

TCS Small and Medium Business Solutions

Redefining ICT Consumption in SMBs: A TCS Innovation

MEDIA BRIEFING

15 February 2011

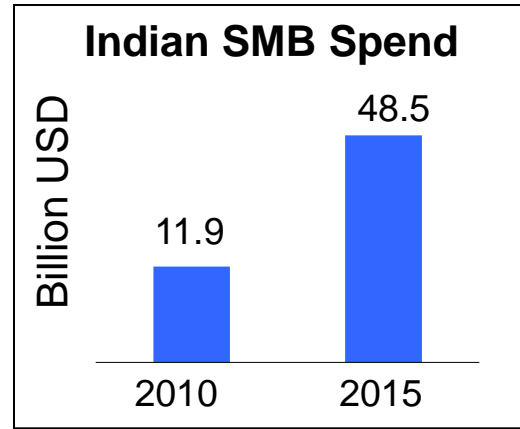
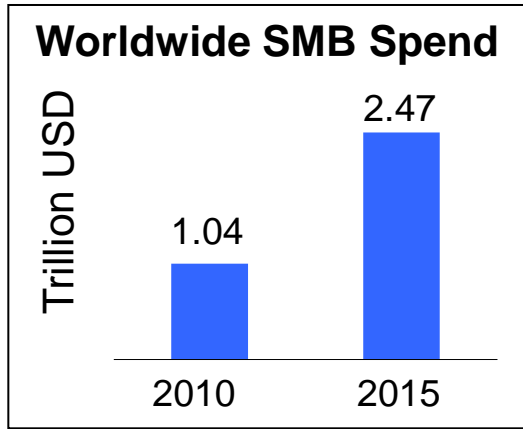
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Discussion Agenda

- **Exciting Market Opportunity**
- **Pay-per-Use Business Model**
- **Integrated Solution leveraging Cloud Computing**
- **Over 100 Customers in Portfolio**
- **Key Value Proposition for SMB**
- **Summary**

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SMB is a large untapped segment



- Worldwide ICT spend in the SMB market segment is growing at 3 times that of large companies
- Global Software as a Service market is growing at 25% CAGR

Small is Big

- 95% of Indian firms are SMBs

Small is Untapped

- 60% of SMBs in India still do not have any ICT infrastructure

Small is Ready

- Broadband Explosion; 9.5 million connections

"The needs of this market are unique and requires focused attention"

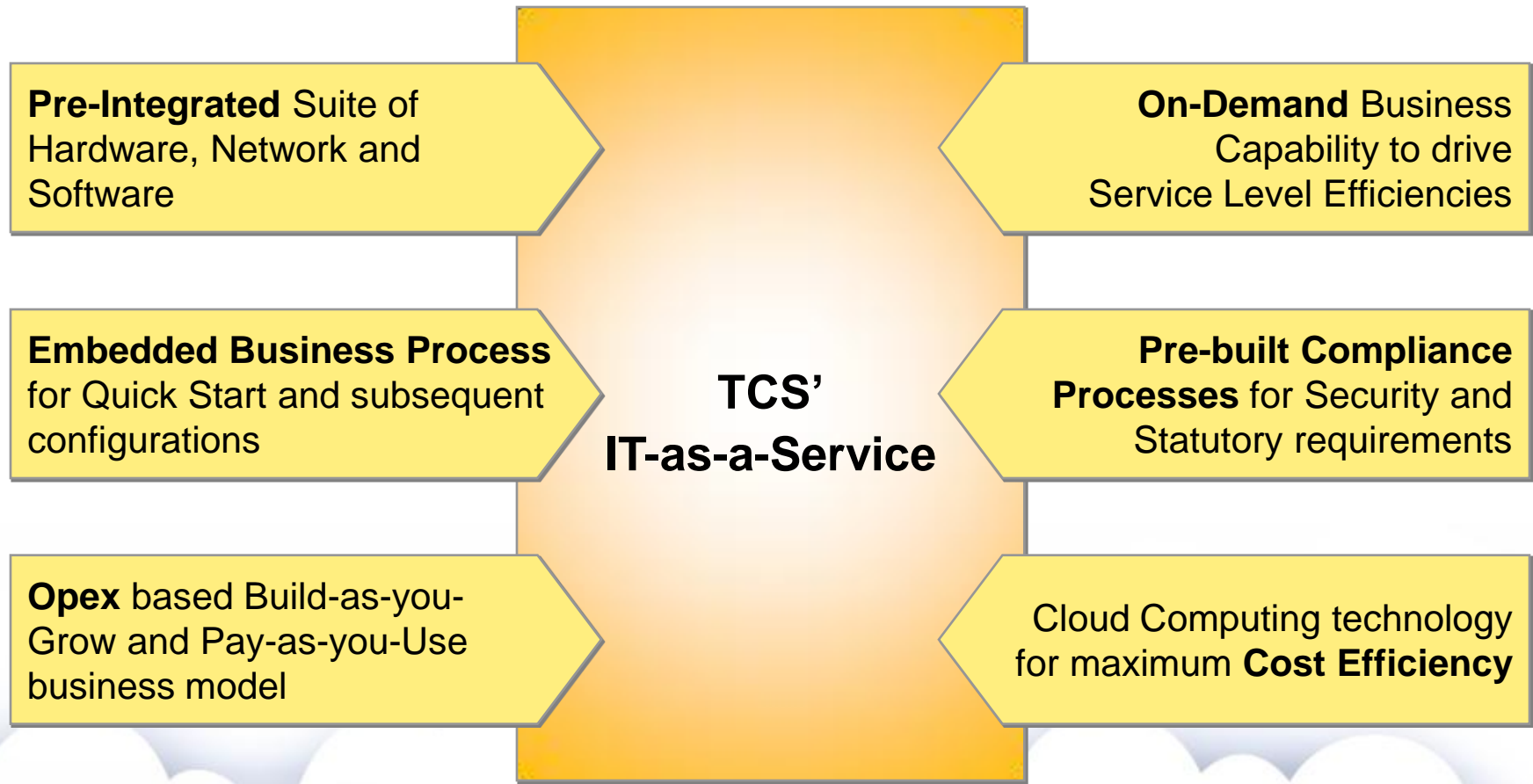
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Built a unique business model to address SMB needs



We studied the business challenges of SMBs to redefine the ICT Consumption Model

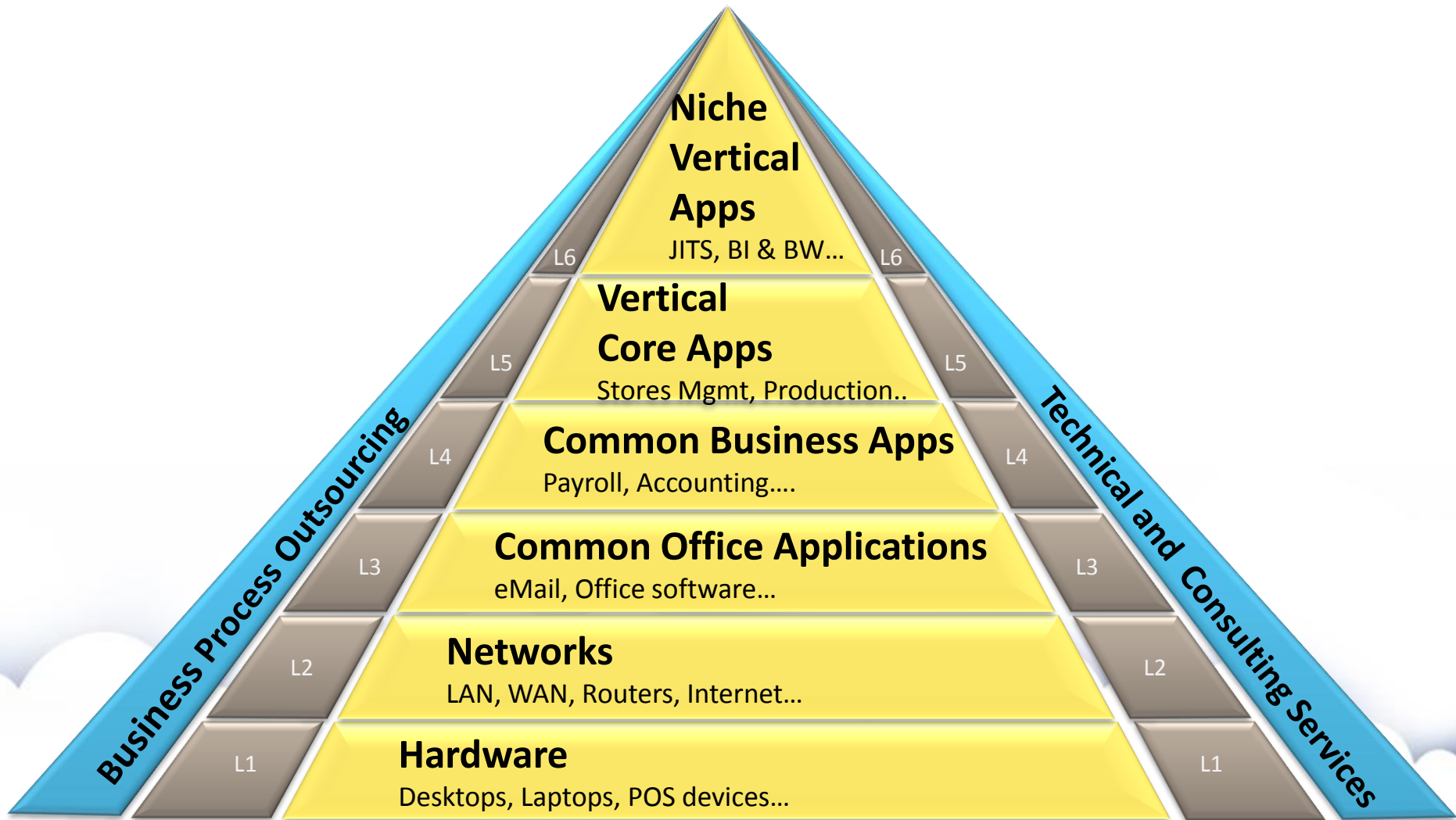
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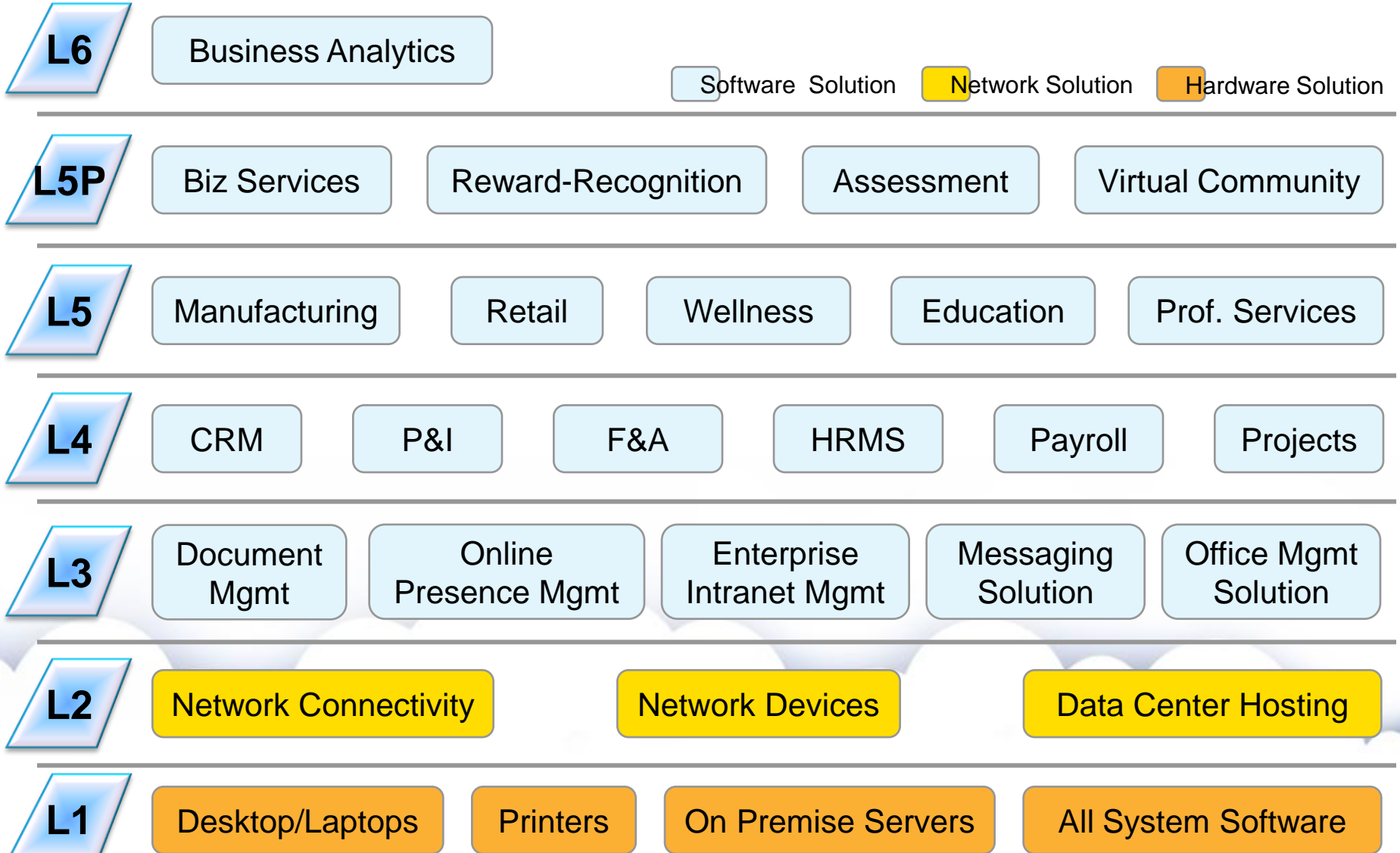
ICT stack covers all solutions needed to run daily operations of SMB



Integrated Solution: Hardware, Network, Software

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Developed innovative IPR by working with select initial customers



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Discussion Agenda

- Market Opportunity
- Business Model
- Solution Stack
- Customer Portfolio
- Key Value Proposition

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Validated our business model with a strong customer base

Manufacturing

APW President



suriya



Rialto

HEALTH BIOTECH LIMITED



COTMAC

COTMAC ELECTRONICS PRIVATE LIMITED

Retail

AIR CHEF[®]
WORLDWIDE AVIATION CATERING SERVICES



OXFORD BOOKSTORE
much more than a bookstore



GINGER
A TATA Enterprise



Wellness

kaya skin clinic[™]

Let your skin talk



JEAN-CLAUDE
BIGUINE
PARIS

NEW LOOK
SKIN LASER CENTRE



CARZ SPA

Education

karROX



Manav Rachna International University

“TCS solution enabled us manage and strategize in a more focused manner”

Ozone Pharmaceutical

“TCS is not our implementation partner but our business partner”

Oxford Book Store

“With TCS, we achieved efficiencies in business & implemented critical business infrastructures”

Kaya Skin Clinic

“TCS solutions have helped us in removing variations, creating standards & benchmarks”

Ryan Intl. School

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Differentiate through an integrated Value Proposition

Business

- Growth and Reach
- TCO reduction (35-40% lower than traditional license model)
- Service Level, Compliance and Productivity efficiencies

Solution

- Fit-for-purpose solutions relevant to SMBs
- Standardized solutions with high degree of configurability
- Perpetual beta model (No Obsolescence) ensuring business agility

Organization

- Global experience & India advantage
- Integrated end-to-end, best in class IT and telecom solutions
- Delivery robustness ensuring high service levels

Experience of Certainty

In Summary

SMB segment requires focused attention

- Dedicated business unit to address the specific needs of Small and Medium business customer segment
- IPR strategy driven by the unique customer behavior in this segment
- Service Delivery leveraging the unique benefits of Cloud Computing paradigm
- Leveraging the TCS Brand Value to drive the Experience of Certainty for SMB customer segment

We have made a firm commitment to address the unique needs of this segment

Q&A
