MasterCraft™
Across the software development landscape, organizations are striving to use agile development methodologies and integrate legacy applications with modern systems. However, multiple hardware, operating systems, databases, GUIs, and middleware components introduce several complexities. These are compounded by the need to manage exponential data volumes and utilize vital data while ensuring information security. To drive agility, companies must separate application logic from underlying technological dependencies.

Tata Consultancy Services’ (TCS’) MasterCraft™ suite - including DevPlus, TransformPlus, and DataPlus - is a comprehensive set of products that optimize processes across software development, QA, delivery, digital transformation, component-based application creation, enterprise data quality, and privacy. MasterCraft™ helps organizations achieve agility and complete governance over IT applications and data, align business strategy with execution through agile application lifecycle management, and define, build, and test faster, thereby enabling continuous deployment.

Overview

Organizations with large IT set-ups find it challenging to manage applications, release new features frequently, and upgrade products to meet changing market demands. Their modernization initiatives are hampered by decades-old legacy applications that are difficult and cost-prohibitive to understand, modify, and maintain. Rapid and frequent advances in technology make the challenges harder with time and increase the difficulty of introducing new products or features. While enterprises implement automation, it is often in silos, with little traceability across the value chain. Further, companies must perform a balancing act to leverage valuable data for business growth, while ensuring complete privacy and security of the data they use.

TCS’ MasterCraft™ enables companies to gain 360° insights into their applications and manage their delivery - by leveraging a comprehensive and pragmatic approach to analysis and transformation of applications, processes and people. Our offerings empower them to create and deploy new applications by generating code that is independent of underlying technologies. We increase operational efficiency through holistic data governance, and leverage decision-support reports, dashboards, and analytics to arrive at risk-managed conclusions. MasterCraft™ also ensures privacy and quality of enterprise data and compliance with data regulations. MasterCraft™ products are backed by 24x7 support and professional services, with toll free call-in lines available in multiple countries. MasterCraft™ Academy delivers training services and certifications on product capabilities.

Our Solution

TCS’ MasterCraft™ provides digital platforms to optimally automate and manage IT processes across three key areas:

**DevPlus** for multi-modal, agile, continuous application delivery, including idea management, portfolio planning, test management and automation, and deployment automation

**TransformPlus** for application analysis, modernization and transformation, including extraction of application knowledge, business rules and other structural information from the application source code, as well as, development of new applications using model and specification-driven code generation

**DataPlus** for enterprise data provisioning privacy, quality, and governance management, including data profiling, cleansing, de-duplication, and data masking in both production and non-production environments, test data creation and provisioning, and data model management
Benefits

Companies using TCS’ MasterCraft™ benefit from:

- Higher application releases per quarter or year due to greater agility
- Comprehensive test coverage of new modules and features, resulting in better quality of application releases, greater optimization in overall testing, and reduction in potential vulnerabilities of applications
- Deep understanding of applications by slicing and dicing the code and documenting knowledge
- Productivity savings accruing from reduction in manual effort and improved quality due to development automation
- Greater Return on Investment (ROI) through end-to-end delivery optimization
- Considerable reduction in the risk of data breach throughout data lifecycle by desensitizing data
- Removal of roadblocks to business growth through easy availability of ‘single-source-of-truth’ data

The TCS Advantage

MasterCraft™ products have been used in over 650 projects across 100 companies since its inception. Partnering with TCS offers companies the following advantages:

- We are one of the pioneers in IT service delivery, with decades of experience and learning. This knowledge has been pre-codified into our MasterCraft™ product offerings. This not only makes our products innovative by way of automation, but also in the level of optimization we bring to IT service delivery management.
- MasterCraft™ provides a unified platform to deliver application and data management services. We bring a single, integrated platform for managing the application lifecycle of both traditional and agile projects, with agile delivery tracking, development, and test management.
- With a list of reports, dashboards, and workbenches, MasterCraft™ products offer decision-support, analytical inputs for impact analysis, coverage, and standard definitions according to industry, geography, and enterprises.
- MasterCraft™ takes an inclusive approach to all existing processes, people, and technologies within each company’s environment, resulting in minimal change to their current landscape and optimal utilization of products.
- MasterCraft™ products deliver measurable productivity gains to our clients’ businesses, backed by our considerable experience in the development of impactful technology-centric frameworks and automation solutions.
Awards & Recognition

To know more
Visit the Mastercraft™ page on tcs.com
Email: MasterCraft.Sales@tcs.com

About Tata Consultancy Services Ltd (TCS)
Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is 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 a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at www.tcs.com

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