Co-Innovation Network (COIN™)

Innovation labs

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Digital technologies are disrupting entire industries. Music, movies, news, magazines, and photography have all been digitized, bringing digital to the core of their sectors, disrupting business models and upending industry best-practices. In a number of other industries, digital is fusing with the physical to similarly disrupt and transform – to the benefit of consumers – from Uber taxis to Airbnb accommodations.

What is also gathering momentum is the blurring of industry boundaries. Innovation opportunities are emerging at the intersections of formerly discrete domains. The power of an innovation-ecosystem is becoming ever more important in bringing varied perspectives and expertise to focus on specific challenges.

Tata Consultancy Services (TCS) believes that it is vital for its customers to maintain market leadership through tech-innovation by harnessing the latest breakthroughs relevant to their respective industries. TCS has a strong research base across customer domains at its Innovation Labs, where highly-credentialed scientists develop technology solutions for important customer problems. TCS Research & Innovation follows a formalized and mature innovation process to identify and develop a full spectrum of solutions to keep clients ahead in their sectors: from ‘derivative’ innovations to ‘platform’ and ‘disruptive’ innovations.

To ensure that TCS Research & Innovation has a 360-degree view of the innovation landscape, the company has forged collaborative partnerships, bringing together several groups of experts across the research, academic, start-up and corporate worlds. This is enabled through the TCS Co-Innovation Network (COIN™). Launched in 2006, COIN gives TCS and participating partners the innovation edge by coordinating the efforts and ideas of these groups across industries.

Overview

As science and computing push the knowledge frontier, it is clear that in order to develop innovative solutions in today’s complex and competitive environment, it is crucial to stay abreast of technologies and breakthroughs in other fields that may find application in one’s own. Bio-physics, biochemistry and computational finance are all crosssectoral fields that are encouraging innovation beyond what each of them is able to accomplish individually. In industry, we see smartphones adopting technologies like gyroscopes and accelerometers, borrowing ideas and technologies that have been deployed elsewhere to revolutionise personal computing. And we see how digital is disrupting ‘established’ industries like banking, finance, hospitality and media, amongst many others. What can incumbents do to ensure they stay ahead of the curve and adopt disruptive technologies before they are forced upon them? The most effective approach lies in collaborative innovation ecosystems that bring together varied groups of experts to jointly address industry challenges. TCS enables its clients to maintain market leadership through such a collaborative innovation ecosystem: the TCS Co-Innovation Network (COIN™).
Our Solution

TCS COIN™ connects multiple stakeholder groups in a collaborative innovation ecosystem to jointly address specific industry challenges.

**Innovation Labs**: TCS has a strong research unit exploring systems, software, and applications. Scientists working in TCS’ global network of innovation labs focus on areas such as computer science, mathematics, statistics, biotechnology, process engineering and quantitative finance.

**Start-ups**: Start-ups are the font of several, if not most, business innovation – especially of the disruptive sort. But good ideas need to be nurtured: they need funding and support, market access and vendor partnerships in order to effectively scale their offerings. TCS Emerging-Tech (‘Em-Tech’) COIN™ features promising startups that are relevant to the enterprise space of TCS’ customers.

Through COIN, TCS works with start-ups from across the globe to deliver innovative solutions to clients. Each year, several start-ups are channeled through the COIN pipeline to undergo our business potential due diligence. COIN start-up engagements are geographically well-distributed, with partners in the USA, Canada, Europe/UK, Australia, Singapore, Israel and India.

**Venture Capital/ Aggregator Ecosystem**: As promoters of the next generation of technologies, Venture Capitalists provide a key connect for innovation. TCS COIN™ works with VCs (and portfolio companies) and different types of aggregators across the globe to deliver NextGen solutions to TCS customers.

TCS COIN Venture Partners

**North America**
Andreessen Horowitz, Sequoia Capital, Lightspeed Ventures, Norwest Venture Partners, NEA, Blumberg Capital, Mayfield, Sierra, Charles River Ventures, The Fabric, Rocket Ship Ventures, Ryerson DMZ, MARS, Communitech, Wesley Clover

**UK & EUROPE**:
UK DIT, Level 39, Capital Enterprise, Idea London, Techstars, Startup Bootcamp, Startup Amsterdam, Scottish Enterprise, Helsinki Business Hub, Arctic Startups, Business Sweden, Invest in Denmark

**APAC**
Singapore Trade Body, Jungle Ventures, Red dot Ventures, Wavemaker, Airmaker, Australian Trade Body, Pottinger

**Israel**
Vertex, StageOne, PlusVentures, Oryzn, Gilot Capital Carmel Ventures, Vintage Investment Partners, Norwest Venture Partners, Canaan Partners, Wadi Ventures, Blumberg Capital, Jerusalem Venture Partners (JVP), Pitango, 2B Angels

**India**
Microsoft Accelerator, Zone Startups, T-Hub, RevvX, NASSCOM, F6S, Accel Partners, CIIE, Helion Venture Partners

TCS is also partnering with Nordea Startup Accelerators and Microsoft Accelerator in India.
To Venture Capitalists’ the TCS association offers:

- Technical due diligence and business viability of their Start-Ups’ solutions
- Connect with the large TCS ecosystem
- Connect with TCS Customers in various verticals

**Academic Alliances:** As a business leader in a knowledge economy, TCS believes in investing in early stage research.

TCS COIN™ links to leading academic and research institutions worldwide through direct research investments; short- and long-term research agreements; exchange of faculty and industry personnel; and sabbaticals. Our academic alliance program is a highly interactive collaboration encouraging a continual flow of ideas between academia and the COIN ecosystem.

TCS COIN™ establishes long-term alliances with academic institutions of repute. Collaboration opportunity is developed based on recommendations from TCS’ Research Advisory Board, which is led by eminent academics.
Some Recent Academic Alliances

- Columbia University, USA: Member Of Columbia Particulate And Surfactant Systems
- University of California, Berkeley (UCB), USA: Next Generation Genome Sequencing
- University of Toronto, Canada: Smart Citizen
- Singapore Management University: Intelligent City Labs
- University of New South Wales, Australia: Healthcare
- University of Technology, Sydney, Australia: Advanced Analytics and Data Visualization
- Indian Institute of Technology - Bombay, India: Multiple Areas of Collaboration
- Indian Institute of Technology - Guwahati, India: Verification of Embedded Automotive Software
- Chennai Mathematical Institute, India: Integrated Computational Materials Engineering
- IIT Madras, India
- IISc Bangalore, India
- IIT Kanpur, India
- IIT Kharagpur, India

Tata Group Companies

The Tata group is a global enterprise and comprises over 100 operating companies, with operations in more than 100 countries across six continents, exporting products and services to over 150 countries. TCS works with various Tata Group companies towards creating innovative products that aim to improve quality of life.

COIN Benefits to Customers

COIN brings the benefits of collaborative innovation to each network partner, including:

- Collaborative innovative solutions sourced globally, customized to customer requirements
- Solutions in emergent and disruptive technologies
Awards & Recognition

To know more
Visit the Innovation Labs page on tcs.com
Email: innovation.info@tcs.com
Blog: Research and Innovation

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.

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