


DEFINING VALUE. OPTIMIZING BUSINESSES.

Comprehensive Solutions to Deliver Business Metrics

 Engineering a *better world*.



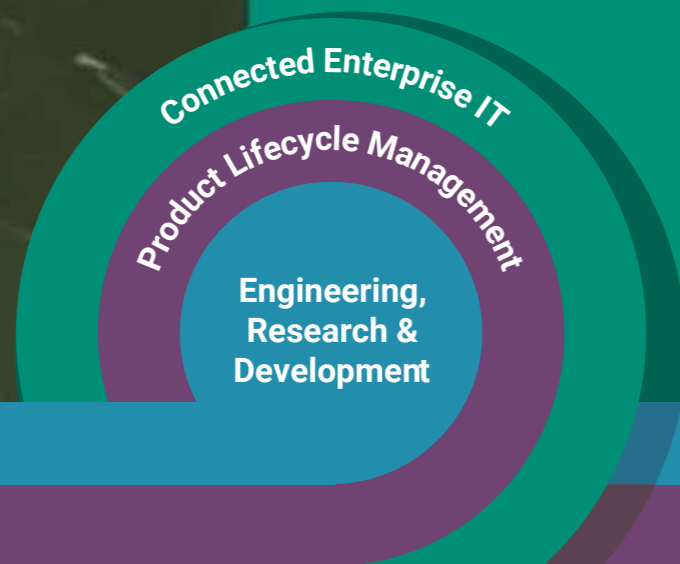
APPLICATION
VALUE
MANAGEMENT

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 industrializing better products.

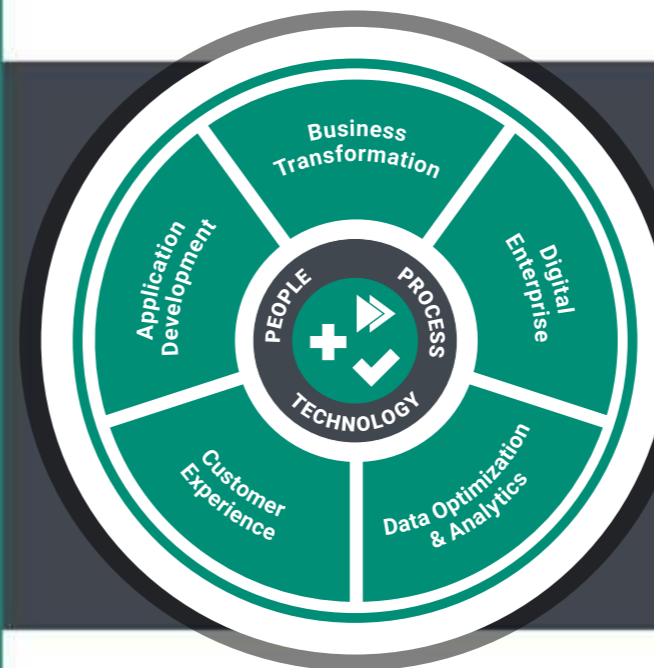
Unlike any other organization in our sector, beyond engineering and product development, we've had the curiosity to pursue the optimization of end-to-end manufacturing. The result is a complete understanding of the benefits associated with the digitalization of modern manufacturing.

Architected well, the complete product realization lifecycle is a virtuous feedback loop designed to embrace the data that supports the continuous improvement of better products.



WHY TATA TECHNOLOGIES?

Tata Technologies leverages more than 25 years of cumulative knowledge and experience to help the world's leading manufacturers create great products and select, deploy and adopt the technologies that underpin the entire product realization lifecycle. Drawing on a combination of people, process and technology, we drive efficiencies and innovation to help our clients meet their design, engineering and production challenges.



CONNECTING THE MANUFACTURING ENTERPRISE

Tata Technologies' connected enterprise IT solutions enable businesses to optimize the application of technology for the manufacturing sector, removing critical data discontinuities and enabling a platform for the complete digitalization of modern manufacturing. Our vast experience with product development and manufacturing engineering helps provide enterprise-wide visibility of the key performance indicators for 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 enterprise resource planning (ERP), manufacturing execution systems (MES), supply chain management (SCM), customer experience management (CXM), business analytics and intelligence (BA/BI), complemented by world-class application maintenance services (AMS)
- Other legacy IT systems

Capacity to Create

Process to Create

Manufacturing Enterprise IT

TRANSLATING ASPIRATIONS DEFINING PERFORMANCE.

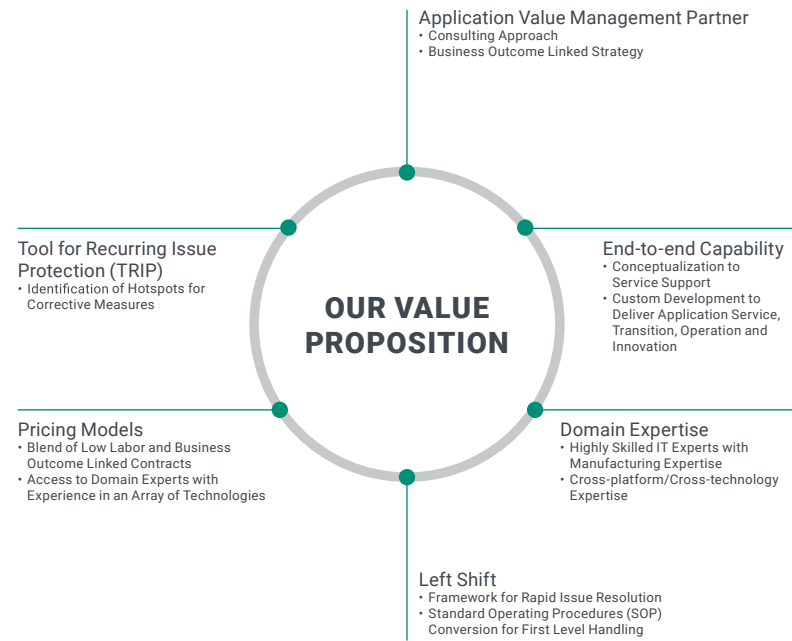


ESTABLISHING ENTERPRISE EFFICIENCIES TO DELIVER SUSTAINED BUSINESS OUTCOMES

In today's competitive business world, enterprises are highly dependent on IT systems for day-to-day operations. A heterogeneous application landscape, geographical spread, localization factors and demand for increased 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.

Aligned with business objectives, application maintenance support (AMS) services aligned with business objectives ensure that business applications are managed and operated seamlessly to provide a secure, high performance platform.

Tata Technologies AMS technology portfolio acts as a catalyst in driving business transformation for enterprises. Our end-to-end application value management (AVM) 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.



LEADING EDGE

Tata Technologies has provided best-in-class engineering services to the world's leading automotive, aerospace and industrial heavy machinery manufacturers for more than 25 years. This experience has enabled our highly skilled practitioners to realize the power of an integrated enterprise and provide 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 helps clients to economically manage complex application portfolios through a deep understanding of business processes, domain expertise and cost rationalization techniques that ensure agility, reduced complexity and value-enhanced competitiveness.

DEFINING SUCCESS THROUGH BUSINESS METRICS

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

Clients leveraging our AVM services have realized the following benefits:





BETTER SOLUTIONS.
BETTER OUTCOMES.



- Multi-level Production (L1/L2/L3) Support and Bug Fixes
- Minor and Major Enhancements
- Performance Monitoring and Tuning
- Database Support and Maintenance
- Configuration and Release Management
- Application Deployment
- Backup and Restore
- User and Technical Documentation



- Application Value Management Consulting
- Business Outcome Driven Service Strategy
- Application Lifecycle (Operation, Service, Transition and Innovation) Planning



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



- 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. Our consultants partner and engage with the client to develop a comprehensive strategy that delivers on business performance metrics and simultaneously improves IT operations in compliance to standards. We develop customized line of business applications to meet the organization's business objectives and ensure quick and cost-effective implementation.

| Objectives | | | | |
|--|---|---|--|--|
| Drive Business Innovation | Improve Value Delivered by Applications Portfolio | Reduce Operational Risk of Our Clients | Reduced Total Cost of Ownership (TCO) | Continuous Improvement |
| Enablers People Manufacturing Sector Application Specialist Process Global Delivery Model Information Technology Infrastructure Library (ITIL) Best Practices Leveraged for IT Service Management Business Model Application Value Focused Business Performance-based Contracts Left Shift Framework Custom Blend Pricing Model | Transform AMS Consulting • Business Outcome Driven AMS Plan • Demand Management Strategy • Service Portfolio Blueprint | Realize Application Value Management • Service Level Management • Service Catalog Management • Capacity Management • Availability Management • Service Continuity Management • Information Security Management • Supplier Management | Enable Business Innovation • Tool for Recurrent Issue Prediction (TRIP) • Opportunity Identification • Custom Application Development • Service Measurement • Service Reporting | Enablers Technologies Technology Agnostic Key Technology Partners: BMC, Microsoft®, Oracle®, Rockwell Automation® and SAP® Infrastructure Practice Footprint Global Presence: Onsite, Offshore and Nearshore Industries Automotive and Industrial Heavy Machinery |
| | Inputs | | | |
| | Work Streams | | | |
| | Envision Service Strategy Customize to Business Environment (Geography/Network/Scale) Blend a Right Fit Pricing Model | Event Management Incident Management Request Fulfilment Problem Management Access Management | Service Improvement (7 Step Improvement Process) Cross-platform/Cross-technology Integration Application Network Refinement | |
| Deliverables | | | | |
| Application Value Management Strategy Application, Operation and Innovation Planning → Jump Start Launch | Homogenized and Streamlined Application Portfolio Productivity Improvements in IT Service Delivery → Operational Excellence | Business Innovation Business Metric Improvement TCO Optimization → Strategic Solutions | | |

| Tata Technologies Differentiators | | | | |
|--|---|---|--|----------------------------------|
| 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

10,000+

Man-years of application management experience



Key technology partners with Microsoft, Oracle and Rockwell Automation

1,700+

Consultants within the enterprise solutions practice



Center of Excellence for customer support in ERP, CXM, SCM, Analytics, MES, platforms and emerging technologies



Certifications in ISO 9001:2008, ISO 27000:2013 and AS9100C

VALUE DELIVERED

Tata Technologies was instrumental in supporting the automaker in transferring critical IT applications from its past to current business environment, while providing seamless application management services.

THE 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
- ▶ Many applications were dependent on past business environments
- ▶ Complex interfaces dealing with more than a thousand applications
- ▶ Lack of test and development environments

THE SOLUTION

- ▶ Created a technically robust team for transitioning and supporting the client's applications
- ▶ Created strong documentation manuals pertaining to testing, technical knowledge and interface application
- ▶ 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

THE RESULTS



Durable, integrated and long lasting system



Better support through the IT system



Over 1,000 applications were transferred and the technologies used were upgraded



All applications were under the scope of a single new business environment

THE COMPANY

A British multinational automotive company headquartered in the United Kingdom – a subsidiary of an Indian automaker. The company's principal activity involves design, development, manufacture and sale of its marquee luxury and off-road vehicles. The company is known to invest significantly in research and development.

“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



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