



Next Level of Leadership in Digital

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TCS ANALYST DAY

March 17, 2016

TATATAT
TATATAT

We Have Done Extensive Research into Digital



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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.

”

Digital Enterprise Core Areas



Key Trends and Sample Engagements





Creative Design

Key Trends



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

Sample Engagements

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



Mobility

- Bluetooth low energy beacons based indoor location
- TV as a consumer computing platform

-  Beacon for passengers to find their way in a European airport
-  Store operations using hand-held terminals for a British Retailer

Social Reimagination

- Gamification
- AI on enterprise social media

-  Gamified training app for a British CPG
-  Revamped employee portal with social, gamification and crowd sourcing for a Spanish Insurance company

Key Trends and Sample Engagements



Digital Marketing

Key Trends

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

Sample Engagements



Transformed to uniform omni-channel experience for a US healthcare customer



Marketing e-communication as a service to 10M+ users for a leading pension firm



Big Data

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



Behavior analysis based customer campaigns for an Australian Bank



Unified view of multi-segment customers for a large Retailer



Internet of Things

- 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

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



Artificial Intelligence

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



AI 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



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



Segment Retargeting



Digital-Physical Co-habitation



Data Transparency



Requirement

Better segmentation and flexibility in pricing, better customer connect

Solution

Mobile based IoT solution with Big Data processing for individual customer segmentation and dynamic pricing

Benefit

Breakthrough in target customer segment, better customer intimacy



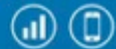
TCS Helps American Engine Manufacturer Reimagine its Products and Services



Crowdsourced Product Design



Value Chain Upstream Movement



Data transparency



Requirement

Proactive engine fault detection to create new maintenance service

Solution

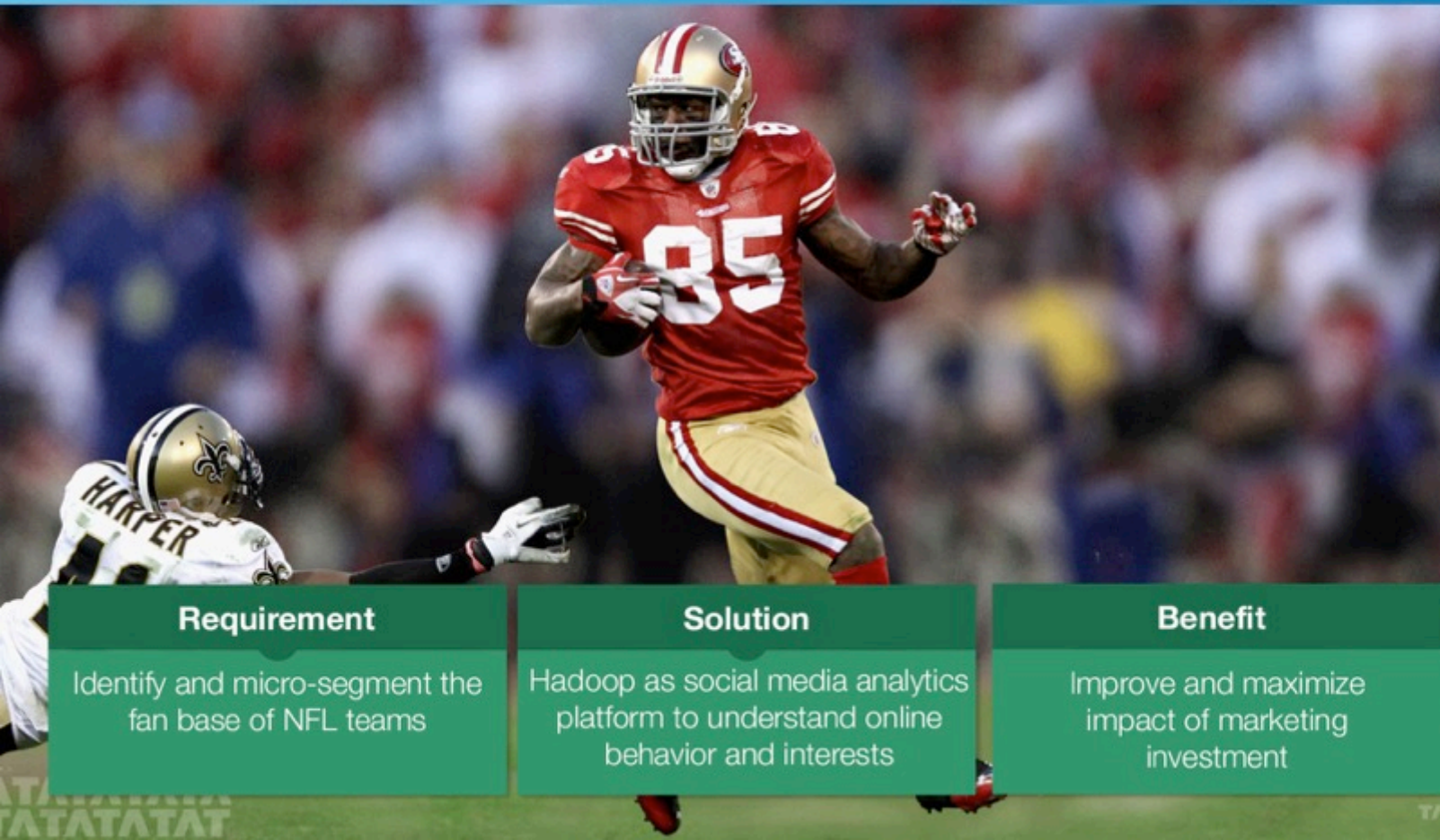
Engine telematics IoT solution using sensors and Big Data

Benefit

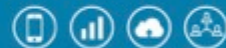
New predictive maintenance service line, better product design



TCS Helps Global Consumer Goods Major Reimagine Customer Segmentation



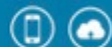
Micro
Segmentation
& Segment of One



Segment
Boundary
Readjustment



New Segment
Creation



Requirement

Identify and micro-segment the fan base of NFL teams

Solution

Hadoop as social media analytics platform to understand online behavior and interests

Benefit

Improve and maximize impact of marketing investment

TCS Helps Global Printer Manufacturer Reimagine its Channels



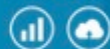
New Channel Creation



Physical to Digital Migration



Channel Redesign



Requirement

Increase sales and improve customer satisfaction speeding up distribution channels

Solution

Printer IoT solution that automatically orders ink from e-commerce system

Benefit

Increased sales, faster inventory turns, better customer satisfaction



TCS Helps European Cargo Handler Reimagine its Business Processes



Data
Transparency



Data Driven
Business
Processes



After Sales
Reimagination



Requirement

Real-time monitoring of port equipment to improve operational efficiency

Solution

IoT platform with unified data management and advanced analytics on Cloud

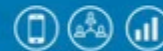
Benefit

Increased equipment availability and reduced operational cost

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



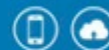
Digital Workplaces



Data Driven Human Resource Management



Teleworker Enablement



Requirement

Reduce reserve of obsolete inventory and thus increase margins

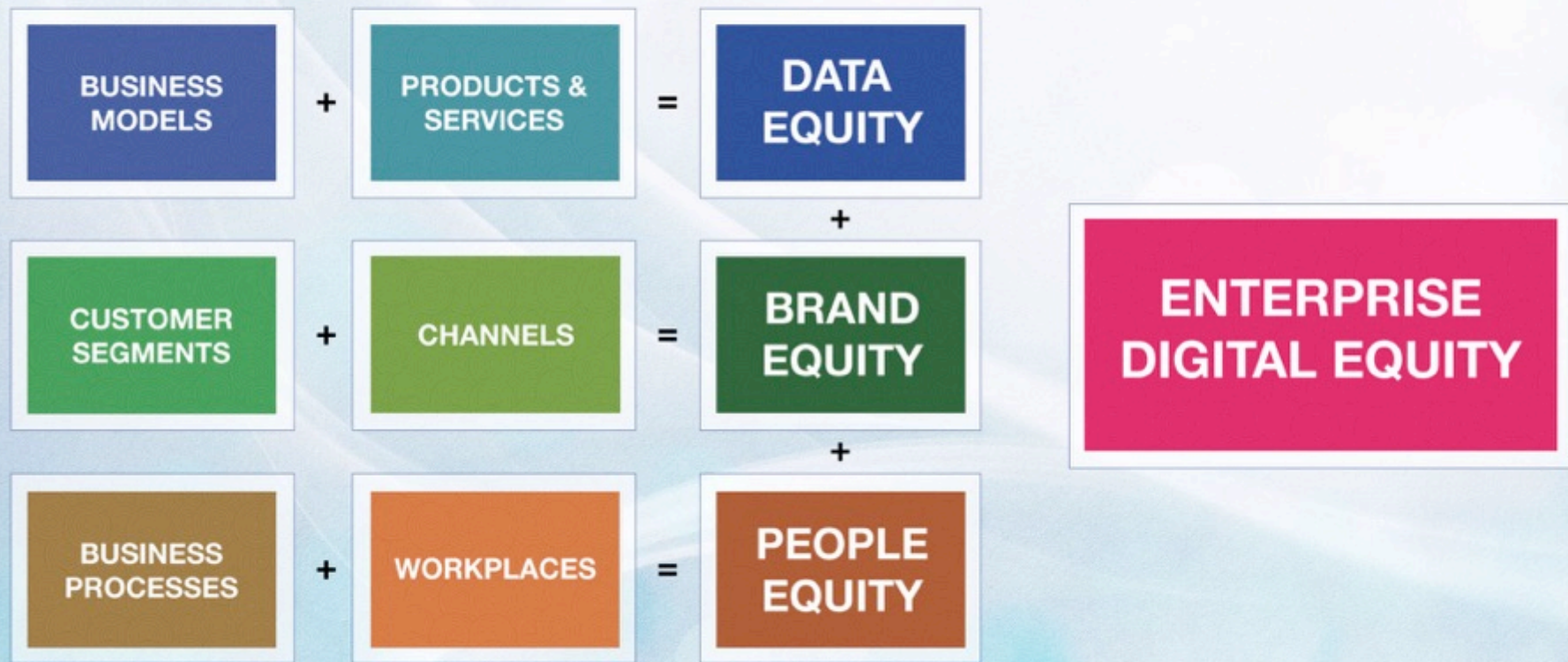
Solution

Gamified centralized inventory management application

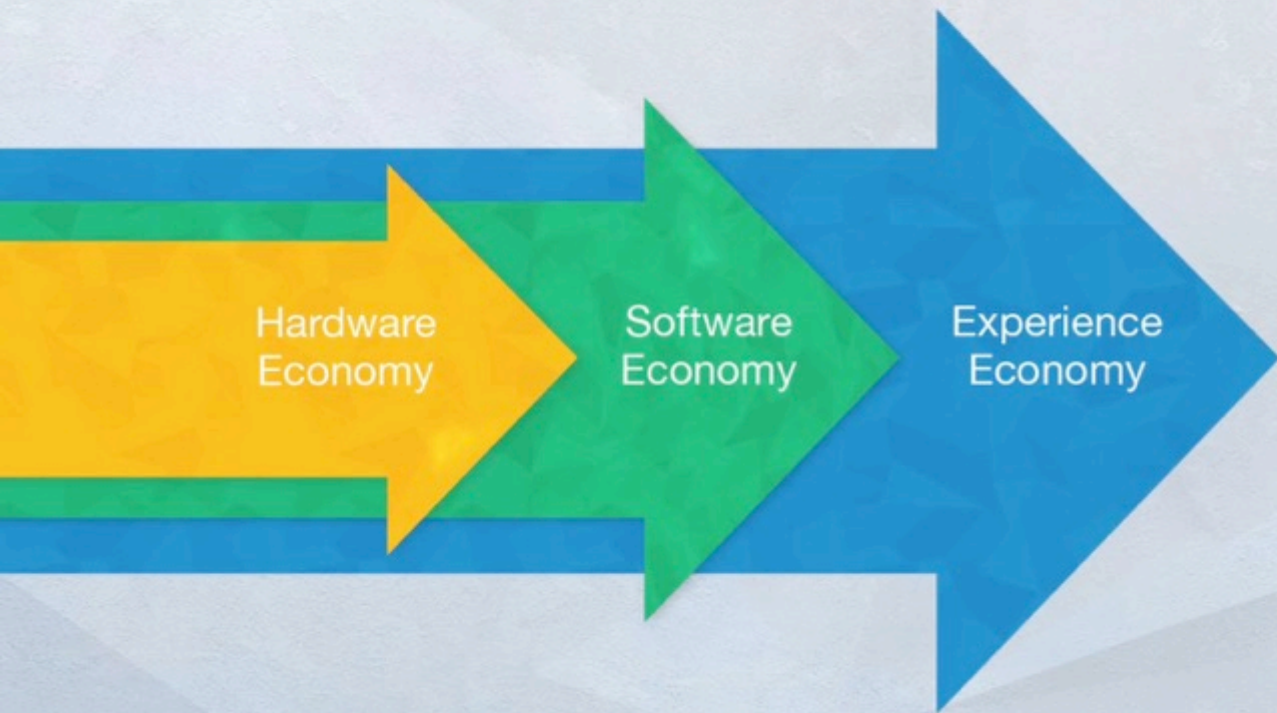
Benefit

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





Business Models

Products & Services

Customer Segments

Enterprise Experience

Channels

Business Processes

Workplaces

Partner Recognition

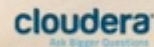


Intel is **excited by our partnership with the TCS Digital team** in bringing the best of IoT to our customers.

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



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"
(2014)



"Leader in Mobility
Services for
Global Banking"
(2015)



"Global Leader
in Enterprise
Mobility Services"
(2014)



"Front Runner in Digital
Transformation Services"
(2014)



"In the Winner Circle
of IoT Services"
(2015)



"Leader in Enterprise
Mobility Services"
(2013)



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



Intellectual
Property



Business Case for
CEO and Board



Working
Prototypes



Implementation
Plan



Thank You

Designed by

TCS DIGITAL
designLAB
the creative workbench

Powered by

TCS
dreamUP
data interacts with you