



**TATA**  
CONSULTANCY  
SERVICES

# Navigate Industry Storms with Data Insights and Cloud Analytics

Why Companies Should Industrialize Their Data Now



Enterprise Solutions



 Microsoft Azure

 Azure Synapse  
Analytics



## Industry Disruption Demonstrates the Need for Cloud Analytics

Disruption is increasing, creating marketplace impacts every single day. Companies are seeking to rapidly evolve their resilience and adaptability to weather ongoing economic and business storms.

Unfortunately, many companies lack the insight they need to navigate and capitalize on disruption. They are challenged by:

- Business data that's siloed, fragmented and of low quality
- An inability to harness and operationalize big data
- On-premises solutions that can't scale and evolve at the pace of business needs
- A lack of time and talent to invest in large-scale analytics projects

As a consequence, many companies make decisions based on incomplete, and aging data, limiting their ability to change and evolve. Companies need to solve these core data issues before they can move forward with developing analytics. Even then, the path forward is not easy, as data and IT teams must create a single version of data truth, develop models, and train artificial intelligence to realize on the full potential of intelligent automation.

## Tackling the Challenge of Industrializing Data

Companies that industrialize data management now will be ready to exploit the torrents of business, operational and big data that will be created over the next few years.



Five percent of organizations manage more than 100,000 endpoints, while 61 percent manage 1,000 or more.<sup>1</sup>



By 2030, there will be 50B connected devices, as consumer and industrial applications expand.<sup>2</sup>



There will be 175 zettabytes of data by 2025,<sup>3</sup> forcing companies to adopt a new approach to managing data and scaling analytics.



**“TCS was Named a Leader in the 2020 Gartner Magic Quadrant for Data and Analytics Service Providers.”<sup>4</sup>**

## How to Develop the Data Clarity You Need for Cloud Analytics

From the data challenges companies face, it's clear that current, project-based approaches to creating on-premises analytics no longer work. Instead, companies like yours need to industrialize their data to drive their business forward. Industrialization enables you to aggregate, transform and operationalize all your data, enabling real-time, contextual analytics. With AI, you can then leverage intelligent automation to orchestrate processes and enable decision making at the speed and scale the market demands.

Here's how TCS and Microsoft can help you industrialize your data with our data analytics estate modernization framework (DAEzMo™):

- **Assess your current state:** We use our Target Operating Model (DATOM™) and benchmarks to evaluate your data maturity. You gain a roadmap for creating analytics that drive business value and are feasible to implement.
- **Develop a holistic strategy and program:** We can help you develop a data strategy and set up the architecture, operations and governance you need to move forward.
- **Build a data culture:** We'll help you create a data office to develop the internal business and IT capabilities you need to become a data-driven enterprise.
- **Control and use all your data:** The Microsoft Azure platform ingests all your data with its Data Factory, stores it in a vast, scalable Azure Data Lake; transforms data with Azure Databricks; and creates real-time analytics with Azure Synapse.
- **Speed results with new capabilities:** We bring a wealth of talent and intellectual property to help you accelerate results. You gain field-proven methodologies, pre-built tools, proven architectures, best practices and support.
- **Incorporate intelligent automation:** We help customers adopt an AI-enabled Machine-First Delivery Model™ and Decision Fabric™ that automate complex business processes and power contextual industry offerings.
- **Gain end-to-end solutions:** Increase speed-to-market with prebuilt solutions that help you achieve specific goals, such as improving customer insight, sales and marketing effectiveness, risk management and regulatory compliance and supply chain management.

## Common Terminology

### Data Terms

**Data Industrialization:**

The ability to harness and transform data and create models to achieve optimal business outcomes.

**Data Lake:**

A centralized repository that combines structured, semi-structured and unstructured data in its native format, at any scale.

**Data Models:**

Abstract models that organize and standardize the relationships and properties of data elements. A precursor for using artificial intelligence and machine learning.

**Data Warehouses:**

A data management system that enables and supports business intelligence (BI) activities, especially analytics. It provides access to current and historical data and can be on-premises or cloud-based.

### Technology Terms

**Microsoft Azure:**

An open and flexible cloud computing platform, with more than 200 services that helps companies drive innovation.

**Azure Data Factory:**

A managed cloud service that provides efficient and resilient data transfer for large-scale hybrid extract-transform-load (ETL) and extract-load-transform (ELT) jobs.

**Azure Databricks:**

A big data and AI analytics platform based on Apache Spark™ that's optimized for Azure. Provides one-click setup, streamlined workflows and an interactive workspace.

**Azure Synapse:**

A cloud service that combines enterprise data warehousing and big data to enable limitless analytics for business users.

## Cloud Analytics Improve Your Business and Technology Capabilities

Cloud analytics are uniquely poised to deliver value to companies that grows over time, transforming both your business and technology. Here are some of the benefits you'll gain.

### Improve Your Business Capabilities

When you industrialize your data, you gain a single version of truth that enables you to plan and grow your business with confidence. Cloud analytics provide real-time, contextual insights and predictive intelligence, enabling to place strategic bets with greater precision.

You also empower your business users to create their own analytics, freeing data management teams to focus on other duties. Users can use Azure Synapse to run real-time queries on vast data sets at blazingly fast speeds. Self-service significantly reduces the cost and time required to develop analytics, which to date have been key inhibitors of progress.

You can create and train data models that enable intelligent automation, stripping error and delay from your response. Automation can enable you to adapt rapidly to market developments and increase insight and operational efficiency over time.

No time to waste? You can use our pre-built solutions to achieve gains across key functions, while eliminating the risk of developing your own solutions.

### Increase Your Technology Capabilities

Microsoft Azure provides a cloud computing platform with infinite elasticity and scale, enabling you to aggregate, integrate and transform big, business and operational data. You'll also gain a future-proof solution for data storage, as cloud data warehouses drive savings of 20-80% over on-premises warehouses.<sup>4</sup> Lower costs will enable your company to increase Internet of Things and edge deployments for greater insight into your operational performance.<sup>5</sup>

Azure also provides access to a cadence of ongoing innovation, with more than 200 Azure services that are constantly expanded and evolved, helping you transform all aspects of your business.



## Drive Faster ROI with TCS and Azure

Companies that deploy TCS end-to-end solutions drive value across multiple business functions and strategic imperatives:



**Achieve 200% increase in marketing campaign response rates**



**Increase premiums by 30% for maintaining risky items**



**Decrease customer acquisition costs by 70%**



**Strengthen margins with a 20% reduction in retail marketing spending**



**Drive product sales by 45% per customer**

Companies that implement Microsoft Azure reduce costs while improving the customer experience:<sup>6</sup>



**Reduce total cost of ownership by 25.7%**



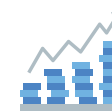
**Gain a faster time to insight of 27%**



**Increase customer satisfaction by 60%**



**Increase analytics ROI by 271%**



**Increase benefits present value by \$22.1M on average**



**Drive net present value by \$16.1M on average**



**Achieve payback in 9 months**

## TCS + Microsoft: Creating Your Data Clarity through Cloud Analytics

Industry disruption is creating a challenging environment for all companies to navigate. However, some will rise above the rest, with their ability to predict and adapt to change during the current business and economic storms.

When you industrialize your data and create cloud analytics with TCS and Microsoft, you gain the data clarity you need to operate and grow in this complex market environment. Your business teams can create actionable insights that are based on real-time, contextual data. As a consequence, they can make decisions with confidence, knowing they are based on a full, accurate picture of your performance.

In this market, operational efficiency is more important than ever. Your enterprise can fuel intelligent action with automation and AI that strip cost, delay and error out of business processes. Finally, pre-built industry solutions enable you to drive more value from key functions at market speed, strengthening your bottom line.

It's all possible when you realize the full potential of your data – and your business's future with TCS and Azure. **Learn more at [tcs.com/analytics-and-insights](https://tcs.com/analytics-and-insights) or contact [analytics.insights@tcs.com](mailto:analytics.insights@tcs.com)**



## 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.

[www.tcs.com](http://www.tcs.com)

## About Microsoft

Microsoft (Nasdaq "MSFT" @microsoft) enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

[www.microsoft.com](http://www.microsoft.com)

<sup>1</sup> SANS Institute InfoSec Reading Room

<sup>2</sup> Statista

<sup>3</sup> Forbes

<sup>4</sup> TCS

<sup>5</sup> Datanami

<sup>6</sup> Forrester

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