

Business^{4.0}

Intelligent, Agile, Automated, and on the Cloud

WHAT BUSINESS 4.0 MEANS TO GLOBAL ENTERPRISES ACROSS INDUSTRIES

TCS is guiding many of its customers through Business 4.0 digital transformations—defining value propositions, creating new business models, winning over new customers, and creating exponential growth. Successful adopters of Business 4.0 will embrace its four primary characteristics.

EMBRACING MASS PERSONALISATION

Embracing greater segmentation and responding to individual transactions, customised for a single customer in a single instance.



Rapidly tapping into the capabilities and resources of partners and competitors through technology platforms, to influence their entire value and supply chains.

LEVERAGING ECOSYSTEMS



CREATING EXPONENTIAL VALUE

Creating true value propositions that deliver on customer demands for the best products, world class services, instantaneous delivery, and incredible price points.

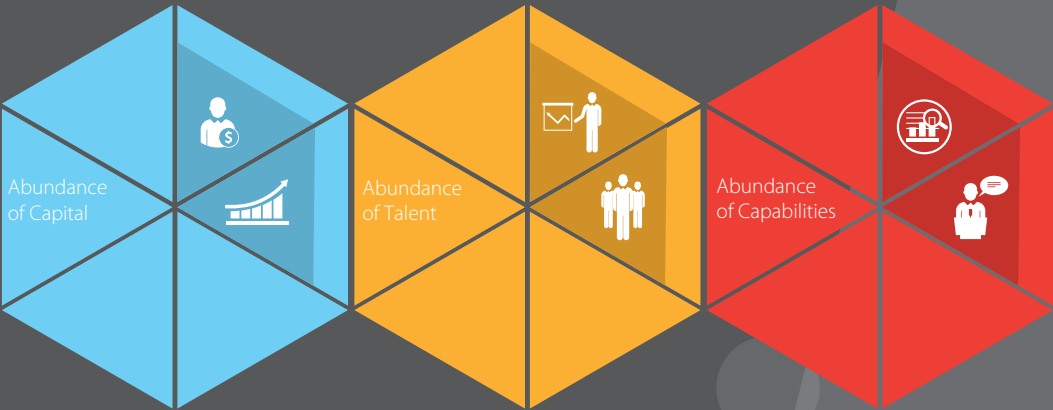


Responding to threats and delivering new capabilities much faster, by changing the risk-mitigation mindset 180 degrees to that of “embracing risk” and “adapting and transforming continuously”.

EMBRACING RISK

HARNESSING ABUNDANCE FOR BUSINESS 4.0

Companies’ infrastructure and assets are increasingly becoming insufficient to meet today’s rapidly expanding needs. Business 4.0 organisations are shifting mindsets from “optimising scarce resources” to that of “leveraging abundant resources”—such as:



ABUNDANCE OF CAPITAL

Unimagined pools of capital exist for those organisations that can paint a vision of what the future looks like and have the strength of character and boldness of leadership to execute on that task.

ABUNDANCE OF TALENT

Enormous skilled talent pools can be crowd-sourced and utilised on-demand. Enterprises have to embrace the idea of blurred organisational boundaries, where old definitions of “who is” and “who isn’t” an employee are challenged.

ABUNDANCE OF CAPABILITIES

By re-imagining the wider organisational environment and rethinking relationships, enterprises can unlock the capabilities of their entire ecosystem.

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Applying the principles of Business 4.0 demands that organisations challenge deep-held operational assumptions and rethink relationships with employers, the wider ecosystem and competitors.

Rajesh Gopinathan
CEO & MD, TCS

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The convergence of **intelligence, agility, automation, and the cloud** has allowed for the creation of **technology platforms to** effectively harness abundant resources in **real-time**.