Welcome to TCS Digital Garage

Presenting Innovation as a Service
Enterprises are continuously aiming for meaningful transformations as they keep up with new disruptive business models. Rapid innovation is key to affect such disruption. TCS Digital Garage as a TCS Pace™ capability offers exactly this—innovation as a service.

The Garage is equipped with tools and processes to ensure an idea comes to life with speed and certainty, keeping in mind a customer’s individual growth strategy. This translates to faster time-to-market and a strong foundation in building a culture of innovation.

Overview

TCS Digital Garage works on a ‘start-up lite’ culture, where we aim to deliver a minimum viable product (MVP) in four to eight weeks. The culture adopts an agile-led, ‘fail fast’ approach, where failures can be discovered within a shorter timeframe, as opposed to after six months or later in the traditional innovation cycle.

Our capabilities in problem-solving
- Design thinking
- Market research
- Analysis of competition, needs or usage gaps, and Heuristics
- New technology exploration
- Business-focused ideation

Technology areas
- Artificial intelligence markup language (AML)
- Blockchain
- Cloud and DevOps
- Contact center
- Conversation experience technology
- Internet of Things (IoT)
- Augmented reality and virtual reality (AR/VR)
What we get done

- Rapid prototypes, proof of concepts or technology (PoC / PoT), proof of value
- Drive experiments in innovation leveraging internal TCS collaborations and external partnerships that lead to new product development
- Build, execute, and iterate until products are fit for the market
- Innovation Days for customers to get a real sense of the solution
- Immersive experience for users with AR/VR
- Ability to accommodate physical demonstrations of solutions to customers as well as remote design thinking workshops

Solutions we’ve designed

In the last two years, our digital ninjas have built over 35 innovative digital solutions and offerings. Here are a few.

- A comprehensive business intelligence solution focusing on business critical KPIs, multiple analytical drill downs, AI-based analytics for trend analysis, forecasting models, and actionable insights for decision support. The solution features self-service data analysis and a chatbot-driven assistance module.
- A supervised learning-based ML application to identify key financial clauses from a given contract document.
- Mortgage loan processing using digital twin technology, by enabling real time KPI management, loan insights, and tasks management.

From Idea to Market – The innovation journey within TCS Digital Garage
Our stories of success

**Smart banking**

We revolutionized the branch of a top US bank with enhanced customer experience and intelligent decision-making features such as:

**Computer Vision AI capabilities:**
Facial recognition, body / multi-space / gaze / activity detection; people tracking and counting, person re-identification, path of travel, and queue path.

**Conversational experience capabilities:**
Voice recognition, voice comparison, NLP engine, speech-to-text, and speech analytics

**Finathon**

Created 30 working solutions via a hackathon that sought answers toward a unified investment dashboard, hyper personalization of customer journeys, and incident and service management.

**Innovation pod**

An idea curation exercise that led to a 20% increase in the ideas’ pipeline and saw a 2% improvement in vitality index.

**TCS advantage**

- Extensive collaborations with TCS’ Co-Innovation Network (COIN™) – an ecosystem of academic, startup, and business communities
- Collaboration with TCS’ strategic partners
  a. Leveraged TCS’ hyperscaler virtual machines (VMs) to conduct a hackathon for TCS’ BFSI vertical
  b. Leveraged TCS presence in a global alliance to accelerate the adoption of blockchain ecosystems in Latin America and the Caribbean
  c. Transformed a major reinsurance company’s underwriting, finance, and accounting system using the low code platform
  d. Developed a merged reality app solution with AR-enabled remote assistance software
  e. Developed an AI-based video-enabled Know Your Customer (KYC) solution for a credit card company
- Access to TCS’ contextual knowledge to deeply understand customer needs beyond immediate requirements, and turn nascent ideas into tangible creations
- Accelerated delivery cycle time using readily developed solutions called TCS Accelerators
Awards and accolades

Contact
Visit the TCS Pace™ page on www.tcs.com
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About Tata Consultancy Services Ltd (TCS)
Tata Consultancy Services is a purpose-led transformation partner to many of the world’s largest businesses. For more than 50 years, it has been collaborating with clients and communities to build a greater future through innovation and collective knowledge. TCS offers an integrated portfolio of cognitive powered business, technology, and engineering services and solutions. The company’s 500,000 consultants in 46 countries help empower individuals, enterprises, and societies to build on belief.

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