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Experience certainty.

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Front-Runners

Leveraging value from innovative cloud based solutions

Anoos Electrolysis & Obesity (P) Ltd | Apeejay Oxford Bookstore Pvt. Ltd. | APW President Systems Limited | Aramark Patman
Bharat Automotive Pressings | Birla Institute of Management and Technology | Blue Hills Foods & Retail Pvt Ltd | Brew Berrys
Day Spa | CMYK Health Boutique Private Limited | Color Café | Cotmac Electronics Pvt Ltd | Cotmac Surat | CVDFK |
Fab Fashion and Fitness Consultants Pvt Ltd | Foodies et al (India) Private Limited | Fore Solutions | Fortune Multiple Services Pvt
Institutions | Health Biotech | HYT Machine Pvt Ltd | IHPL | Interpump Hydraulics India Pvt. Ltd | J n J Hospitalities | Jai
Health Resort Pvt. Ltd | Kamal Engineering | Kamal Salon Pvt Ltd | Kannelite Facility Management Services (P) Ltd | Karrox
on Society | M/S G.K.Vale & Co | Manav Rachna Vidyantariksha Pvt Ltd | Manik Industries Ltd. | Mantra Vedic Spas Ltd | Mar
Technologies Pvt Ltd | Murugappa Management Services | Myles High Health Concepts Pvt Ltd | Nabard Consultancy Services |
Herbal & Lifecare Pvt Ltd | Ozone Pharmaceuticals Limited | Penta Corporate Services Pvt Ltd | Pinkn Bloos | PrettiSlim Health
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on | Sreerama Scaffold Systems | Sri Jayakumar Caterers | Stark Motors | T & I Project TEAKRAFT | The Diocesan Technical
(P) Ltd | United Biscuits Private Limited | Walzen Strips Pvt Ltd | Zest Systems Pvt Ltd

Front-Runners

Leveraging value from innovative cloud based solutions

Venguswamy Ramaswamy
Global Head, Small and Medium Business





The need for IT with Small and Medium Businesses (SMB) is growing. SMB is a segment that is characteristically different from large enterprises. Till date, IT industry has seen this market attractive for niche solutions in hardware and software. Yet, the business needs of the SMB demand holistic partnership. With too many options and very little in-house knowledge, the plight of SMBs is far from being met.

This calls for a different service model, which relieves this segment from these challenges. TCS Small and Medium Business solutions built a unique business model that makes IT available in an integrated fashion on the Cloud. TCS, with its rich experience in IT solutions and expertise in various industry segments, is making this happen by bringing the business solutions in an innovative utility model catering to the specific needs of an SMB.

Here you see examples of customers leveraging the value from TCS Small and Medium Business Solutions. Join them.

Prologue

Voices of freedom



As you flip the pages, cases of liberation
tell you a new story.

Make a choice.

Content

Manufacturing

Nomarks needed IT without a blemish	2
A quick foray by UK multinational United Biscuits.....	4
Contract manufacturer Rialto contracts out its IT	6
Interpump rotates its inventory in tune with demand.....	8
Manik can help make datacenters, without having one	10

Wellness

Kaya facelifts clinics with centralized service.....	14
Paris' Jean Claude Beguine fashions a unique IT	16
Many eyes on your slimming report card at PrettiSlim	18
At b:blunt, the software too could cut fine.....	20

Education

Many Schools – One Campus @ Ryan.....	24
Bright minds sign in smooth @ Manavrachna	26
karROX says “Hello World” to a cloud campus	28

Retail

Same book, many shelves for Oxford Bookstore	32
--	----

Professional Services

An IT bench the back office of Economic Law Practice	36
--	----

A background image of a bright blue sky filled with fluffy white clouds. The clouds are scattered across the upper half of the frame, with a larger, more prominent cloud in the upper right. The lower half of the image is a solid, deep blue color.

Manufacturing



Nomarks needed IT without a blemish

Case in point : Ozone Pharmaceuticals Ltd.

The business

- Profile : Drug maker, owns well known brands including Nomarks
- Product range : Predominantly into anti-biotic and nutritional supplements with a focus on cardiac and diabetics
- Operations : Two state-of-art plants. Sixty distributors and resellers, 2000 plus field force agents

Situation

Business issues

- | | |
|---------------|--|
| Distribution | Centers were not connected and demand often exceeded buffer stocks |
| Reporting | Manual sales reports led to inaccuracies |
| Manufacturing | Production schedules were not in sync with demand patterns |

IT roots

- Many applications – in bits and pieces
- No single enterprise dashboard
- “Closed applications” did not include distributors

Bottom-line: A common IT platform with inter-connected departments

The IT as a Service way

Clean the backyard first

While many of the problems stemmed from disconnect with demand, cleaning up internal controls and financials were given priority. This, in turn, gave better visibility of business processes.

Initially, the TCS SMB Finance & Accounting solution was rolled out, which proved beneficial in outlining operating sites and defining their Chart of Accounts. Controls then had better sanity. For instance, CFO could tell which site was holding most of the capital – either in inventory or as an un-utilized overhead.

Plug in the gaps – only with best practices

Better visibility brought the key rationalization, when some of the operational gaps got apparent. For instance, there were Purchase Orders lying unattended while production was already scheduled.

The Manufacturing solution had several ways to handle this. While some of the processes in Ozone were standard, others were specific to the firm. Accordingly, the best practice in software was designed bringing a procurement plan before the Purchase Order, so that the Production Engineer could keep a close watch on it from his own dashboard.

More business

Ozone was undergoing a transformation of distribution model, wherein the distributors were organized in tiers so that demand could be better owned down the channels. This change was happening in phases and proved challenging for IT in the CRM support.

The resultant solution, however, was simple and tuned in a way to happen easily. For instance, a reseller could be promoted as distributors with a drag and drop, which would change his privileges seamlessly.

To Summarize

- Phased IT – “Pave and move on”
- Incremental consumption of IT without capital investment
- No compromise with controls and visibility
- Employ best practices to avoid ambiguity
- Boost sales with agile distribution channel

Relevant part of the software

- Manufacturing solution
 - Order to cash
 - Procure to pay
 - Procurement plan
 - Production Plan
 - Plant Management
 - Distribution management
- Finance & Accounting
 - Multi-site chart of accounts
 - Financial statements
 - Approval workflows
 - Taxation

The TCS solution enabled us to control our business more meaningfully, including our field operations. Through the Field Force module, we have updated information on the day to day field operations, which helps us manage and strategize in a more focused manner.

Mr. SC Sehgal

Chairman and Managing
Director
Ozone Pharmaceutical Limited



A quick foray by UK multinational *United Biscuits*

Case in point : United Biscuits India (UB)

The business

Profile : Multinational food brand, known for McVities
Product range : Biscuits for domestic and international markets
Operations : Factory base at Himachal Pradesh, India

Situation

Business issues

Operations setup : Had to setup factory and distribution in very short time
Efficiency : Operations were designed for tight cost control

IT roots

- Need to implement an ERP and Manufacturing system from scratch, as the factory was being setup
- Heavy focus on cost demanded manufacturing system to coordinate closely with financial ERP

Bottom line: An operational setup from scratch, along with independent IT solution

The IT as a Service way

Build as grow literally

UB's new state-of-art factory was setup in few months and implementing the one-off ERP within such a short span was risky. A failed ERP could have jeopardized the production when it was yet to be best tuned.

TCS solution started with separate manufacturing system and financial suite which initially ran independently. This helped the manufacturing part to be optimized first. UB achieved a production system that was closely lined up with its orders. The procurement could happen in tandem keeping inventory levels low.

Cost intelligence brought in

The tuned manufacturing system was then connected to the Accounting system, where UB controlled the cost using standard costing method. By this way, it statistically arrived at the cost allocations, and then accounted for its variances. In fact, standard cost was accounted for in the financial reports and negative variance was shown up as expense.

The manufacturing system posted each inventory movement to the balance sheet with variances, clearly reflecting the processes could be tuned.

To Summarize

- IT as a Service helped in quick start up
- Manufacturing was tuned at very early stages of operations
- A connected Accounting system brought in cost visibility to daily operations
- UB is now considering the similar cost control across its distribution channels

Relevant part of the software

- Manufacturing solution
 - Order to cash
 - Procure to pay
 - Procurement plan
 - Production Plan
 - Plant Management
- Finance & Accounting
- HRMS
- Payroll

"UB are very pleased to have TCS SMB providing infrastructure, applications and services for our businesses here in India. It gives us great confidence to have an organization like TCS providing us the support that we need as we grow our business. It's given us the flexibility we need to grow our business as and when we want to.

Mr. Clifford Burroughs
Group IS & Lean Director,
United Biscuits, UK



Contract manufacturer *Rialto* contracts out its IT

Case in point : Rialto Enterprise Ltd.

The business

Profile : Toothbrush maker, manufactures for Gillette India
Product range : OralB range as ordered by Gillette
Operations : Three state-of-art factories

Situation

Business issues

Procurement	Supplies schedule was inconsistent
Quality	Raw material quality required stringent checks

IT roots

- Most problems were due to obsolete and disconnected pieces of software
- Upgrading the software became a regular hassle with vendors shielding off from giving support

Bottom-line: Highly integrated IT solution with zero maintenance

The IT as a Service way

The “Pay as You Use” contract

Rialto, the sophisticated maker of tooth brushes, was in no mood to brush up its old IT. Having suffered through upgradation and maintenance, it finally decided a revamp.

However, some lessons went deep into their IT strategy –

1. They would not maintain any software but still use it
2. Engage a reliable vendor who is a consistent player

And, our IT as a service was a natural choice.

“Build as You Grow” contract

Having migrated to IT as a Service, Rialto found better ways to plan and prioritize its IT. A typical problem in adopting IT in piecemeal is that the systems are not well connected.

However, with the same vendor opening up its already-connected solutions, integration was a natural follow through.

Today, Rialto is using Manufacturing solution integrated with Finance and Accounting system. Payroll and HRMS solutions were also added later.

To Summarize

- IT is business problem by itself – when vendors don’t show up
- Rialto received highly integrated software covering all applications
- Zero maintenance
- They could scale up easily in users and more applications
- Finally, when an unfortunate error occurs, they could simply call a toll-free number (24x7)
- The resolution time was a contract itself!

Relevant part of the software

- Manufacturing solution
 - Order to cash
 - Procure to pay
 - Procurement plan
 - Production Plan
 - Plant Management
- Finance & Accounting
- HRMS
- Payroll
- Smart Card Management System

"Earlier we were using a large ERP application which had its own limitations & we were unable to access any information, instantly. TCS, on the other hand provides a web based application which is easily accessible from any where & at any time. The data can be captured online, in no time & this helps us to great extent in our day to day operations. Last but not least, we are happy with our decision to go with TCS Solution, amid fierce competition & it is worth the money paid without us incurring any Capex. "

Mr. Rajesh KJ

Manager - Information
Technology, Rialto



Interpump rotates its inventory in tune with demand

Case in point : Interpump Hydraulics India Pvt Ltd

The business

Profile : Multinational manufacturer of automotive pumps operating in India
Product range : Hydraulic pumps for small and heavy vehicles
Operations : Three state-of-art manufacturing plants with designs from Italy operations

Situation

Business issues

Forecasting sales	Orders from large auto makers while auto market is fluctuating
Inventory	Inventory in excess due to broken link with demand
Procurement	Vendor quality is a continuous concern

IT roots

- Need for integrated manufacturing system
- Regular sales, but lowering cost of inventory could improve profit.
- Demand, Production and Procurement to be seen as one connected cycle

Bottom line: Need for integrated manufacturing system

The IT as a Service way

Production linked to Demand

While Interpump had its regular customers, the seasonal nature of the auto market led to inventory excess. Hence, Interpump should have set scientific thumb rules for Production.

Ideally, the first step was to develop a sales forecast on historical sales and sales pipeline, which could then be used to plan production. The Production Planning System of our Manufacturing solution scheduled jobs into set of operations. This added Bill of Material (requirement of materials) in the planning process thereby helping to track in advance specific operations such as likely shortage and surplus in inventory in the system.

Procurement linked to Production

Procurement had two challenges - Procuring at the right time and Quality of raw materials.

The Procurement module of the Manufacturing system could trace the production operations, which could then set a minimum and maximum inventory level for the raw materials. The same could then be floated as purchase orders to vendors.

However, procurement had to deal with varying quality levels in supplies leading to high rejection levels which in turn affected production.

Our Procurement module had inherent quality control processes. The GIN could capture desired specifications and the acceptable range, while the Vendor Rating System kept track of supplier performance. This proved handy while choosing suppliers.

To Summarize

- Brought more sanity to demand forecast
- Production schedules made in tune to changing demand
- Inventory planned according to production levels
- Quality check brought under Procurement process
- Vendor rating helped in decisions making pertaining to procurement

Relevant part of the software

- Manufacturing solution
 - Order to cash
 - Procure to pay
 - Procurement plan
 - Production Plan
 - Plant Management
 - Distribution management
- Finance & Accounting
 - Multi-site chart of accounts
 - Financial statements
 - Approval workflows
 - Taxation

The system developed by TCS is a vital management tool which helps us to function more efficiently.

Mr. Ramesh J
Managing Director,
Interpump Hydraulics India
Private Ltd



Manik can help make datacenters, without having one

Case in point : Manik Industries Ltd.

The business

Profile : Specialized in sophisticated storage and interior design systems
Product range : Civil and HVAC racks, closets, safes
Operations : Operating in Mumbai

Situation

Business issues

Engineering focus : Focus on engineering and aims to reduce non-core activities
Growing business : Information system getting complex with large turnkey contracts

IT roots

- No intention to keep internal IT staff
- Leverage IT but outsource IT maintenance

Business Need: Automated processes without holding any in-house software

The IT as a Service way

Need for integrated ERP

Manik is anticipating rapid growth in business. They need an IT that would grow with their operations with increasing production sites and branches.

With growing high-end offices in India, demand for engineering sophistication in interior design picked up. Manik, operating since 1970, felt the need to digitize its sourcing and assembly processes into an ERP. However, it had a plan to use ERP software without keeping an IT staff internally.

How did TCS SMB Manufacturing solution help?

Manik is a manufacturer as well as a distributor. Some of its products are also sourced under foreign partnership with a couple of globally known brands. They take orders for standard products and also undertake turnkey projects. Hence, their processes included both planned and custom assemblies, with sophisticated procurement.

Our Manufacturing solution became useful by way of:

- Keeping standard Bills of Material for regular products
- Defining separate production plan and new Bills of Material for turnkeys
- Managing import of ready-made products through the Purchase and Tax Management modules

In fact, Manik implemented all this without keeping any servers in house. That way IT as a Service proved “future-proof” for it.

To Summarize

- Growing business pressed upon the need for ERP
- Focus on consulting with an intent to keep lightweight internal IT
- Flexible production process was achieved to suite turnkey orders

Relevant part of the software

- Manufacturing solution
 - Order to cash
 - Procure to pay
 - Procurement plan
 - Production Plan
 - Plant Management
 - Distribution management
- Finance & Accounting
 - Multi-site chart of accounts
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 - Taxation

TCS low cost web-based solution is similar to the Tata NANO concept. It significantly reduces IT costs & maintenance viz. no software to install, no hardware to purchase & maintain, no upgradation !

Invariably, such decisions involving huge investments remain at the planning stage. TCS has made this technology affordable & easily available. Businesses, organizations of all sizes are being attracted by the many advantages and economies that TCS web-based ERP solution has to offer.

The icing on the cake is the trusted name TATA CONSULTANCY SERVICES - the WEB-BASED Service Provider. "

Mr. Kishin C Malik

Managing Director,
Manik Industries Limited



Wellness

kaya skin clinic™

Kaya facelifts clinics with centralized service

Case in point : Kaya Skin Clinic

The business

Profile : Prominent brand of wellness clinic chain in India, Bangladesh and Middle East
Product range : Skin specialties and alternative treatments with focus on beauty
Operations : 100 plus clinics

Situation

Business issues

Maintaining Standards	Growing number of clinics
Choosy clients	Manage busy clients and fulfill expectation of personalized services
Merchandize	Manage in-house product inventory

IT roots

- Decentralized IT
- Administrative system not connected with appointments
- Replenishing inventory by offline coordination

Bottom-line: Brand demands common standards and centralized system

The IT as a Service way

IT Hub

Businesses these days prefer to manage critical processes centrally. For businesses running many outlets, maintaining quality becomes the main concern. To achieve this, Kaya had to first deploy a common system which would centralize clients servicing processes directly. This would include training to the clinic staff and use of common apparatus for treatment.

A centralized requisition system deployed enabled clinics to log in their requirement. The system provided the head office a dashboard giving details of status of daily deployment activities.

Knowing clients from miles away

With inventory in order, the focus shifted to client relationships, wherein Kaya started sharing new schemes and programs with its clients. Irrespective of the clinic location, Kaya is able to track the preferences of each client and share information on new schemes and programs with them.

Using CRM Kaya could track how regular clients are responding to its new schemes and campaigns. Client preferences and appointments captured on the dashboard would permit the head office gauge, from miles away, customers' response to services offered by clinics. This, in turn, would help it centrally plan inventory and availability of therapists in a better way, without clinics having to do so in isolation.

No more queues

With a growing customer base, congestion in some of the clinics became a deterrent for busy clients who would like to make appointments in advance and easily reschedule them without putting up with a long queue, which could now be managed centrally through the appointment scheduling module. This, however, required stringent quality controls to avoid deviations. Appointments and preferences were tracked centrally, while each clinic served those locally.

Furthermore, the solution was extended to mobile services wherein clients could share their feedback on service consumed and products bought from Kaya.

To Summarize

- Centralization for common quality
- Local processes tracked centrally
- Client treated in personalized way using CRM
- Clients could provide quick feedback on the products and services through their mobile

Relevant part of the software

- Wellness Management System
 - Appointment booking
 - Appoint scheduling
 - Inventory management
 - Point of Sale (PoS)
- CRM
- Workforce Management

TCS's Wellness Solution has helped us leverage technology to gain insights into hitherto hidden aspects of our business. We have already achieved efficiencies in several business processes and have been able to implement critical business infrastructures. With more technology enablement on the way, we are excited about leveraging the Wellness Solution in the future.

Mr. Ajay Pahwa
Chief Executive Officer,
Kaya Skin Clinic



Paris' Jean Claude Beguine fashions a unique IT

Case in point : Jean Claun Beguine India

The business

- Profile : Exquisite fashions from one of the best beauticians in the world
- Product range : Salon services treating each customer differently
- Operations : Five exquisite salons in Mumbai & one in Bangalore. Planning rapid expansion

Situation

Business issues

Client exclusivity "Each customer deserves treatment unique to her"

IT roots

- IT has two parts (other than administration):
 1. The simulators that would fancy different styles on the client
 2. The analyzers that would keep updating profile of the client, as she keeps on visiting

Bottom-line: Need supporting IT solution for highly Personalized service.

The IT as a Service way

Personalized treatment through analytics

Despite the simplicity in IT scope, Jean Claude Beguine had a sophisticated approach wherein for every client they used simulators to show different styling options that would look good on her. Our role, however, was in the other part of this exclusive treatment.

Jean Claude Beguine would keep a profile of their clients, including history of beauticians engaged and frequency of client visits.

Our Wellness and CRM solutions helped Jean Claude Beguine in performing complex analytics for a very personalized treatment. It also enabled the clients to get allotted to their preferred stylist. And this is just a glimpse of how they used our IT as service.

To Summarize

- Exclusive and personalized treatment
- IT was a part of the differentiation
- Wellness and CRM used for sophisticated analytics on clients

Relevant part of the software

- Wellness solution
 - Appointment booking
 - Treatment management
 - Inventory management
 - Point of Sale (PoS)
- CRM
- Business Analytics



Many eyes on your slimming report card at *PrettiSlim*

Case in point : PrettiSlim

The business

Profile : Slimming and Wellness clinic
Product range : Fitness consultations, slimming courses
Operations : Clinic chain

Situation

Business issues

Customer expectations	Setting the right expectation with clients and meeting them
Monitoring	Monitoring progress personally and remotely

IT roots

- Clinics did not have centralized health monitoring system
- Policies and prognosis based on population data did not instantly reflect in all its clinics

Bottom line: Many clinics and similar patient problems needed centralized prognosis

The IT as a Service way

Target slimming – the scientific way

A client walking into PrettiSlim has high expectations. She would have given up on her diet and exercises, and would be looking at PrettiSlim with a new glimmer of hope.

PrettiSlim manages slimming in a predictable, scientific and systematic approach. The patient is diagnosed on her health history and health parameters. Based on these, doctors and therapists then decide on the target weight that needs to be lost. However, such targets depend critically on demographic information collated from PrettiSlim clinics all over.

Centralizing the report card

The TCS SMB Wellness solution proved instrumental in solving this issue. Each patient's report was shared online with the head office (HO). Researchers and analysts, sitting in the HO, could see the aggregate of all patients across clinics. They could then raise an alert on the patients not progressing as an average. This way our software helped with the analytics.

Communication between HO and clinics happened through workflow on a case to case basis. For instance, if a patient would miss her therapy sessions too frequently, the targets were revisited.

To Summarize

- The business excels when the right client expectations are set and met
- This required a scientific and fact-based approach
- HO played the important role of deploying policies by analyzing demographic data
- HO could also monitor progress on a case to case basis for early prognosis
- More specialists could be consolidated in the HO to support fewer at clinics
- Centralizing patient analytics made all the difference

Relevant part of the software

- Wellness solution
 - Appointment booking
 - Treatment management
 - Inventory management
 - Point of Sales (PoS)
- CRM
- Business Analytics



At *b:blunt*, the software too could cut fine

Case in point : b:blunt

The business

- Profile : Premier salon and prominent lifestyle brand
- Product range : Salon services offering wide range of styling for regular and special occasions
- Operations : Salon chain

Situation

Business issues

- | | |
|----------------|--|
| Direct styling | Differentiated by mapping a client profile to the best styling fit |
| Standardized | Standardized styling, in apparatus, training and client counseling |

IT roots

- A revisiting client should be treated as same
- Assistance to styling - IT could bill the customer without wanting to know her

Bottom line: Standardized styling needed better analytics advice for clients to revisit

The IT as a Service way

It is not pick & choose, but being blunt

The business is largely advisory where clients would walk into the salon with no idea about what style would suit them the best. Many-a-times, the stylist would need to recommend the style for the day. Clients loved this attitude and soon learnt to trust the salon.

For B'Blunt, this is a promise that depends on two things. One, training the stylists in the art of styling and counseling the clients. Two, there should be a mechanism of knowing the client outside the stylist's own skill and this is where our solution helped.

"You haven't tried the short steps for a while...how about today?"

Our Wellness solution helped in tagging the appointment process with services. As and when the client books an appointment with the stylist, the stylist would see what is his/her routine and accordingly, arrange for the requisite apparatus.

This process carried some vital information that changed B Blunt's way of operation.

After an appointment, the stylist could retrieve the client's profile details such as her preferences, lifestyle, hair color shades she already tried and so on.

So when the client walked in next time, the stylist already had a few ideas in mind.

In fact, the software was little blunt too and it would, with little ambiguity, recommend what would be the next style to try on.

To Summarize

- Standardized but rich set of styles
- Service is highly advisory recommending the best styles to try on
- The advisory mechanism largely relied on training to stylists
- The stylist had the software to tell a lot about the client
- The software could also recommend a style on its own

Relevant part of the software

- Wellness solution
 - Appointment booking
 - Service management
 - Inventory management
 - Point of Sales (PoS)
- CRM
- Business Analytics
- HRMS
- Payroll

"It has been a great pleasure working with the informative, helpful and professional TCS team from the moment we began our interactions. The training has been first class and we look forward to making the most of the new system to help us grow our business. It is fantastic that a small to medium size business like ours can avail the help and resources of such a huge company.

Mr. Osh Bhabani
Director, b:blunt

A photograph of a bright blue sky filled with fluffy white cumulus clouds. The clouds are scattered across the upper half of the frame, with a larger, more prominent cloud near the top center. The lower half of the image is a solid, deep blue color.

Education



Many Schools – One Campus @ *Ryan*

Case in point : Ryan International

The business

Profile : One of India's largest education institutes
Product range : Predominantly International schools
Operations : 110 schools

Situation

Business issues

Aim	To grow into thousand campuses, both physical and virtual
Lifestyle demands	Parents need to be attuned to their wards' learning progress, despite being busy
Approach of Administration	Student wellbeing is the utmost responsibility

IT roots

- Each new campus meant more administration backlog at main office
- IT focused only on inward administration (like fees tracking); but no IT-enabled education
- Student supervision was manual through registers and report cards

Bottom Line: IT driven education and administration

The IT as a Service way

Many schools – one IT campus

Traditional education had many campuses for the same school. Ryan had different vision – they knew that with IT, campuses would eventually be one, no matter how many schools they run. Therefore the focus was to centralize the administration.

Accordingly, a new back-office was setup on our Campus Management Solution. This, in turn, helped not only in quickly rolling out new academic and fees collection schedules, but also in tracking absenteeism and late fees issues. Maintaining books of accounts also became trouble free with our solution provided.

Including Parent into the extended campus

The true goal of IT was to improve quality of education, in a way that would preserve the brand despite expanding the scale. In schools, bringing working parents closer to campus was a challenge. However, Ryan tackled this challenge with a different approach.

The student's 3600 view gives a snapshot of every facet of a student's history with the institution.

Virtual campus, physical schools

Ryan did not intend to offer a fully online education to students, since schooling is a competency learnt by being closer to students. It was in search of a solution which could enable a fine mix of offline and online teaching. Hence, the virtual campus plan started with provocative question – can online classrooms have physical blackboards?

A few of the virtual campus facilities provided in the Campus Management Solution are being tried experimentally to see how they gel with the current method of teaching. Virtual classrooms, student blogging and wikis are positive trends in education. However, their viability needs to be checked to see if they complement with the offline teaching methods without affecting the learning process. IT as a Service model helped in incremental deployment of virtual facilities, and included new practices with student reaction.

To Summarize

- One IT campus for many schools simplified administration
- Digitise student performance management
- Parents brought closer to campus through online interaction
- New forms of virtual education under continuous experiment

Relevant part of the software

- Campus management system
 - Admissions
 - Fees tracking
 - Curriculum management
 - Student performance management
- Document Management System
- Professional Virtual Community
- CRM
- Finance & Accounting

"By implementing TCS solutions we are able to put our administrative processes in a box, enabling us to replicate them easily and efficiently. This has helped us in removing variations, creating standards and benchmarks.

Mr. Ryan Pinto

Chief Executive Officer,
Ryan International Group of
Institutes



Bright minds sign in smooth @ *Manavrachna*

Case in point : MANAVRACHNA Vidyantariksha Private Limited (MRVPL)

The business

Profile : University, Engineering and Dental College, Schools chain, Distance Education
Product range : Provides Professional degree courses, short courses, distance courses
Operations : 11,920 students

Situation

Business issues

Admission screening	Thousands of students applying from many locations
Enrollment	Allocation of education facilities from the first day of enrollment
Rapid faculty	New niche courses being demanded and added

IT roots

- Mix of manual and computerized admissions
- Campuses followed different systems, often due to different administrative processes
- Disconnect between educational courses and campus facilities

Bottom Line: Good education and industrial scale – at odds

The IT as a Service way

Unified admission

MRVPL had to screen thousands of applications in a few days across various locations at different timings. To ensure good quality screening it required a unified admission process, irrespective of location and time.

The TCS SMB online enrollment solution could easily be accessed by students from anywhere, even from a cyber cafe. They could authenticate themselves against standard criteria set by MRVPL. Our database service enabled MRVPL to apply complex calculations in a flexible manner to screen the good students.

New age education

The students, in fact, had many options to choose from. They could opt for online courses that engage an offline faculty or take up short term courses in between another course, one that would help the student get a quick job while he/she would study.

Our Faculty Self Service application would source experts on very specialized subjects as soon these become a part of the courses. In addition to providing teacher for each semester, the solution also simplified the fee management and administrative functions.

To Summarize

- Good education on an industrial scale
- Campus built on cross cutting IT theme
- Students enrolled in masses, but screened one-on-one
- Student enrolled for simultaneous courses
- Faculty and new courses tagged instantly

Relevant part of the software

- Campus management system
 - Academics management
 - Admissions management
 - Fee Management
 - Student and Faculty Self-Service
 - Hostel Management System
 - Transport Management
 - Library Management
 - Professional Virtual Community
 - Learning Management System
 - HRMS & Payroll
 - F&A
 - Purchase and Inventory
 - Online Assessments

TCS has established strong credentials for fool proof delivery of ICT Services. We chose ERP Solution developed by TCS consisting of 30 modules covering university processes including admission, fee collection, teaching learning processes, finance and accounts, purchase and inventory, human resource management system, payroll management, transport, hostel, library and other allied activities. TCS solution is based upon cloud computing and is a fully secured application and hence, having high reliability. Implementation of ERP Solution has enriched the reach of data and subsequent analysis efficiently across all modules.

Mr. Victor Gambhir

Pro Vice Chancellor,
Manav Rachna International
University

The logo for karROX, featuring the word "karROX" in white lowercase letters on a red rectangular background.

karROX says “Hello World” to a cloud campus

Case in point : karROX Technologies Ltd.

The business

Profile : IT education spread across India, Middle East and Africa
Product range : IT training – both corporate trainings and courses
Operations : 95 locations with 250, 00 trained professionals

Situation

Business issues

Business Model	Campus could be a university or a corporate office
Area of Operation	Centers sprawling worldwide
Administration	Maintaining infrastructure and quality standards across centers

IT roots

- No single administration software
- Manual data led to tedious collation of important data (like student performance)
- Administration (like labs facility) and education resources (like curriculum) were not in sync

Bottom-line: Consistent administration across centers

The IT as a Service way

Empowering franchisees using CRM

karROX regularly invested in promotions to get inquiries from students and professionals. These inquiries were allotted to the centers based on the location and faculty. The exchange of information between karROX head office and franchisees became unmanageable as the number of centers grew.

Our CRM solution took over the task of taking online inquiries from students through the karROX portal. The CRM solution screened the inquiries with complex analytics to qualify students and customers and the resulting data was shared online with centers. This increased student turnout at franchisee centers.

Setting campus administration in franchisees

With a high turnout of students, karROX had to ensure that trainings follow a common standard. While the courses were centrally designed and faculty was developed locally, karRox had to ensure that all campuses adhered to common administration norms including lab infrastructure.

We introduced Campus Management System, which acts like a digital campus, wherein a center could track availability of lab and faculty online and also place orders for courseware on diminishing inventory. This information was centrally monitored in head-office on a daily basis.

To Summarize

- CRM used to ease student applications
- The applications were screened and sent to centers for enrollment
- Centers made to manage facilities consistently
- Campus management system to digitize administration

Relevant part of the software

- Campus management system
 - Admissions
 - Fees
 - Faculty network
 - Lab/Classroom allocation
 - Courseware management
 - Inventory
- CRM
- Finance & Accounting
- HRMS
- Payroll
- Documents Management System

"Considering the complexity of our Business , the TCS team has been very supportive in implementing our requirements.

Ms. Monica Doshi

Chief Operating Officer,
karROX Technologies Limited

A photograph of a bright blue sky filled with large, white, puffy cumulus clouds. The clouds are scattered across the upper half of the frame, with some appearing more distinct than others. The lower half of the image is a solid, clear blue.

Retail



Same book, many shelves for *Oxford Bookstore*

Case in point : Oxford Bookstore

The business

- Profile : 80 years old book retailer with offline and online presence; usual choice of literati;
- Product range : Fine mix of popular books and rare ones, in the ambiance of a coffee shop
- Operations : Outlets in most metro cities

Situation

Business issues

- | | |
|--------------------|---|
| Loyalty management | Loyalty program was limited to redeeming points at stores |
| Supply chain | Goal to reduce shipping time by 50% |
| Demand | Dynamic store arrangement to promote seasonal topics |

IT roots

- Absence of the loyalty processing gateway
- Online store and offline store used different applications connected by day end process
- Books database in stores inventory had little information of seasonal and topic trends

Bottom-line: New business mode, to integrate offline and online stores.

The IT as a Service way

Changing loyalty system into a merchandize

While the loyalty points systems allowed customers to redeem points to buy books, its true potential lies in making points work like currency just as some airlines have done.

We rolled out Gems – a loyalty points gateway that helped broadened the customer base of Oxford Bookstore. Many organizations rewarded employees with Oxford Gems that would then get redeemed with books sold at Oxfordbookstore.com. The online store then would deliver books through supply chain packing and shipping in hours.

Unlike many popular online sellers, Oxford Bookstore's online channel was built as an extension of its physical stores with a conscious strategy to provide its online customers the same flavor of collection. In retail, this is called as Multi-channeling.

This meant that the supply chain driving the books stores would be the same as the online shop. The stores inventory manager had to plan the store in a way to ensure that demand from both the channels are met. The TCS SMB Store Inventory Management, designed for multi-channeling, provided a solution for this requirement of Oxford book stores.

Oxford bookstore could see the benefit. For instance, a book lying on the shelf for several days was one day actually sold online!

To Summarize

- IT was availed of as business service – Loyalty gateway
- The loyalty solution helped in synergies across many firms
- Retail software was inherently multi-channel
- Supply chain got simple with one piece IT

Relevant part of the software

- Retail
 - Store inventory management
 - Point of Sale (PoS)
 - Warehouse management
 - Multi-channel
- Reward and recognition system
- Online presence
- Shopping Cart with payment gateway
- Procurement

TCS is not our implementation partner but our business partner. TCS solution helps us providing a unique integrated online offline retail solution to our customers".

Mr. Subhasish Saha
Chief Technology Officer,
Apeejay Surrendra Group

A photograph of a bright blue sky filled with fluffy white clouds. The clouds are scattered across the upper two-thirds of the image, with a larger, more prominent cloud in the upper right. The bottom third of the image is a solid, deep blue background.

Professional Services



An IT bench the back office of *Economic Law Practice*

Case in point : Economic Law Practice

The business

Profile : Law firm into advisory and litigations
Practice areas : Direct and indirect taxes, anti-trust, international trade & WTO
Operations : Four offices

Situation

Business issues

Fees management	Tracking timings and billing of its consultants
Consultation	Tracking case-cycle -resources, citations and hearings
Client confidence	Timely sharing and processing artifacts

IT roots

- No single software to cover case lifecycle
- Users did not have automated access to shared artifact, no notification system

Bottom-line: Clients and practitioners wrapped in stacked folders; took hours to trace

The IT as a Service way

Back-office modernized

Ironically, a lawyer's office looks most elegant when there are files and folders stacked in the back-wall. Those would hold all the assets, from client cases to history of citations. Yet, those secured folders become the main bottleneck for modern practitioners like ELP. Their profession is changing in form with the internet. Digitizing back-office was the first step.

A document management system (DMS) was deployed to keep each case, either as forms or scanned documents. It had tagged information about client profiles, court of jurisdiction, hearing stages, and practitioners who handled the case. DMS folders, unlike the physical ones, could be searched like Google.

Electronic documents were then flown into processes

But how could a practitioner know when the next hearing is?

The matter management module allowed ELP to plan out their case hearings using the event calendar. It also enabled creation of cases, and captures all related information about the case. In addition all planning for the case including creation of tasks, allocation of resources, tagging related expenses, enter time sheets could be done.

And when the hearing was over, overall bill including the practitioner's fees and expenses incurred could be generated.

It also gave a single-enterprise view of critical information of time and expenses enabling the monitoring of operations more closely.

To Summarize

- Practitioner could switch across cases, within minutes
- Searchable artifacts, organized within and across cases
- Notifications on pending actions
- Better visibility and proactive information sharing

Relevant part of the software

- Professional services solution
- Workflow
- Document management system
- Finance & Accounting

We at ELP have been able to standardize our business processes, leading to increase in productivity, effective tracking and managing of our matters, time utilization & expenses.

Mr. Suhail Nathani
Partner, Economic Laws Practice

TCS SMB

Our global experience, domestic market reach, skills, know-how, alliances, and delivery capabilities to deploy solutions, all come together in this powerful partnership. This in turn ensures that you reap significant benefits of speed-to-market and cost control, amongst others. You stand to gain from the following:

- **Single window for all IT requirements.** Working with multiple vendors for IT solutions can often lead to poor integration and lack of service levels across the stacks. We make your IT operations simple and easy by providing solutions which cover the entire stack needed to run your daily operations.
- **Minimal setup time.** With TCS IT-as-a-Service, setting up the entire IT environment takes minimal time. Software updates with newer features are also more frequent with zero business downtime. So, you can gain from state-of-the-art IT quickly and efficiently.
- **Minimal capital expenditure.** Under the TCS IT-as-a-Service model, capital expenditure is minimal as you do not have to buy the application or the infrastructure.
- **Reduced operating expenditure.** You only incur operating expenses, which are equivalent to the subscription charges levied, as per the IT services needed. The model also frees you from maintaining skilled IT staff on your payroll.

About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, business solutions and outsourcing organization that delivers real results to global businesses, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development.

A part of the Tata Group, India's largest industrial conglomerate, TCS has over 160,000 of the world's best trained IT consultants in 42 countries. The Company generated consolidated revenues of over US \$6.3 billion for fiscal year ended 31 March 2010 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at www.tcs.com

Contact

To know more about TCS SMB IT-as-a-Service, contact smb.queries@tcs.com

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