TCS Pace Port™ New York

In the Business 4.0™ era, enterprises need to adopt agile methodologies and collaborative business practices to lay the foundation for sustained growth and success. Tata Consultancy Services (TCS) Pace Port™ New York is a co-innovation and advanced research hub designed to help clients establish their competitive differentiation, set the pace of innovation and navigate their transformation journeys successfully.

Located at the Tata Innovation Center at Cornell Tech, the creative hub is a catalyst for collaboration between TCS, its clients, Cornell Tech students and faculty and local start-ups for navigating the discovery, definition, refinement and delivery phases of cutting-edge technology. Leveraging TCS' extensive contextual expertise spanning several decades and numerous industries, TCS Pace Port New York's offerings foster greater agility, speed, creativity, impact and scalability in business models.

Overview

A physical manifestation of the TCS Pace™ promise, TCS Pace Port New York combines TCS' global research and innovation network capabilities with Cornell Tech's academic research prowess, and expands it to all TCS clients in the US, representing more than one-third of Fortune 500 brands. While its set-up serves all industry verticals, TCS Pace Port focuses on the Retail, Travel, Transportation and Hospitality and Life Sciences industries for its R&I charter.

Retailers today must have a consolidated data foundation in place before fully realizing the benefits of applying AI and ML on large volumes of heterogeneous data such as voice, text and images. They also need to decide where to automate processes entirely and where human-machine interaction will produce the best results. At TCS Pace Port™ New York, we leverage AlgoRetail™, a TCS proprietary framework for algorithmic retail that uses AI, ML, computer vision and natural language processing. We integrate data across the retail value chain, using new-age solutions to create automated, intelligent and agile enterprises.

In Life Sciences, several disruptive factors such as declining pipelines, growth of personalized medicine, increased focus on patient outcomes and rapidly evolving regulatory environment have ne-cessitated the adoption of advanced digital technologies to reduce clinical trial cycle time, improve R&D productivity, optimize supply chain and improve sales force effectiveness. At TCS Pace Port New York, we work on emerging technologies – including AI, IoT, advance analytics, AR/VR/MR/XR and others – to meet these growing needs for our Life Sciences clients. We solve industry challenges by collaborating with businesses, academia, start-ups and research thought leaders, and leverage TCS' R&I investments in areas such as mHealth, personalized medicine, digital clinical trials, digital twins, connected labs and others.

Our Solution

TCS Pace Port New York guides clients through the discovery, definition, refinement and delivery phases of innovation through its:

- **TCS Innovation Showcases:** Presentation and engagement facility that helps clients visualize the phases of their digital transformation journey.

- **TCS COIN™ Accelerator:** Collaborative space for TCS associates, client teams and promising start-ups to co-create solutions.

- **TCS Agile Workspace:** Fully equipped agile working environment to run business solution concepts, with devoted virtual environments engineered to emulate real-world conditions.

- **TCS Academic Research Lab:** Allows researchers to gain exposure to the think-ing and collaborative research environment enabled by TCS, while furthering the re-search agenda across cutting-edge tech areas such as AI, blockchain, advanced analytics, cybersecurity and quantum computing.

Benefits

At TCS Pace Port New York, you are assured of the following advantages:

- **Real-world approach:** We offer cutting-edge collaborative research that addresses real-world problems, leveraging the latest technological innovations and ML tools.

- **Future-proof your business:** We lay the business foundation for an AI-enabled value chain to support evolving business models and ecosystem networks in a digital world.

- **The Cornell Tech advantage:** Harnessing Cornell Tech's prowess in technology, we provide research, innovation and design solutions to ignite collaborative experimentation, rapid product prototyping and continuous learning alongside clients, partners, academia and analysts. We believe in pushing current boundaries and driving business transformations through the application of break-through digital technologies.

- **Collective intelligence:** We solve critical business challenges using co-creation and co-innovation.

The TCS Advantage

At TCS Pace Port New York, we offer:

- **A strategic partnership:** The collaboration between TCS and Cornell Tech results in an extraordinary ecosystem – of diverse industry experts, start-ups and academia – to drive applied research at scale on next-generation digital technologies.

- **A history of research and innovation:** TCS' deep research expertise was initiated decades ago with the establishment of a global network of innovation labs, such as the Tata Research Development and Design Center (TRDDC) in Pune, India, the TCS COIN™ ecosystem (launched in 2006), the Silicon Valley Digital Reimagination Studio (in 2016) and multiple global annual events that promote advancement across research and innovation.

- **The frontrunner advantage:** TCS Research started in 1981 and has worked on several generations of technology. TCS Research and Innovation (R&I), led by the chief technology officer, was established in 2006, and its corporate technology organization governs all research and innovation activity. The TCS innovation funnel nurtures close to 200 innovation ideas every year.

- **A dynamic approach:** TCS strives for greater agility, speed, creativity, impact and scalability to power our clients' business transformation journeys. This helps us stay firmly ahead of ongoing market shifts, evolving client needs and an increasingly complex world of rapidly changing technology.

Awards & Recognition

To know more

Visit the **TCS Pace™** page on **tcs.com**
Email: **team.pace@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.

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