

**The Information Enclosed Below is from:
IDC Strategic Alliances and Ecosystem Newsletter, July 2019**

TCS and Tech Data Partner with a Business Insights Software Product Solution

March 12, 2019

What: TCS Digital Software & Solutions (DS&S) Group has partnered with Tech Data to provide their channel partners with a customer analytics software product solution that includes pre-built, industry-specific customer analytics use cases that accelerate growth, drive loyalty and deliver differentiated value. TCS Connected Intelligence & Insights enables organizations to surface customer insights, generate hyper-personalized next-best actions in real time, and deliver differentiated customer experiences across all physical and digital touch points. The robust IoT-enabled analytics software product performs cross-domain analysis of customer, operational, and product data, and users (or business partners) can extend the software product to support the development and deployment of additional custom use cases.

Why Important: By taking advantage of the subscription delivery model, Tech Data channel partners can shift from transaction-based entities to growth businesses powered by high-value, recurring revenue streams. Through the combination of partners' existing vertical industry expertise, established client relationships and solutions like TCS, partners will have the ability to quickly build up transformative consulting practices that can lead to additional installation, support services and revenue.

Reference: TechData.com