

We Have Done Extensive Research into Digital





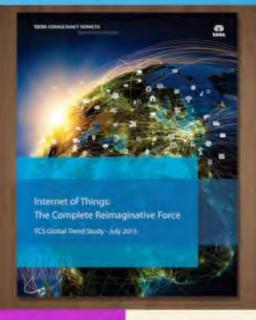








We Have Done Extensive Research into Digital



www.tcs.com/internetofthings



Allan Murray,
Editor-in-Chief

FORTUNE
on IoT Study

I've now read it, and recommend it to everyone interested in the subject – which should include anyone running a bigger-than-a-breadbox business.

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Digital Enterprise Core Areas



Key Trends and Sample Engagements

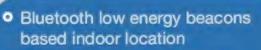


Creative Design

Mobility

Key Trends

- Personal relationship' concept in consumer experience
- Design-implementation collaboration via prototyping tools



 TV as a consumer computing platform

Sample Engagements

- Novel app with gesture based cash transfer for a leading Bank
- First-of-its-kind digital assistant app for large postal organization



Beacon for passengers to find their way in a European airport



Store operations using hand-held terminals for a British Retailer



Social Reimagination

- Gamification
- Al on enterprise social media

6

Revamped employee portal with social gamification and crowd sourcing for a Spanish Insurance company

Gamified training app for a British CPG



Key Trends and Sample Engagements

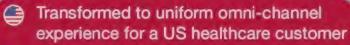
Key Trends

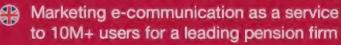
- Digital Marketing
- Omni-channel customer engagement and cross channel capabilities
- Micro-segmentation and digital-physical convergence

- Big Data
- Hadoop is mainstream
- In-memory analytics and stream processing

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Sample Engagements



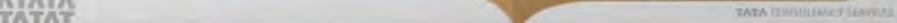


- Behavior analysis based customer campaigns for an Australian Bank
 Unified view of multi-segment
- Unified view of multi-segment customers for a large Retailer

- Emergence of 'ecosystem only' play
- Telematics based asset monitoring
- Higher operational efficiency with centralized remote monitoring for a leading HVAC company
- Telematics based solution for a US insurance firm



Internet of Things



Key Trends and Sample Engagements



Cloud

Key Trends

- · Cloud is mainstream
- Pre-eminence of the hybrid cloud

Sample Engagements

- Multi-cloud platform for a global energy & resource company
- Cloud based website traffic analytics for a leading post trade settlement firm



- Self-directed and autonomous advanced machine learning
- Context aware conversational user interface
- **>**

Al powered reconciliation engine for a Bank



Revolutionary conversational user interface for a global measurement company

Robotics

- Battery technology drives more practicality
- · Machine learning enabled robotics
- Robotic charger for electric vehicles for an auto manufacturer
- Automated ATM testing robots for an Australian Bank



Categories of Digital Initiatives **DIGITAL REIMAGINATION Disruptive Innovation DIGITAL TRANSFORMATION** Incremental Innovation **DIGITIZATION** TATA HIMSULTANEY SERVICES



Leveraging the Digital Five Forces and Composite Forces to Reimagine an Enterprise in Six Areas

Business Models

Products & Services

Customer Segments

Channels

Business Processes

Workplaces

TCS Helps American Insurance Company Reimagine its Business Model using IoT



TCS Helps American Engine Manufacturer Reimagine its Products and Services





Crowdsourced **Product Design**







Value Chain **Upstream** Movement





Data transparency







Requirement

Proactive engine fault detection to create new maintenance service

Solution

Engine telematics IoT solution using sensors and **Big Data**

Benefit

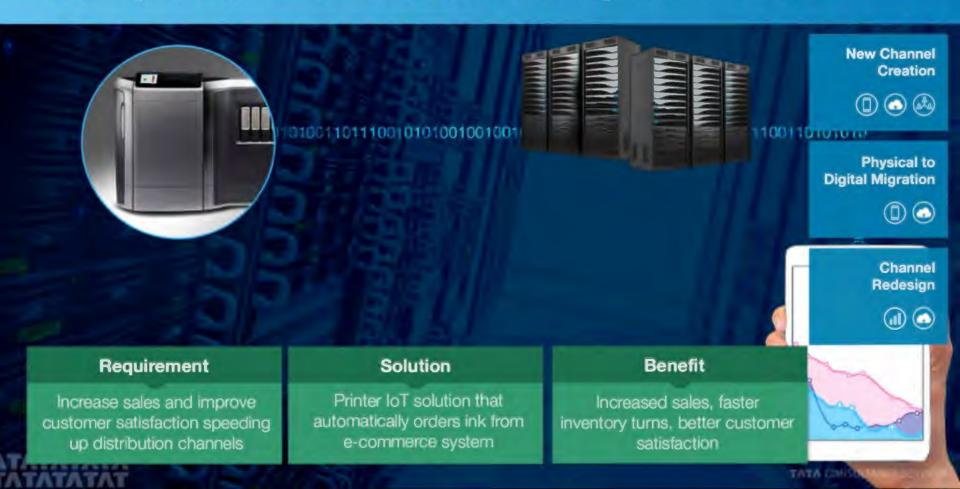
New predictive maintenance service line, better product design

TCS Helps Global Consumer Goods Major Reimagine Customer Segmentation

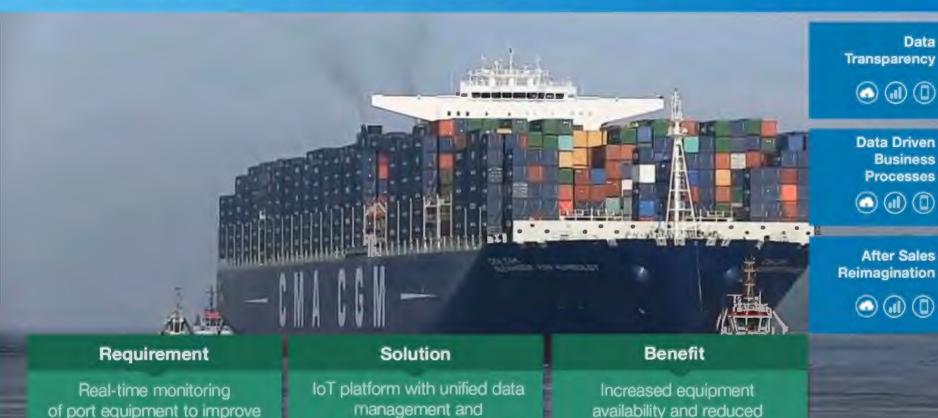




TCS Helps Global Printer Manufacturer Reimagine its Channels



TCS Helps European Cargo Handler Reimagine its Business Protesses



operational cost

advanced analytics on Cloud

operational efficiency

TCS Helps World Leader in Oil & Gas Technology Reimagine its Workplace











Data Driven Human Resource Management







Teleworker **Enablement**





Requirement

Reduce reserve of obsolete inventory and thus increase margins

Solution

Gamified centralized inventory management application

Benefit

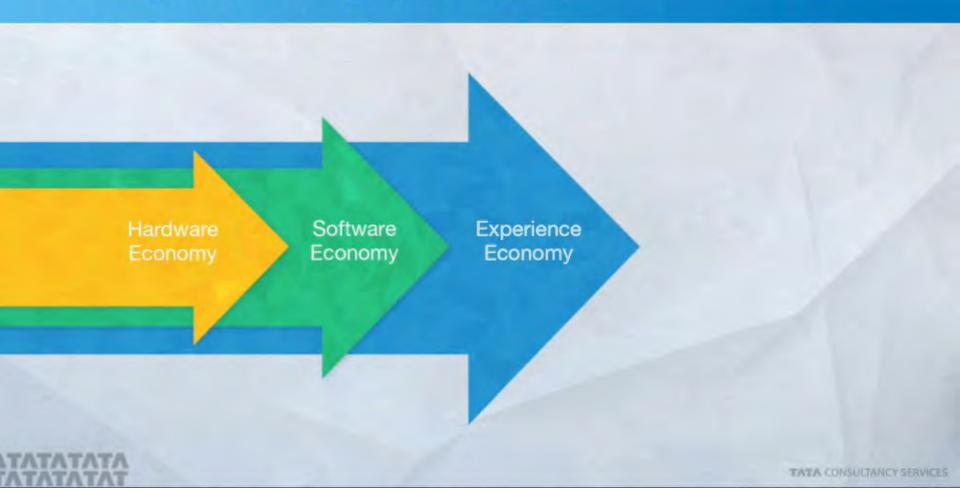
Motivated employees to use inventory before it become obsolete



Digital Reimagination™ Creates Enterprise Digital Equity



The Emergence of the Experience Economy



The Emergence of the Experience Economy



Digital Reimagination™



Business Models

Products & Services

Customer Segments

Enterprise Experience

Channels

Business Processes

Workplaces

Partner Recognition







Intel is excited by our partnership with the TCS Digital team in bringing the best of IoT to our customers.

We are impressed by the depth of architectural and engineering talent as well as the customer focus and responsiveness of the TCS teams and are energized by our many joint wins that have come already.

Douglas L. (Doug) Davis SVP & GM IoT Group Intel Corporation



cloudera



The Cloudera and TCS partnership has achieved impressive results over the past several years and our next great opportunity is IoT. Together with Intel, Cloudera and TCS are thrilled to announce the availability of a joint solution that accelerates IoT.

Mike Olson Co-Founder, Chairman & CSO Cloudera

Partner Recognition



EMC2



TCS is one of our most strategic global partners. Their global reach, deep infrastructure and analytics experience coupled with an overarching digital strategy is second to none. For EMC, they are able to connect the business and economic value to our technology solutions and with it deliver on an IoT promise we'd be unable to fulfill alone.

Jay Snyder

SVP, Strategic Sales and Alliances EMC



databricks



The Internet of Things places demands on Big Data requiring a major transformation on how transactional data is handled in this new paradigm. Apache Spark sits at the inflection point of that transformation. We are thrilled to be a partner with TCS Digital Enterprise team and be part of their IoT Solution Architecture.

Ali Ghodsi

CEO Databricks

Industry Analyst Recognition

"In Winner's Circle of Enterprise Mobility Services" (2015)



"Leader in Digital Services" (2015)



"Leader in Business Intelligence Services"



"Leader in Mobility Services for Global Banking"

(2015)



"Global Leader in Enterprise Mobility Services"



"Front Runner in Digital
Transformation Services"
(2014)



"In the Winner Circle of IoT Services"



"Leader in Enterprise Mobility Services"

(2013)



TATA CONSULTAN

The New Customer Engagement Model - TCS Digital Reimagination Studio

Artistic top-of-the-line working space

Top notch internet company talent

Creative-led teams and processes

Industry changing ideas

Opportunities vs Problems



Leverage positive empathy

Discover-Define-Refine-Deliver in iterative cycles

Customers resident in Studio for 12 week engagements

Deliverables for CEO/Board consumption

Seamless handover to Agile project implementation



TCS Digital Reimagination Studio Talent



Apple, Adobe, Disney, Google, Motorola

IDEA, CES Best of Innovation, Red Dot, Core77, Codii and Good Design awards



BMW, Frog Design, Microsoft, HP, Ford, PayPal



Amazon, HP, Franklin Templeton, Nook, Warner Brothers, Samsung, Sony



Mercedes-Benz, Toyota, Nike, Adidas, MTV



Emmy nominated Visual UX Designer



Mercedes R&D, Siemens Healthcare, Abbott, DARPA



Carnegie Mellon's Tepper School of Business Background in Psychology



MBA from Kellogg School of Management

TCS Digital Reimagination Studio Space & Deliverables







