Change 4.0
Consulting & Services Integration
Operating in the Industry 4.0 era, enterprises are at an accelerated pace for change as they tackle external influences and global market factors. They are exploring opportunities to transform, optimize costs, and prepare for the future. However, many fail to achieve the desired value of change due to established ways of working, multiple legacy systems, and inefficient digital transformation silos. Such enterprises need to embrace change and focus on workforce transformation to incorporate agility and profitable hypergrowth.

TCS Change 4.0 is a suite of digital organization change management services underpinned by culture and leadership to provide end-to-end support for orchestrating change management for enterprise-wide transformations. Leveraging a people-centric approach and emerging technologies, it accelerates change adoption, creates digital workforce, and builds strong foundations for technology enablement that drives effectiveness and change sustainability across enterprises. TCS helps companies improve employee readiness and maximize digital capabilities.

Overview

ERP systems have always played a crucial role in managing the day-to-day operations of enterprises. However, as disruptions surface, organizations are looking for ways to transform existing technology solutions and processes to maximize value and stay ahead. The fear of disruptions to business during such transitions often forces companies to embark on large transformations while trying to retain their current ways of working. However, this leads to less value creation and a longer road to adoption of technology and best practices. Furthermore, companies often require additional, costly expertise and guidance to implement such large-scale global transformations internally and meet the intended objectives.

TCS Change 4.0 helps enterprises overcome these challenges by leveraging organization change management to achieve expected value from transformation. TCS incorporates an agile approach into an organization’s ways of working to enable, engage, and educate employees, upskill workforce and increase employee adoption, and instill readiness for change. The goal is to train the workforce and maximize employee buy-in to best prepare for change adoption. This combination enables the right change actions to drive behavioral shifts in performance management, stakeholder engagement, and business impact management. The solution fast-tracks change adoption by educating decision-makers to ensure a consistent and seamless transition.
Our solution

TCS Change 4.0 delivers end-to-end lifecycle support for enterprises. They offer a range of capabilities such as:

- **Stakeholder engagement and communication**: Engages leadership to accelerate employee commitment and adoption through business discovery and day-in-a-life sessions

- **Culture and leadership**: Sets cultural direction and builds leadership sponsorship for moving to new ways of working

- **Change strategy and architecture**: Helps tailor, scale, and implement a fact-based OCM strategy and drive alignment across teams

- **Organizational design and performance management**: Plays a key role in aligning the organization’s structure, roles, and performance expectations

- **Business impact management**: Showcases business impacts with benefits and user stories to drive stakeholder commitment and business-enabled conversations

- **Learning and development**: Augments employee skills with blended learning and smart features such as user personas, role plays, and gamified immersive learning

- **Readiness and adoption**: Measures organizational readiness and creates plan to accelerate level of adoption

- **Education and training**: Promotes technology literacy through ERP boot camps, digital catalogues, digital ERP learning kits, and 300+ interactive and responsive video modules for employees

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**TCS Change 4.0**

Tailored interventions, driven by business change impacts and its core to achieve early future results

1. **Envision Change** to enable/equip leadership to help employees visualise shift in culture and capabilities

2. **Operationalizing Change** to prepare for new ways of working

3. **Unleashing capabilities and skills to Deliver Change** enabled by blended learning

4. **Sustain Change** with real time, continuous measurement of program results

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*Figure 1: An overview of TCS Change 4.0*
Benefits

With TCS Change 4.0, enterprises across the globe can reap the following benefits:

Become future-ready
- Helps create a global network of change champions and leaders with the ‘change playbook’
- Allows continuous monitoring and management of change KPIs with the ‘change dashboard’

Promote a one-team culture
- Provides collaborative work models for employees to encourage team spirit
- Promotes organization and cultural readiness to embrace new changes such as agile culture

Create a change management ecosystem
- Allows active business involvement throughout the engagement journey
- Equips users with necessary skills through role-based learning to build future-focused competencies

Make employees ready to embrace change
- Includes game-based campaigns and leaderboards to drive 100% employee adoption
- Enables and equips leadership through ‘end-in-mind’ visualization and facilitates a smooth shift in toolset, skillset, and mindset

TCS advantage

By partnering with TCS, global enterprises can leverage:

- **Modular, innovative solution**: TCS Change 4.0 services have been designed to provide a holistic and measurable approach to change management. The entire digital suite includes 250+ change readiness surveys, 3,000+ change impacts to accelerate change journey, 40 interventions-based tools, 15 outcome-based accelerators, along with leadership tools to help clients succeed in the Business 4.0™ world

- **Reusable framework**: The TCS Change 4.0 playbook is a compilation of best practices, OCM templates, and deliverables created during the ERP project implementation. Clients can reuse these in future ERP rollouts across business units and geographies

- **Cross-industry collaborations**: TCS has assisted 500+ clients on change transformations with full adoption and received near 100% customer satisfaction. TCS has also received positive feedback from several organizations such as IFFCO, Hanon Systems, and Panalpina for successfully driving global change management strategies. TCS has a strong 360° relationship with ERP vendors that helps bring relevant expertise to clients with innovative solutions throughout the journey

- **Contextual knowledge across domains**: Our subject matter experts and more than 400 experienced and knowledgeable change practitioners have a solid industry background and possess a client-first mind set. They are well-versed in all efforts to execute organizational change management strategy to fulfill the varied requirements of customers
Awards and accolades

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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 500,000 consultants in 46 countries help empower individuals, enterprises, and societies to build on belief.

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