

Internal Promotion of Analyst Relations

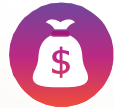
Earning the Seat at the Strategic Table

Mamta Shah, TCS

ARchitect User Forum 2018

Nov 2018

TCS at a glance



\$19.09 BN Revenue FY 18



\$4 BN Revenue from digital



Among the **Top 10** Global IT Service Providers



900+ Clients* 46 countries



190 Solution Centers in 18 countries



140,000+ Women employees



\$100 BN Market cap, April 2018



400,000+ Employees 143 nationalities

tcs 50
Experience energy

TATA
CONSULTANCY
SERVICES

TCS is a global IT services, consulting and business solutions leader partnering with the world's leading businesses in their transformational journeys



* Revenue > US\$1 Million

AR Jargon not well understood....



Earning the Seat at the Strategic Table

Showcasing Delivered AR Program Value

- AR Training
- Planning
- Progress Reporting



A close-up photograph of a hand holding a small, rectangular piece of light-colored, textured paper. The paper is held between the thumb and index finger, with the rest of the hand visible in the background. The paper has the words "COMMON LANGUAGE" printed on it in a bold, black, sans-serif font. The background is a soft-focus green and orange gradient.

COMMON LANGUAGE

AR Plan & AR Proficiency Model: Building Blocks !



Rethinking Progress Reporting

- Know your stakeholders
- Formats of reporting – go beyond dashboards !
- What information to report ?
- How often ?
- “How to track this data” as you can report only what you know – ARchitect !



AR Infographic

TATA CONSULTANCY SERVICES

Experience certainty.



TCS Analyst Relations Snapshot FY15

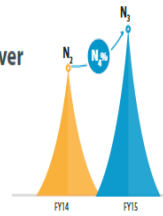
N₅ Marketing Engagements

leveraging Analysts



Garnering Highest Ever Positive Mentions

Mentions across N₁ analyst firms



Analyst Speak

TCS brings innovation to its US clients' doorsteps

Firm 4

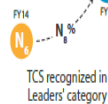
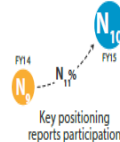
TCS grows healthily in Europe

Firm 4

TCS as a Digital Transformation Partner for European customers

Firm 6

Strengthening Brand Positioning



N₁₂ Engagements



Briefings



Briefing in Person



Inquiries



Advisory Sessions



Analyst Days



Industry Event 1-on-1 sessions



Analyst Research Report Participation

N₁₃ Analysts Visit TCS Offices



Corporate AR Training Programs



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Discussion



With you today...

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Proud title sponsor of the TCS New York City Marathon



Thank You