

Connected Intelligence Platform

Digital Software & Solutions Group



Thriving in the connected economy requires organizations across all industries to make connected customer experiences their new obsession. Providing personalized consumer journeys that span all physical and digital interactions requires modern thinking, modern approaches and modern technology. Organizations that incorporate these elements into their business strategies are able to create competitive advantage and new ecosystems of value through collaboration with other brands and partners.

A simple customer experience example involving collaboration with other organizations is Airbnb. It doesn't just rent rooms, it offers richer, more satisfying and personalized travel experiences like violin making in Paris or hunting for truffles in Tuscany. Through memorable Airbnb experiences, consumers are connected to multiple relevant brands on a journey made possible by an ecosystem of value within easy reach. While such personalized experiences are planned in advance, today's consumers are demanding more – connected experiences created in real time through advanced analysis of the consumer's intent.

Today that's finally possible.

TCS Digital Software & Solution Group's Connected Intelligence Platform (CIP) allows companies to design highly targeted engagement solutions that meet the rising demands of connected consumers. Through Connected Consumer Intelligence™, CIP enables organizations large and small to leverage all available data in real time--from their company, the Internet of Things and third parties they partner with--to create new sources of value. With CIP, enterprises can harness Connected Consumer Intelligence™ to deliver the Connected Customer Experiences people are expecting.

Overview

Companies must capture collective insights -- through Connected Consumer Intelligence™ -- to offer experiences that are hyper-personalized for a consumer's circumstances at a particular point in time. Without it, they miss opportunities or reach consumers with irrelevant or ill-timed offers that can turn them away.

With Connected Consumer Intelligence™, businesses and cities can create customer experiences that are so precise, timely and relevant, they're prescient. Such positive, bespoke experiences have the potential to pressure organizations in all industries to rethink their customer engagement strategy.

Our Solution

TCS Digital Software & Solutions Group's Connected Intelligence Platform (CIP) allows companies in consumer-facing industries to deliver highly personalized experiences to meet the demands of connected consumers. CIP enables organizations large and small to leverage all available data in real time -- from their company, the IoT, and third parties -- while protecting consumer privacy. With CIP, personalized customer experiences driven by A.I. can be modeled to continually improve by adapting to individual consumer needs and expectations.

Built using extensive expertise gained implementing thousands of solutions for TCS clients, CIP includes features and controls designed to meet prevalent privacy and security guidelines.

Rapidly deliver multiple use cases on a single platform with CIP - a modular, flexible and comprehensive end-to-end data management and analytics capabilities platform



Benefits

- Design highly targeted engagement that meets the rising demands of connected consumers
- Deliver experiences in the right context that are highly personalized and timely
- Anticipate specific consumer needs based on real-time situations
- Engage people with highly focused, relevant and timely offers
- Create customer experiences that are so precise, timely and relevant, they're prescient
- Leverage all available data in real time--company data, IoT and data from third party partners in value
- Learn and adapt to each individual's needs and expectations
- Tap into IoT to make faster, better business decisions that improve customer experiences
- Deliver the connected customer experiences that people are demanding

The TCS Advantage

- **Domain and Industry Experience:** TCS' broad and deep domain expertise in big data and advanced analytics as well as industry expertise across almost every industry – including government – on a global scale.
- **Partner Ecosystem:** The TCS network of partners includes business software providers, niche technology developers, and platform and IT infrastructure vendors. Our dedicated partner management, field alliance, business solutions, and infrastructure architect teams nurture relationships to drive efficiencies and predictable outcomes.
- **Global Reach:** Tata Consultancy Services is a trusted global IT services, consulting and business solutions organization that delivers real results to global businesses, ensuring a level of certainty no other firm can match.

Awards & Recognition



About TCS Digital Software & Solutions Group

TCS Digital Software & Solutions Group delivers on the promise of Connected Consumer Intelligence™. Our experience working with the world's most successful enterprises drives the development of integrated software that helps them meet the higher expectations of today's wired consumers and citizens. With TCS DS&S Group software, organizations can design experiences that logically connect every touch point of the consumer's digital and physical journey.

To learn more:

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Blog: [Catering to the Connected Consumer](#)

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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