

TCS Recognized as Front Runner in Digital Transformation Services

Independent Research Firm Cites TCS for Innovation and Execution in Intellectual Property and Services in the Digital Space

SANTA CLARA | MUMBAI, September 22, 2014: Tata Consultancy Services (TCS), (BSE: 532540, NSE: TCS) a leading IT services, consulting and business solutions organization, today announced it has been recognized as a "Front Runner" by analyst firm HfS Research in its "Digital Transformation Services: An HfS Blueprint Primer," authored by Ned May, Senior Vice President, Digital Transformation Services & Solutions, HfS Research.

The report analyzed more than 2,500 data points with 11 leading global IT Service providers in mobility, analytics and cloud, who were ranked in HfS' annual enterprise buyer survey. Interviews were conducted and data was collected during Q4 2013 through Q2 2014, covering buyers, providers, advisors, and influencers of digital transformation services. Ratings were based on the evaluation of service provider's offerings, structure and strategy in innovation and execution.

TCS' key strengths identified in the report were: one of the strongest organizational delivery focuses for Digital of any provider; convergence of enabling technologies such as mobility, pervasive computing, big data, analytics, cloud, and social as part of TCS' Digital Reimagination™ strategy to transform the way an enterprise gets business done; user experience design beyond the realm of art and into the realm of science with its Mobility Usability Test Lab and Digital Creative Design Lab; investment into Intellectual Property that allows businesses to quickly and affordably adopt digital technology; its go-to market strategy tailored to specific industry needs; and its cloud infrastructure and integration capabilities. The report also cites that, "Digital is a clear priority for TCS and it has organized itself for delivering results."

"TCS has helped its clients in the three categories of their digital journeys - digitization, digital transformation and Digital Reimagination™. We have completed thousands of client engagements for hundreds of customers, have filed more than 38 patents, made more than 50 open source contributions, and have created more than 25 digital products so that we can comprehensively serve our customers' digital needs," said Dr. Satya Ramaswamy, Global Head, Digital Enterprise Unit at TCS. "When combined with the deep domain knowledge of our industry experts, the above strengths in the digital arena can indeed be the game changer for our customers to win in their competitive markets. We are glad that HfS Research has positioned us as a Front Runner in Digital Transformation Services based on their extensive research of the market and enterprise buyers."

The HfS' report concludes that "TCS has made Digital a priority, and it shows as the company ranks high across every point in the Digital Big MAC (Mobility, Analytics and Cloud) and among enterprise buyers. Given the prominence Digital already plays for the company today with its "Digital Reimagination" initiative built around what it identifies as five forces enabling transformation, we expect TCS to hold this leadership position as it continues to invest around creating leading edge solutions for emerging enterprise needs."

About HfS Research

[HfS Research](#) is the leading independent global analyst authority and knowledge community for the business and IT services industry. HfS serves the research and strategy needs of business and IT operations leaders across finance, supply chain, human resources, marketing, customer management, and core industry functions. HfS provides detailed and thoughtful analyst coverage of the various areas that impact successful business outcomes, namely, process automation and outsourcing, global business services frameworks, mobility, analytics, and social collaboration. HfS also focuses heavily on talent acquisition, development, and motivation strategies. HfS applies its acclaimed crowdsourced Blueprint Methodology™ to evaluate the performance of service providers in terms of innovating and then executing against those business outcomes.

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](#), [BPS](#), [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 over 305,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$13.4 billion for year ended March 31, 2014 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at www.tcs.com.

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TCS media contacts:

Global:	Email: pradipta.bagchi@tcs.com Phone: +91 22 6778 9999
Europe / UK:	Email: abhinav.kumar@tcs.com ashish.babu@tcs.com Phone: +32 2282 1927 +44 078 418 92227
India:	Email: h.ramachandra@tcs.com shamala.p@tcs.com Phone: +91 22 6778 9078 +91 22 6778 9081
USA / Canada:	Email: b.trounson@tcs.com Phone: +1 646 313 4594
Asia Pacific:	Email: sean.davidson@tcs.com Phone: +65 9139 3668
Australia and New Zealand	Email: alex.goldrick@tcs.com Phone: +61 (2) 8456 2800
Latin America	Email: irais.moyat@tcs.com Phone: +5255 9157 8282

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