TCS MasterCraft™

TCS MasterCraft™ DataPlus

Components Engineering Group

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Modern enterprises are looking for quickly accessible and trusted data, to make confident data-driven decisions and gain a competitive edge. For businesses to acquire desired data with agility, they must reduce dependence on other teams for data provisioning, and rather self-prepare the data, in this new remote working phenomenon. However, this calls for data management software to be easy to learn, navigated, and operated, with minimal intervention. Besides, for data to be trustworthy, data must be accurate, consistent, latest, and securely accessible. Further, enterprises are keen to have their data management processes optimized, controlled and fast.

For meeting such new-age data management requirements, enterprises are looking for next-generation data management software that is user-friendly and intelligent.

TCS MasterCraft™ DataPlus is an integrated data management software that enables trusted data for enterprises, through intelligent data discovery and self-service data delivery.

Overview

Enterprises across industry verticals are faced with an enormous diversity of data and business applications in their structure, technologies, and location. Such heterogeneity makes it challenging for enterprises, to manage their data effectively. Further, the ever-growing volumes of data and expectations around turnaround times drive enterprises to seek data management software with high scalability, automation, and intelligence. Besides, global enterprises are required to adhere to various industry-specific regulations and data protection regulations. For regulatory compliance, as well as to prepare data that is trustworthy in terms of its quality and privacy, the data management process needs to be appropriately governed.

TCS MasterCraft™ DataPlus is an industry-agnostic product that solves such data management challenges. It provides support for legacy, as well new-age data and application technologies on-premise, cloud, or in a hybrid model. Through its scalable architecture, it meets the demands of increasing data volume. The product enables automation through data masking and quality policies, prepackaged rules, ready-to-use data management process templates, and in-built controls for governance.

With various patented technologies and extensive experience in handling data privacy and data quality management processes across geographies and business verticals, the product delivers trustworthy and value-creating data.
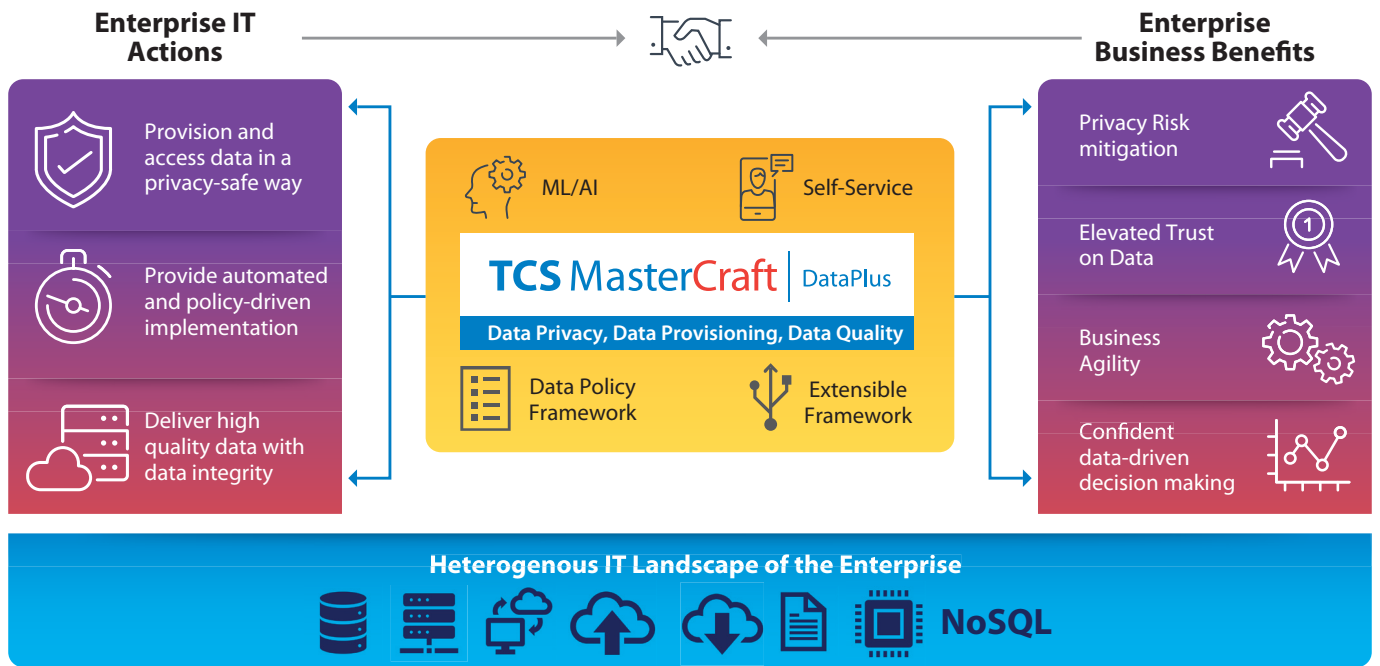
Solution

TCS MasterCraft™ DataPlus (DataPlus) is an integrated data management software, which provides data management capabilities, such as data privacy, test data management, data quality management, data analytics, and database modeling, which help enterprises increase trust in their data and metadata.

The four editions of DataPlus with their key features are:

- **Privacy Edition:** Policy-and-ML-based sensitive data attribute discovery, quasi-identifiers recommendation, policy-based privacy-safe data provisioning and access through static and dynamic data masking, data pseudonymization.

- **Provisioning Edition:** Effective test data management, through privacy-safe data generation and subsetting. Test data reuse through test data archival and versioning.

- **Quality Management Edition:** Elevated data quality, through data profiling and cleansing. Master data creation through deduplication.

- **Ultimate Edition:** Features from above editions, for larger data management.

With support for data and application heterogeneity, policy-based approach, scalability through service engine-based architecture, and a guided self-service approach for configuring and executing data management processes, DataPlus is well suited to meet contemporary data privacy and data quality management needs of enterprises.

Enterprise IT Actions

- Provision and access data in a privacy-safe way
- Provide automated and policy-driven implementation
- Deliver high quality data with data integrity

TCS MasterCraft | DataPlus
Data Privacy, Data Provisioning, Data Quality

- ML/AI
- Self-Service
- Data Policy Framework
- Extensible Framework

Enterprise Business Benefits

- Privacy Risk mitigation
- Elevated Trust on Data
- Business Agility
- Confident data-driven decision making

Heterogenous IT Landscape of the Enterprise

NoSQL

Integrated, Intelligent and Self-service data management

Benefits

TCS MasterCraft™ DataPlus helps businesses reap the following benefits:

Business-friendly Data Management

- Faster and scalable delivery of desired data in a self-service approach
- Elevated user experience through an intuitive user interface and handholding for building required data management processes

Governed Data Privacy and Data Quality

- A single product to handle both data quality management and data privacy requirements and controlled operations through workflows and user entitlements
- Lean governance through metadata management, metrics, reporting, visualization, and policy-based approach

Functional Heterogeneity with Homogeneous User Interface

- Ability to execute diverse data management functions from a single product having a consistent user interface and ease of learning and deployment
- Ability to handle bespoke business requirements through an extensible framework

The TCS Advantage

As a global leader in IT services, TCS has been at the forefront in delivering next-gen business solutions and market innovation to its customers. By partnering with us, enterprises worldwide can leverage the following differentiators:

- **Recognized Industry Footprint:** TCS has over 50 years of experience in IT/ITeS delivery, with a global reputation and recognition. We have worked with leading enterprises across industries, delivering services such as automated data management, cloud and API integration, and applications development and migration. Our team of seasoned experts create business value for enterprises by ensuring compliance to data security standards and generating meaningful data-driven insights.

- **Next-Gen Expertise:** TCS has delved deep into emerging and next-gen technological interventions that will be the disruptors of tomorrow. Our work with these futuristic concepts has provided us a thorough understanding of the needs and expectations of modern IT verticals and enabled us to provide innovative solutions to our customers.

- **Contextual Knowledge Across Domains:** TCS combines years of experience in heterogeneous business verticals, along with data management expertise, thereby enabling a contextual implementation of TCS MasterCraft™ DataPlus for resolving complex data privacy and data quality management problems.

Awards & Recognition

2019 — Brand Finance® Awards — **TOP 3 IT SERVICES BRAND**

AWARDED **Superbrands** AMERICA'S CHOICE 2020

#1 IN CUSTOMER SATISFACTION — 2019 EUROPE — Whitelane Research

top EMPLOYER GLOBAL 2019 — CERTIFIED EXCELLENCE IN EMPLOYEE CONDITIONS

To know more

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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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