

TCS at MWC18

4 E1Ex – Hall 4

Fira Gran Via , Barcelona



Telcos as Value Integrators in Digital Era

Telcos, as the singular agents of connectivity, have been at the forefront of Digital Disruption.; however, they are unable to leverage their investments effectively for a multitude of reasons including, commoditisation of their core offerings (Voice/Video/Data etc.), disintermediation of their value chain and the growing irrelevance of their business models.

The emerging hyper-connected Digital Ecosystem provides immense opportunities for Telcos to unlock their business value by effectively combining partner solutions with their own core business solutions. This projected expansion of their current role, and the promise of new revenue streams, necessitates a paradigm shift in their vision and a new set of Digital capabilities/platforms to realise the same.

Join us and explore some of the key showcases on, how TCS has been partnering with Telcos across the globe, who leverage our Frameworks, Solutions, Platforms and Products in their journey towards this new vision, thereby **creating new frontiers for their customers.**



Creating new revenue Stream through verticalized solutions and newer products/services for B2B segment, enabled by TCS HOBS platform which considers the complexity and variations which are unique to B2B segment. Our Platform supports the capabilities across the value chain of the B2B domain, i.e. product portfolio management, negotiated selling (CPQ), order capture, complex order orchestration, partner management, revenue management, integrated device, network and service management, driving digitisation and rapid launch of services.



Integrating Next Gen Digital Content services into a Telco's landscape to create new revenue streams. TCS Digital platform and OTT 2.0 Video services enable CSPs to accelerate their digital video strategies with a comprehensive portfolio of services and solutions across the value chain. Smart Content Discovery with our patented, machine learning algorithms enables personalized context-driven content discovery, recommendation, dynamic ad insertion, content enrichment and enhancement.



Monetisation of IoT services leveraging TCS solutions, frameworks, products and our partnership ecosystem covering the entire IOT value chain. Telcos can enhance their IoT services with Next gen digital subscription services provided by TCS HOBS Platform. Our platform, based on catalog driven architecture allows rapid launch of IoT ecosystem services. Its open architecture enables seamless integration with other enterprise systems and development of custom IoT apps.



Enabling new business model through an ecosystem for Data, Products and Services, leveraging TCS' Marketplace Platform, which brings customers of Telcos i.e. consumers and Enterprise, onto a SINGLE platform. Our Platform enables Telcos to bring out their uniqueness to the market place to improve business outcomes including Context aware interaction between the stakeholders in the marketplace, Data granularity without compromising on privacy aspects through data masking, consent management solutions etc.