



TCS/PR/SE-167/2021-22

January 20, 2022

**National Stock Exchange of India Limited  
Exchange Plaza, C-1, Block G, Bandra Kurla  
Complex, Bandra (East)  
Mumbai - 400051  
Symbol - TCS**

**BSE Limited  
P. J. Towers,  
Dalal Street,  
Mumbai - 400001  
Scrip Code No. 532540**

Dear Sirs,

We are sending herewith copy of the Press Release titled “**TCS a Leader in Advanced Digital Workplace Services: NelsonHall**” which will be disseminated shortly.

The Press release is self-explanatory.

Thanking you,

Yours faithfully,  
For **Tata Consultancy Services Limited**

**Pradeep Manohar Gaitonde  
Company Secretary**

## **TATA CONSULTANCY SERVICES**

### **TATA Consultancy Services Limited**

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## **TCS a Leader in Advanced Digital Workplace Services: NelsonHall**

*Tata Consultancy Services' Investments in IP such as TCS Cognix™, Secure Borderless Workspaces™ and its Growing Number of Use Cases in Support of Workplace Automation Have Been Highlighted as Key Strengths*

**LONDON | MUMBAI, January 20, 2022:** Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) has been positioned as a Leader in the NelsonHall NEAT for Advanced Digital Workplace Services, for the third year in a row.

The report cited TCS' substantial investments in intellectual property such as TCS Cognix™ for Workspace and Secure Borderless Workspaces™ (SBWS™), as its key strength. It highlighted the company's well defined modern offerings in support of digital workplace services, supported by dedicated cloud business units for Microsoft, AWS, and Google Cloud. Also cited as a strength is its ability to measure and improve the overall employee experience through offerings such as Experience Level Agreements and eXperience elevation center.

*"TCS leverages a human-centered design thinking approach using digital and cognitive technologies to help customers transform their workplace to enhance the experience, foster collaboration and improve enterprise agility," said **Ashok Pai, Global Head, Cognitive Business Operations, TCS.** "Our leadership position in this assessment is a reflection of our vision, strategy, customer-centricity, continued investments in building innovative offerings, and the resultant market success."*

TCS offers a comprehensive portfolio of consulting-led services across the workplace services value chain and leverages SBWS, its transformative operating model to enable touchless, intelligent, agile, and digital operations that deliver superior business outcomes.

TCS Cognix for Workspace is an AI driven human-machine collaboration suite, powered by TCS' Machine First™ Delivery Model that helps enterprises create intuitive, immersive, and intelligent workspaces – a key to delightful employee experiences. It comes with an array of easy-to-deploy, modular and scalable value builders that bring together multiple digital levers and enable zero-touch IT, the next-gen workplace and enhanced employee experience. Some examples of these value builders are cognitive virtual assistants, experience assurance manager, a user segment analyzer, and a proactive endpoint remediator.

Its SBWS remote working operating model allows organizations to take full advantage of their talent ecosystem to maximize business opportunities. It encompasses a wide range of human functions, including infrastructure, talent management and employee engagement; processes, tools, and governance mechanisms; and collaboration and engagement practices to enable companies to realize the potential of the new world of work.

TCS' Smart Meetings solution helps transform the meeting experience for remote working employees with comprehensive services, full lifecycle support and global coverage. It includes integrating business applications to help drive productivity, enterprise voice enablement using direct routing, meeting room experiences, adoption, and change management with round-the-clock managed support.

TCS also ensures seamless adoption of digital workplace initiatives within enterprises through solutions such as TCS Office 365 Engage – a curated, personalized, and gamified adoption cum learning platform that curates the learning journey based on the Office 365 usage pattern, role, activities, and geography. Its subtle gamification elements make it more interesting to explore Office 365.

To drive workplace innovation and transformation, TCS has invested in a network of globally distributed co-innovation hubs called TCS Pace Ports™ that bring together a collaborative ecosystem of startups, technology

partners, and academia. Its Innovation Showcase is a premiere immersive presentation zone where client executives are invited to explore possibilities in their industries. TCS contextualizes its digital workplace solutions for customers and demonstrates them at the Innovation Showcase to trigger conversations around innovation.

*"TCS has a clear focus on experience and hyper-personalization to enable clients to realize a future-ready, personalized, and secured digital workplace. TCS Cognix Workspace provides a cloud-first, platform-led, catalog-based consumption approach. It brings inherent cognitive, automation, analytics, and AI capabilities to drive automation from day one. In addition, TCS has invested in dedicated eXperience Elevation Centers (XEC) globally, supporting teams to monitor the sentiments of end-users as they engage across services proactively, and in the adoption of XLAs across its client base," said John Laherty, Senior IT Services Research Analyst, NelsonHall.*

*"Workplace technologies are converging on the cloud to create compelling, integrated employee experiences that bridge the world of infrastructure and applications," said Ashok Krish, Global Head, Digital Workplace, Microsoft Business Unit, TCS. "TCS' investments in edge to cloud workplace solutions are helping our customers create competitive advantages in attracting and retaining talent by empowering their employees with a seamless, secure and frictionless digital workplace experience."*

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### About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that has been partnering with many of the world's largest businesses in their transformation journeys for over 50 years. TCS offers a consulting-led, cognitive powered, integrated portfolio of business, technology and engineering services and solutions. This is delivered through its unique Location Independent Agile™ delivery model, recognized as a benchmark of excellence in software development.

A part of the Tata group, India's largest multinational business group, TCS has over 556,000 of the world's best-trained consultants in 46 countries. The company generated consolidated revenues of US \$22.2 billion in the fiscal year ended March 31, 2021 and is listed on the BSE (formerly Bombay Stock Exchange) and the NSE (National Stock Exchange) in India. TCS' proactive stance on climate change and award-winning work with communities across the world have earned it a place in leading sustainability indices such as the MSCI Global Sustainability Index and the FTSE4Good Emerging Index. For more information, visit [www.tcs.com](http://www.tcs.com).

### About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on rigorous, primary research, and is widely respected for the quality, depth and insight of its analysis.

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