

## File Naming Conventions

### Collateral Type and Abbreviations:

Collateral Type	Abbreviation
Offering Flyer	OF
Practice Flyer	PF
Alliance Flyer	AF
Focus Brochure	FB
Practice Brochure	PB
Offering Brochure	OB
Alliance Brochure	AB
White Paper	WP
Point of View Paper	PoV
Case Study	CS
Presentation	PPT

In order to standardize the way TCS collateral drafts are named, please use the following:

### For flyers/brochures:

<Abbreviation of the ISU name>\_<name of flyer/brochure>\_<category initials>\_<version number>

Example:

**ER\_PipelinePractice\_PB\_V1.0**

The version number will be as follows:

- First draft from the agency: V1.0
- The version number of the first draft, post the TCS review/s, will change depending on the number of reviews - V1.1, V1.2, so on
- The second attempt at review/revision of the first cut by the agency will be - V2.0
- Any further changes made by TCS to the second draft will be named - V2.1, V2.2, so on

This implies, in case of TCS internal revisions/reviews, only the decimal number changes. As for the revisions made by the agency, the version number changes.

#### For case studies:

<Abbreviation of the ISU name>\_<name of client>\_<case study>\_<version number>

Examples:

GCP\_AI\_Tayer\_CS\_V 1.0

MIS\_McGrawHill\_CSOne\_V1.0

MIS\_McGrawHill\_CSTwo\_V1.0

The McGraw-Hill example highlights what to do if you have more than one case study for a client. However, this is applicable for a set or series of case studies only.

Remember to start afresh with numbering every financial year, for every customer.

#### For masked case studies:

<Abbreviation of the ISU name>\_<Ref ID no>\_<case study>\_<version number>

Examples:

GCP\_1279\_CS\_V 1.0

**For thought leadership material such as white papers and point of view articles:**

<Abbreviation of the ISU name>\_<name of white paper/PoV>\_<category initials>\_<version number>

For white papers: BIPM\_BI\_TodayTomorrow\_WP\_V1.0

For PoV papers: BIPM\_BI\_TodayTomorrow\_PoV\_V1.0

Please edit the title of the white paper in case it exceeds the character limit. However, do ensure that enough of the title is retained so that we can identify it.

Note: For the file names, in the Content Workflow tool, the character limit is 30.

The workflow tool does not allow spaces and special characters in file names.

**List of abbreviations of ISU names**

Unit	Abbreviation
JD Edwards Alliance	JDE
Alliance (Oracle, Microsoft)	Ora, MS
Strategic Initiatives	SI
UK and Europe Geo	UK, Eur
APAC	APAC
ITIS	ITIS
TEG	TEG
BIPM	BIPM
EIS	EIS
Ent Sol	EntS
Assurance Marketing	ASU
CEG	CEG
Insurance and Healthcare	IH
Hi Tech	HT
TCS-GE Alliance	GE
Lifesciences	LS
TTH	TTH
BFS	BFS
Connected Marketing	ConM
Eco Sustainability	EcoS
Corporate Brochures/ Presentations	Corp
Innovation - CTO	CTO
Mobility Solutions and Big Data	MoS, BD
Supply Chain Management	SCM
US and Canada Geo	NA
India Geo	India
EMEA and Latam	EMEA, LATAM
BPS	BPS
BPM Services	BPM
Platform Solutions	PS
GCP	GCP
CPG	CPG
Manufacturing	MFG

Utilities	Util
Telecom	Tel
Retail	Re
Government	Govt
Media and Information Services	MIS
Small and Medium Businesses	SMB
Strategic Initiatives	SI
Energy and Resources	ER
Digital Enterprise	DE
Digital Solutions and Software	DSS
Financial Solutions	FS

## Contact

For more information, contact [marketing.pmo@tcs.com](mailto:marketing.pmo@tcs.com)

## About Tata Consultancy Services (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.

For more information, visit us at [www.tcs.com](http://www.tcs.com).

**IT Services**  
**Business Solutions**  
**Consulting**