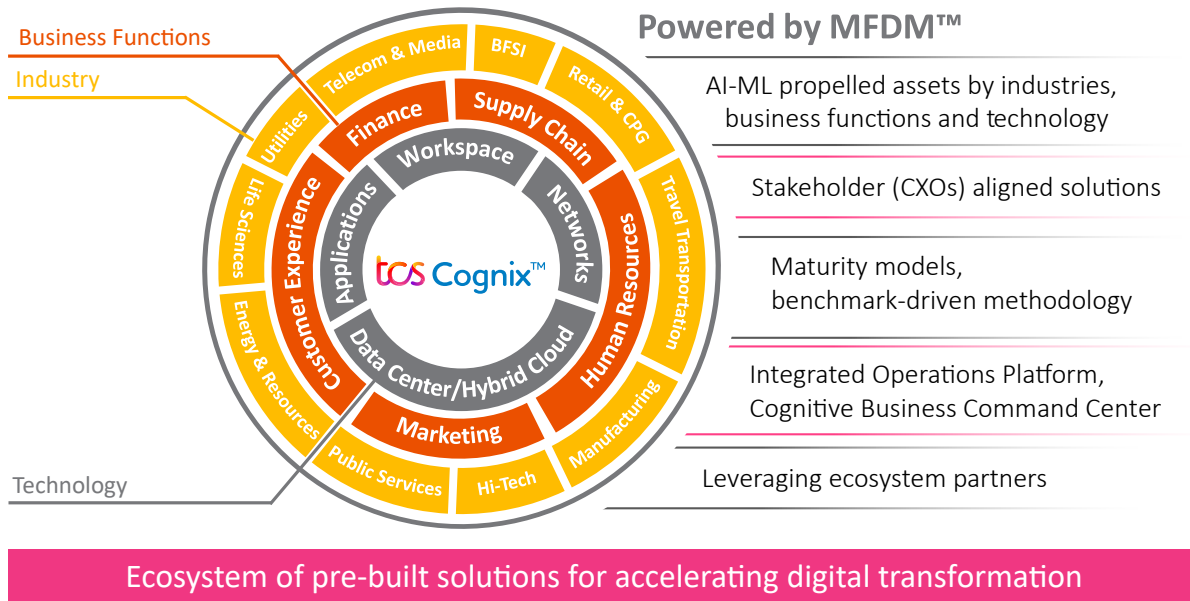


Figure 1: An overview of TCS Cognix™

Our Solution

TCS Cognix provides:

- **Value builders:** A collection of pre-built, configurable, reusable digital solutions that bring together multiple digital levers to address specific business goals.
- **Assessment framework:** A comprehensive benchmarking and maturity assessment framework that measures business performance and provides recommendations to achieve best-in-class results, and enables business leaders to measure the cognitive maturity of their operations.
- **Industry-specific solutions:** A suite of assets, categorized by technologies, business functions and industries, including BFSI, communications, media and information services, retail, CPG, energy and resources, utilities, manufacturing, hi-tech, life sciences, public services, and travel, transportation and hospitality. The business functions include finance and accounting, human resource, supply chain, customer experience, and marketing. The technologies covered are data center/hybrid cloud, network, and workspace. The applications layer covers SAP and Oracle operations.

Benefits

With TCS' Cognix, businesses can reap the following benefits:

Exponential business outcomes:

- Use MFDM to reimagine enterprise processes, thereby enhancing outcomes across dimensions of revenue, resilience, adaptability, experience, loyalty, and brand equity

Increase agility and efficiency:

- Drive agility through insight-driven decision support using reusable digital solutions and reporting models
- Efficiently and seamlessly introduce newer technologies leveraging plug-and-play capabilities

Enhance experiences for customers and employees:

- Deploy a human-centered design-thinking approach to transform the experience to foster collaboration and drive behavioral consistency across all channels

Introduce new business models:

- Provide services that preempt customer needs and wants by leveraging cross-industry contextual knowledge based on actionable insights

Enable perpetual innovation:

- Empower all stakeholders and cultivate diversity of ideas by providing a platform for citizen development
- Promote guardianship of value creation through transformation governance framework and metric benchmarking

The TCS advantage

TCS Cognix helps realize a configurable enterprise by leveraging:

- **Contextual knowledge across domains:** Harnesses the contextual knowledge from TCS' vast expanse of customer operations across industries and functions. This enables a business metric-focused operation while identifying opportunities for business growth and transformation.
- **Integrated operations:** Leverages the synergies across the business process, IT infrastructure, and applications layer, thereby unlocking the immense value that exists at the intersection of these layers.
- **Orchestration of digital ecosystems:** Leverages third-party products as well as in-house technologies, tools, frameworks, and accelerators in the digital ecosystem.
- **Plug-n-play, modular and scalable solutions:** Embraces new business models' needs by incorporating modular changes while continuing business as usual. TCS Cognix' value builders are modular, scalable, and easy-to-deploy to address the varying needs of an organization.
- **Transformation governance:** The framework ensures operation stays mapped to business outcome metrics for achieving strategic objectives. It enables guardianship of value creation for customers providing a unified view of the operation metrics with recommendations for improvement.

Contact

Visit **Cognitive Business Unit** page on <https://www.tcs.com>

Email: businessandtechnologyservices.marketing@tcs.com

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 488,000 consultants in 46 countries help empower individuals, enterprises, and societies to build on belief.

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