TCS Customer Intelligence & Insights™

AI-driven Analytics for Real-time, Personalized CX

Microsoft Azure

ABOUT TATA CONSULTANCY SERVICES:

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 50 years. TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. This is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.. A part of the Tata group, India's largest multinational business group, TCS has over 480,000 of the world's best-trained consultants in 46 countries

WHAT WE OFFER

TCS' Customer Intelligence & Insights™ (CI&I) customer analytics software leverages AI and core Customer Data Platform CDP capabilities to turn data into actions that drive loyalty and growth.

CI&I breaks through departmental silos to create a single 360-degree customer view that enables brands to deliver seamless, personalized customer experiences across customers' preferred channels in real time while adhering to data privacy requirements.

CI&I has **pre-built, industry-specific** solutions for banking, insurance and retail. Key CI&I features:
- Customer 360 view
- Next best offers and recommendations
- Digital persona discovery
- Dynamic customer segmentation
- Real- time product recommendations
- Customer journey discovery, modelling and orchestration.

CI& benefits include:
- Improved multichannel customer experiences and engagement
- Increased loyalty and customer life-time value
- Faster time to value with pre-built, industry specific use cases
- Lower TCO with flexible architecture built with open-source components.

CI&I leverages Azure as an Infrastructure. The deployment uses Azure VMs , BLOB storage , load balancer and Azure services database. The implementation uses best practices for ensuring:
- Scalability (number of concurrent transactions/minute)
- Security(multi factor authentication, browser cache management, session management)
- Reliability (RTO, high availability).

LEARN MORE

TCS
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tcs Customer Intelligence & Insights™

Microsoft Azure

Microsoft Azure is an ever-expanding set of cloud computing services to help your organization meet its business challenges. With Azure, your business or organization has the freedom to build, manage, and deploy applications on a massive, global network using your preferred tools and frameworks.

WHY AZURE

BE FUTURE-READY

Continuous innovation from Microsoft supports your development today, and your product visions for tomorrow. With 1000+ new capabilities in the past year, you can build on the latest advancements in AI, blockchain, Kubernetes, containers, and databases to keep you ahead of the curve.

Our enterprise grade analytics solution outperforms the competition, costs less, and is fully compatible with your existing development, BI, and data science tools.

BUILD ON YOUR TERMS

You have choices. With a commitment to open source and support for all languages and frameworks, build and deploy how you want to. Take advantage of the full-featured, integrated development environments with built-in support Visual Studio and Visual Studio Code, the most popular IDEs trusted by 15M+ developers.

We embrace open source, drive innovation through collaboration, and contribute back to the community.

OPERATE HYBRID SEAMLESSLY

On-premises, in the cloud, and at the edge—we'll meet you where you are. Integrate and manage your environments with tools and services designed for hybrid cloud.

Enhance security, simplify access, and set smart policies across your different environments with a single identity platform trusted by 90% of enterprises globally.

TRUST YOUR CLOUD

Get security from the ground up, backed by a team of experts, and proactive compliance trusted by enterprises, governments, and startups.

With a $1B+ investment in security R&D and 3,500 cyber security experts, security is foundational for Azure.

Learn more: www.microsoftazure.com

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