DEFINING VALUE.
OPTIMISING BUSINESSES.
Comprehensive Solutions to Deliver Business Metrics

APPLICATION VALUE MANAGEMENT
PRODUCT DEVELOPMENT IS AT THE CORE OF EVERYTHING WE DO

We empower our clients to make their product dreams a reality by designing, engineering, validating and industrialising better products.

Unlike any other organisation in our sector, beyond engineering and product development, we’ve had the curiosity to pursue the optimisation of end to end manufacturing. The result is a complete understanding of the benefits associated with the digitalisation of modern manufacturing.

Architected well, the complete product realisation lifecycle is a virtuous feedback loop designed to embrace the data that supports the continuous improvement of better products.
Tata Technologies leverages over 25 years of cumulative knowledge and experience to help the world’s leading manufacturers to create great products and to select, deploy and adopt the technologies that underpin the entire product realisation lifecycle. Drawing on a combination of people, process and technology, we drive efficiencies and innovation to help our clients meet the design, engineering and production challenges.

**WHY TATA TECHNOLOGIES?**

Tata Technologies enables businesses to optimise the application of technology for the manufacturing sector, removing critical data discontinuities and enabling a platform for the complete digitalisation of modern manufacturing. Our vast experience of product development and manufacturing engineering helps provide enterprise-wide visibility of the key performance indicators of seamless manufacturing execution.

**CONNECTING THE MANUFACTURING ENTERPRISE**

Connected Enterprise IT solutions from Tata Technologies enables businesses to optimise the application of technology for the manufacturing sector, removing critical data discontinuities and enabling a platform for the complete digitalisation of modern manufacturing. Our vast experience of product development and manufacturing engineering helps provide enterprise-wide visibility of the key performance indicators of seamless manufacturing execution.

**CONNECTED ENTERPRISE IT (CEIT) SOLUTIONS**

- Enabling smart connected factories
- Delivering global solutions for digital manufacturing
- Extending the digital lifecycle into effective manufacturing with ERP, MES, SCM, CXM, businesswide analytics and intelligence, complemented by world-class Application Maintenance Services (AMS)
- Other legacy IT systems
In today’s competitive business world, enterprises are highly dependent on IT systems for day-to-day operations. Heterogeneous application landscape, geographical spread, localisation factors and demanding service levels pose a challenge for any IT application maintenance service provider to eliminate the risk of increased costs. With an evolving business landscape, applications need to change to suit new business scenarios.

Application Maintenance Support (AMS) services aligned with business objectives ensure that business applications are managed and operated seamlessly to provide a secure and high performance platform.

Tata Technologies AMS technology portfolio acts as a catalyst in driving business transformation for enterprises and aligns to an organisation’s objectives. Our end-to-end Application Value Management helps in partnering and engaging with the client to envision a comprehensive strategy, deliver on business performance metrics and simultaneously improve IT operations with compliance to standards.
25+ years of close association with automotive, aerospace and industrial heavy machinery organisations enable our highly experienced practitioners to realise the power of an integrated enterprise by providing superior consulting and implementation services for Application Value Management (AVM). These offerings help balance costs, boost service levels and demonstrate improved operational efficiencies.

Our cost-effective and dependable AVM approach assists clients to economically manage complex application portfolios through deep understanding of business processes, domain expertise and cost rationalisation techniques that ensure business agility, reduced complexity and value enhanced competitiveness.

DEFINING SUCCESS THROUGH BUSINESS METRICS

Business metrics are essential to organise and distribute the performance of any business. Reliable output metrics integrated with the process for gathering requirements is essential. It is critical to communicate a compelling story that is backed by identifiable metrics that delivers the business outcomes and ensures productivity.

- **15%** Reduction in annual application management costs
- **05%** Year-on-Year (YoY) productivity improvement
- **40%** Reduction of high and critical priority incidents
- **20%** Reduction in manual efforts through automation
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Application Development

- Legacy Applications
- Web Applications
- Client Server
- Web Services
- Reporting
- Integration
- Portal Development and Management
- Mobile Application Development
- Application Performance Improvement

Value Added Projects

- Redefine IT Roadmap
- Continuous Improvement
- IT Service Management Framework
- Co-creation with Business
- Proactive Changes for Business Alignment
OUR APPLICATION VALUE MANAGEMENT SOLUTION FRAMEWORK

Our Application Value Management (AVM) solutions ensure seamless business operations. They help in partnering and engaging with the client to envision a comprehensive strategy, deliver on business performance metrics and simultaneously improve IT operations with compliance to standards. We develop customised line-of-business applications to meet the organisation's business objectives and ensure quick and cost-effective implementation.

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<td>Manufacturing Sector Application Specialist</td>
<td>• Business Outcome driven AMS Plan</td>
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<td>• Tool for Recurrent Issue Prediction (TRIP)</td>
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<td>Process</td>
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<td>SAP, Oracle, Rockwell, Microsoft, BMC</td>
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<td>Application Value Management Strategy Application, Operation and Innovation Plan.</td>
<td>Homogenised and Streamlined Application Portfolio Productivity Improvements in IT Service Delivery</td>
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Tata Technologies Differentiator

| Focus on Business Objectives and Value Drivers | Decades of Manufacturing Domain Expertise | Access to Cross-platform/Cross-technology Experts | TRIP and Hybrid Issue Escalation and Resolution Models | Custom-blended Pricing Contracts |
ACCELERATING PROGRESS. DRIVING RESULTS.

KEY DRIVERS TO SUCCESS

- Registered VAR silver level partner for SAP
- Consultants within the enterprise solutions practice
- Man years of application management experience
- Centre of Excellence for customer support in SAP, CXM, SCM, Analytics, MES, platforms and emerging technologies
- Key technology partners with Oracle, Rockwell Collins and Microsoft

1700+

10,000+
Tata Technologies was instrumental in supporting the automaker in increasing sales of its new product line and populate the sales pipeline, through customised predictive and consultative models that enhanced lead generation activities.

“We thank Tata Technologies for completing such a fantastic job. While our IT environment is complex, the teams at Tata Technologies were able to understand the applications and handle our users with their diligence and enterprising identities.”

- Head IT, A Premier British Automaker
CHALLENGE

The client was interested in transferring all its business critical applications to a new business environment, yet, was faced with multiple challenges:

- Cloning of various applications pertaining to multiple domains
- All applications were using obsolete technologies
- A lot of applications were dependent on the past business environments
- Complex interfaces dealing with over thousand applications
- Lack of test and development environments

SOLUTION

- Created a technically robust team for transitioning and supporting the client’s applications
- Ensured strong documentation pertaining to testing, technical knowledge and interface application manual
- Operated as an integrated team along with the client’s teams to maintain seamless business continuity
- The program was divided into four phases “Agree”, “Prepare”, “Deliver” and “Accept” which were agreed upon with the client

RESULTS

- Durable and long lasting system for the dealer community
- Better support through the IT system
- Over 1000 applications were transferred and the technologies used were upgraded
- All applications were under the ambit of a single new business environment
ABOUT TATA TECHNOLOGIES

Tata Technologies, founded in 1989, enables ambitious manufacturing companies to design and build better products through engineering services outsourcing and the application of information technology to product development and manufacturing enterprise processes.

With over 8,500 professionals, representing 28 nationalities, Tata Technologies focuses on the manufacturing industry - covering every aspect of the value chain from conceptualisation, manufacturing, aftermarket and maintenance repair overhaul support. Tata Technologies supports clients through engineering services outsourcing, product development, IT services and product management solutions.

Tata Technologies serves clients in 27 countries, with a delivery model specifically designed for engineering and IT engagements that offers a unique blend of deep, local expertise integrated with 16 global delivery centres across Europe, North America and Asia Pacific.

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Making product development dreams a reality since 1989.