



*Tata Consultancy Services Recognized as the*

**2021**

**Company of the Year**

GCC

Business Process Outsourcing Industry

*Excellence in Best Practices*

## Congratulations!

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Frost & Sullivan is proud to present Tata Consultancy Services with this year's Best Practices 'Company of the Year Award' in the GCC's Business Process Outsourcing industry.

Frost & Sullivan's global team of Growth Pipeline experts continually identifies and evaluates growth opportunities across multiple industries, technologies, and regions of the world. As part of this ongoing effort, we identify companies that consistently develop growth strategies based on a visionary understanding of the future and effectively address new challenges and opportunities. This approach involves the deployment of best practices and strategic analytics across a value chain. Against this backdrop, Frost & Sullivan recognizes Tata Consultancy Services for its valuable achievement.

Frost & Sullivan reserves this recognition for companies at the forefront of innovation and growth in their respective industries. These companies consolidate their leadership positions by innovating and creating new products, solutions, and services that meet ever-evolving customer needs. By strategically broadening their product portfolios, leading companies advance the overall market. Driving innovation and growth is a difficult task made even harder by the strategic imperatives, forcing changes today, such as disruptive technologies, value chain compression, industry convergence, and new business models. In this context, Tata Consultancy Services' recognition signifies an even greater accomplishment.

Moreover, this recognition is the result of many individuals (employees, customers, partners, and investors) making critical decisions every day to support the organization and contribute to its future. Frost & Sullivan enthusiastically acknowledges and celebrates their contributions.

Once again, congratulations on your accomplishments. We wish you great success!

Sincerely,



Darrell Huntsman  
Chief Executive Officer  
Frost & Sullivan

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Tata Consultancy Services excels in many of the criteria in the business process outsourcing space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

### Addressing Unmet Needs

As enterprises grow, so do the challenges of efficiently operating complex business processes involving hundreds of team members tackling thousands of transactions. In trying to keep pace with rapidly evolving market and business demands, organizations often lose sight of growth goals and stagnate innovation and transformation.

*“Tata Consultancy Services' integrated approach that combines business process, consulting, infrastructure & application support helps customers to re-imagine their business and drive sustained growth & transformation. Tata Consultancy Services delivers this goal through their contextual know-how, industry expertise and innovative solutions like Cognix™, an AI-driven human-machine collaboration suite which is at the heart of this accelerated digital transformation program enabling superior business outcomes.”*

**– Sami Shaikh,  
Consultant, ICT**

To solve this gap in the market and with an aim to help their customers achieve their critical business objectives, Tata Consultancy Services provides a complete portfolio of offerings - Consulting & Service Integration, Cognitive Business Operations, Cloud Services, Digital Transformation Services and Products & Platforms – targeting every C-suite stakeholder and customers around the GCC region from

their offices across United Arab Emirates, Saudi Arabia, Qatar, Bahrain, Oman and Kuwait. Tata Consultancy Services delivers these services across Middle East region from their Global Delivery Centers

(GDC) across the world, including from their first of its kind All Women Global Delivery Center based at Riyadh, thereby helping customers to re-imagine their businesses by building a digital core, exploring alternative business models and creating purpose led eco-system.

Tata Consultancy Services brings a clear differentiation to the market with its holistic array of industry-

*“Customers working with Tata Consultancy Services has a clear advantage of having access to its contextualized, pre-built and pre-configured digital solutions to build digital transformation interventions. Customers also stand to gain on the availability of Tata Consultancy Services’ human and intellectual capital who solution and implement 'World Class Best practices' across industries, business processes, geographies, technologies and offerings.*

*These 'Best practices' create immense value for customers which helps them to accelerate their journey to new business models, pursue new revenue streams, gain competitive differentiation, deliver superior customer experiences and build resiliency & efficiency into their operations.”*

*– Sami Shaikh,  
Consultant, ICT*

specific services and solutions that cater to enterprises’ entire business process value chain, encompassing finance, procurement, human resource management, customer experience, and marketing. Tata Consultancy Services also provides core industry specific offerings for Banking and Financial Services, Insurance, Communications, Media and Information Services, Retail & Consumer Packaged Goods, Energy & Resources, Utilities, Manufacturing and Travel, Transportation & Hospitality.

Tata Consultancy Services’ consulting-driven approach helps to re-imagine business processes to shift to a growth and transformation mindset rather than the traditional focus of cost and efficiency. Tata Consultancy Services delivers this goal through its contextual know-how, industry expertise and innovative technology-led solutions like Cognix™ which is an AI-driven human-machine collaboration suite that accelerates business process transformation for enterprises. By leveraging Cognix™ and its vast library of value builders, enterprises are able to embed technologies like

AI/ML, Analytics & Automation quickly into their operations and move to a future-ready state that is more agile, resilient and delivers superior business outcomes.

### ***Visionary Scenarios Through Mega Trends***

Pandemic-driven market dynamics created a high degree of volatility, placing CxOs under severe cost pressures and growing competition. Gulf Cooperation Council (GCC) enterprises found immediate need to re-imagine their business models, eliminate siloed business operations, accelerate digital transformation across their enterprise processes and tackle the barriers created by shortages in talent and supply chain.

Tata Consultancy Services scaled up to this new normal business scenario by leveraging its contextual knowledge, superior talent, proven digital ecosystem and intelligent automation capabilities that allowed enterprises to improve their agility and acceleration of their business transformation needs. Tata Consultancy Services has extensively invested in developing innovative solutions like Cognix™ that leverages the combined power of multiple technologies like AI/ML, Analytics & Automation to develop business outcome focused digital solutions that deliver enterprises’ transformational goals. Cognix™, a

market differentiator for Tata Consultancy Services, has helped organizations transform and improve their business agility and resiliency while also improving their key business metrics such as time to market, cash flow, operational expense, net promoter score, employee experience and others.

### **Implementation of Best Practices**

The success of every business process relies on its scalability, agility, and data-driven capability to deliver business outcomes that create value for its enterprises. Tata Consultancy Services' solutions leverages its human and intellectual capital to build impactful customized business solutions that addresses needs of all stakeholders in the enterprise. These solutions and “World Class Best Practices” create immense value for the customers by helping them to embrace newer business models, pursue new revenue streams, gain competitive differentiation, deliver superior customer experiences and build resiliency & efficiency into their operations.

Some of the best practices followed by Tata Consultancy Services to drive and accelerate digital transformation journeys and ultimately build a future-ready enterprise are:

**Customer Centricity:** It is at the heart of Tata Consultancy Services' strategy, organization structure and investment decisions. Tata Consultancy Services' strong service orientation, willingness to invest in the relationship, commitment to deliver impactful outcomes and track record of execution excellence has resulted in consistently higher customer satisfaction levels and enduring customer relationships. The resultant expansion in relationship capital translates into a very high level of repeat business that lends greater visibility and predictability to the business model invests in broadening and deepening customer relationships by continually looking for newer areas of the value chain to create significant business value.

**Digital Benchmarking and maturity analysis:** Tata Consultancy Services' innovative AI/ML solution, Cognix™, enables customers to measure their business performance, assess cognitive maturity of operations and provide recommendations using a comprehensive digital benchmarking and maturity assessment framework. This framework built on Design Thinking approach provide inputs to an enterprise to define & prioritize their transformational roadmap and formulating a 'To-Be' state of next generation operations fueled with much more efficiency and effectiveness.

**Cognix™:** Cognix™ is an AI-driven human machine collaboration suite that has a pre-built library of unique industry specific solutions called as Value Builders (VB) which are contextualized for business owners, business processes, technology and / or an industry. These pre-configured and pre-built value builders accelerate digital transformation to unlock immense value from business processes, IT infrastructure and application layer. The solution orchestrates the digital technology ecosystem in an innovative, modular, and logical manner, and helps realize the vision of 'a configurable enterprise'.

**Delivery Excellence and Quality Standards:** Tata Consultancy Services continues to sustain its commitment to the highest levels of quality standards, superior service management, robust information security practice and matured business continuity management principles. The Delivery Excellence team comprising of 'Black Belt' and 'Six Sigma' consultants ensure that continuous improvement is embedded in the customer relationship and journey right from the program inception to deliver 'true' business transformation. The Business Value generated in each engagement is

measured, monitored and improved upon to help enterprises transform into a highly efficient and effective one.

### **Leadership Focus**

With a superior global brand value, Tata Consultancy Services brings to the table an end-to-end service that separates the company from the competition by covering all aspects of a business process while ensuring business outcomes fast-track growth and transformation.

With TCS's Cognix™ and Machine First Delivery Model (MFDM™) driven solutions, Tata Consultancy Services' enterprise business service offerings caters to varied stakeholder needs of an enterprise. The pre-built and pre-configured industry specific solutions (called as Value Builders) in Cognix™ addresses the challenges faced across industry verticals, business functions and technology state in a seamless manner.

With more than 500+ value builders, 40+ maturity models and 75+ best in class metrics, Tata Consultancy Services has been able to drive digital transformation and business metric improvement across its customer base. Be it, creating a digitally powered, future ready touchless procurement process for one of the world's biggest, GCC based, Global Oil & Gas company or helping a leading GCC based retail organization build a futuristic finance operating model by standardizing 1400+ processes, consolidating 30+ entities and deploying 75+ risk control measures, Tata Consultancy Services has a solution for every industry vertical.

Frost & Sullivan applauds Tata Consultancy Services for its innovative, data-driven digital solutions that create immense business value for its customers, making it a clear market leader in the region.

### **Price/Performance Value**

Tata Consultancy Services has delivered \$500+ million in business value to its customers across the Middle East and Africa region in the past year. The company's AI-powered solution has generated \$100+ million worth of predictive billing analysis and \$85+ million worth of real-time financial analysis through intelligent automation.

Tata Consultancy Services has experienced business process consultants and industry contextual experts working for various customers in the region. These experts along with an ecosystem of local partners are well equipped to serve GCC region' specific needs. Its AI-powered human-machine collaboration solution, Cognix™, is a key market differentiator enabling Tata Consultancy Services to provide its customers with pre-configured solutions that streamline and simplify complex processes, improve operational resilience, and enhance cost-efficiency.

### **Brand Equity**

Tata Consultancy Services is recognized as a market leader in providing agile, digitally-enabled business process outsourcing and transformational solutions. Its proven integrated approach that combines consulting, platforms, infrastructure, applications and business solutions delivers superior outcomes for its customers and is a key market differentiator. It also has robust consulting-driven capabilities, proprietary BPaaS offerings that drives transformation, and along with an extensive global footprint

creates a great brand recall for Tata Consultancy Services. Strong brand equity is one of the major reasons customers migrate from competitors to Tata Consultancy Services.

## Conclusion

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A solution's ability to deliver measured and assured business outcomes to drive enterprise growth and transformation is the key requirement of enterprises across the globe. Tata Consultancy Services' Cognitive Business Process solutions, powered by its integrated approach can help transform customer' business functions to a future-ready state that is more agile, resilient and well-positioned to drive organizational growth solution. Its business process outsourcing solution is holistic and can automate, simplify, streamline, unlock value and ensure cost efficiency for critical business functions of organizations across multiple industry verticals. Powering this transformative approach is Tata Consultancy Services' Cognix™, an AI-driven human-machine collaboration suite that accelerates the digital agenda and delivers superior business outcomes to its customers.

With its strong overall performance, Tata Consultancy Services earns Frost & Sullivan's 2021 GCC Company of the Year Award in the business process outsourcing industry.

## What You Need to Know about the Company of the Year Recognition

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Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Visionary Innovation & Performance*

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

**Visionary Scenarios Through Mega Trends:**

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

