

# SAP Business Suite Value Scenarios

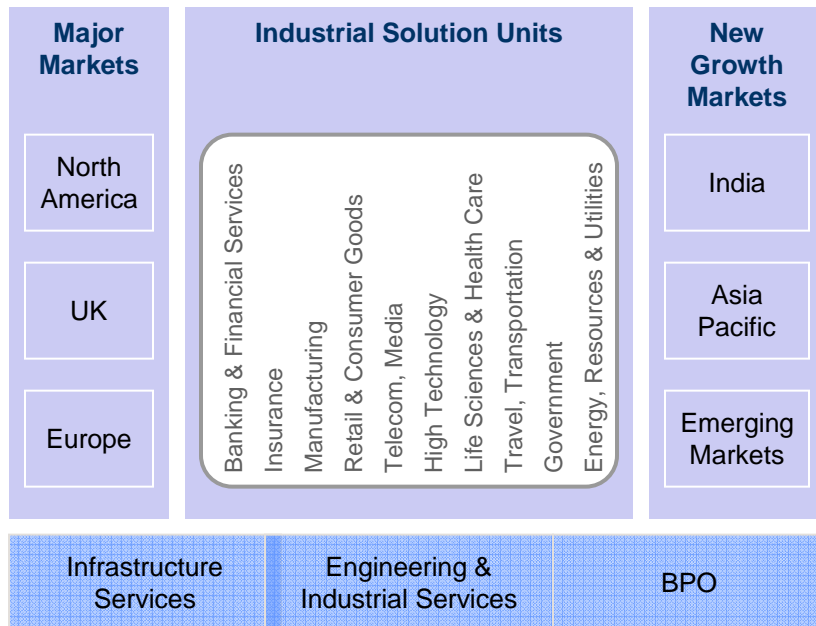
Partnership to deliver “Integrated Product Development”

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# Tata Consultancy Services - Overview



TCS was established in 1968

FY 2009 revenue of USD 6.02 billion ( up from USD 5.7 billion in FY 2008)

Over 1,43,000 employees

1st Company in the world to be assessed at Level 5 for integrated enterprise-wide CMMI and PCMM

FY 2009 SAP Practice revenues of USD 412Million with around 5000 SAP consultants

Global presence - 156 offices, 94 Solution Centers in 42 countries

Innovative business models for growth

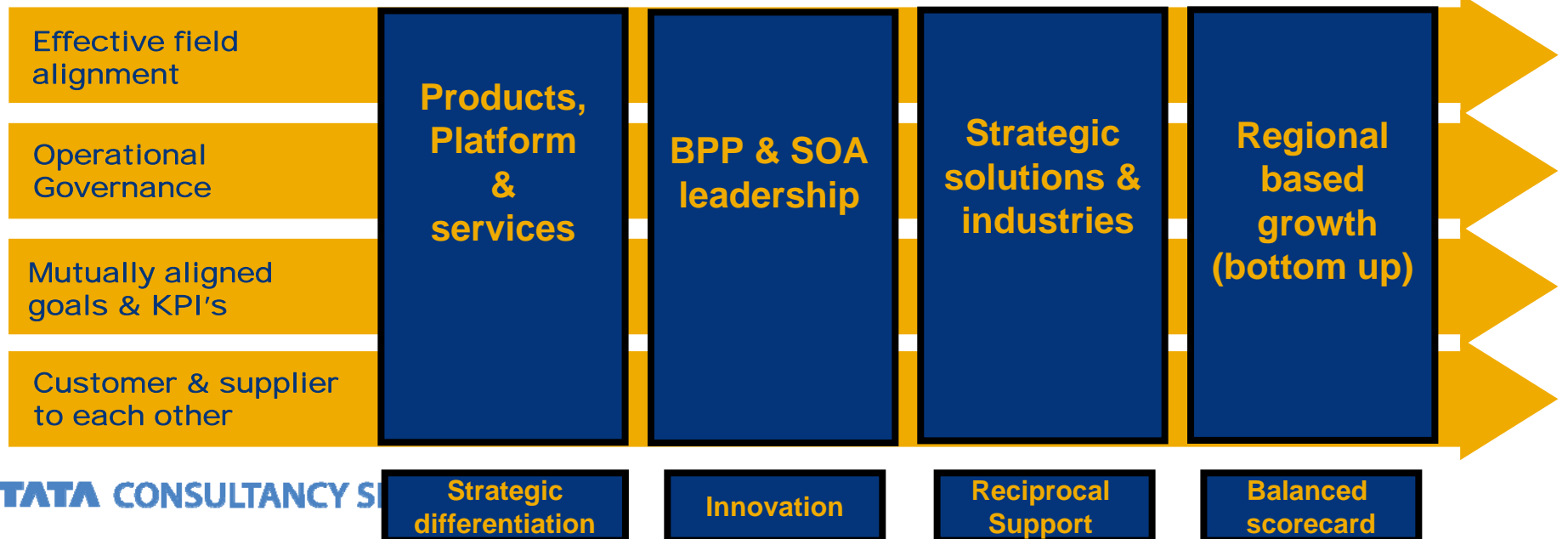
# SAP Partnership – Joint Relationship Vision



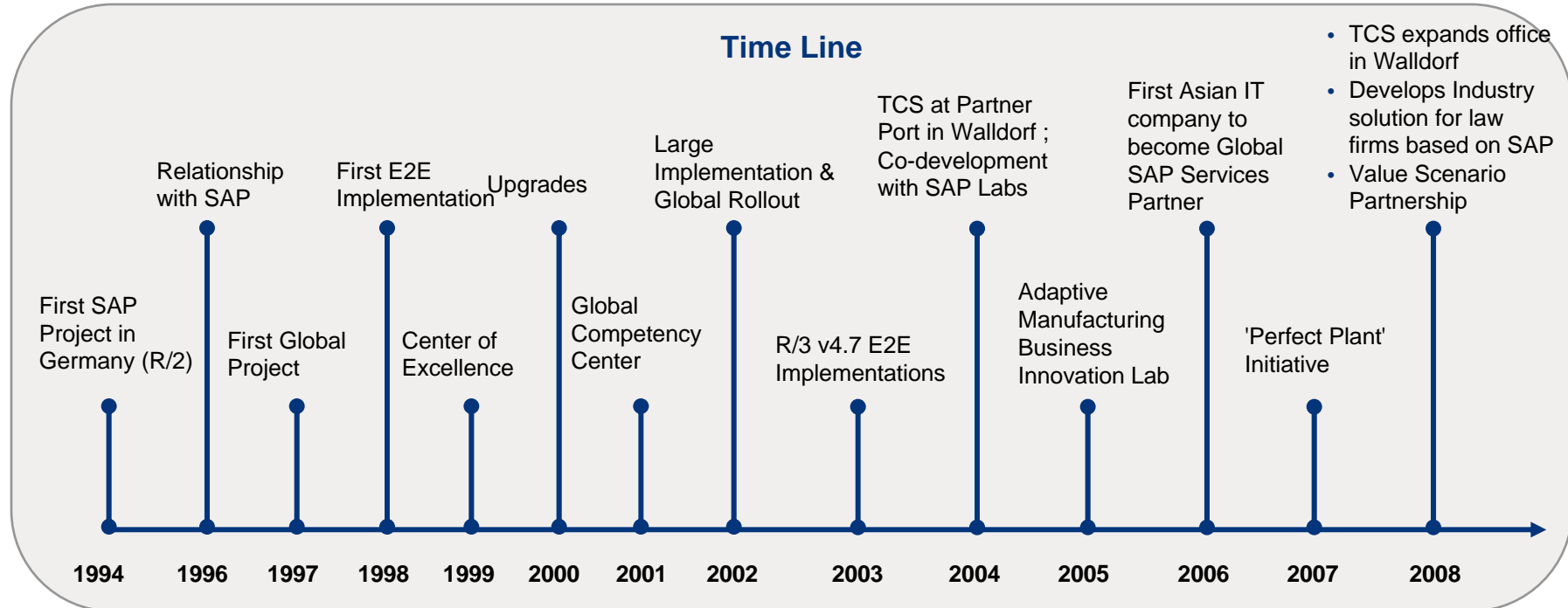
**SAP**® Pinnacle Awards 2007 WINNER

SAP & TCS will establish a differentiated leadership position for focused strategic applications and related services, across selected industries and market segments on a global scale

To cement reciprocal positions as top tier partners by driving License / Service revenue  
And support each other strategic KPI's



# TCS/SAP - Relationship Evolution



- TCS expands office in Walldorf
- Develops Industry solution for law firms based on SAP
- Value Scenario Partnership

## 2007

TCS wins **SAP's Pinnacle Award 2007 ('Perfect Plant')** and announces 'Perfect Plant CoE'

TCS member of **SAP Industry Value Networks**: Chemicals (2006), Travel & Transportation (2007)

## 2008

TCS wins **SAP Pinnacle Award 2008 ('Collaborative Revenue Growth')**

TCS **expands its office @ SAP headquarters** (Walldorf, Germany)

**T** TCS develops and launches SAP-based **industry solution for law firms**

TCS is **SAP's Value Scenario Partner** for several cross-industry '**Value Scenarios**'



# Integrated Product Development Value Scenario



- Enterprise Business Processes generally cut across various Functional Units
- They don't stop at the Technical Boundaries enforced by Applications such as CRM, PLM, ERP & SRM
- Value Scenario demonstrates how SAP Platform can be leveraged to enable these end-to-end business processes through various solution components right from CRM,PLM ,SRM to ERP

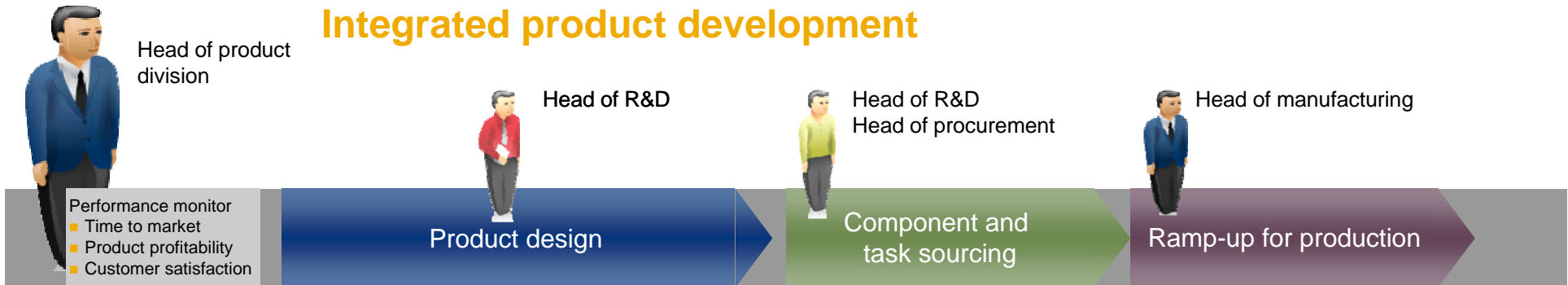
**Integrated Product Development (IPD)** value scenario built on top of Business Suite7.0 demonstrates how Businesses can develop products faster, cheaper with improved quality by breaking the functional barriers and improving the collaboration between various units such as Marketing, R&D, Manufacturing & Procurement and also with External Suppliers

# Integrated Product Development

## Who Is Involved and What Are the Process Steps?

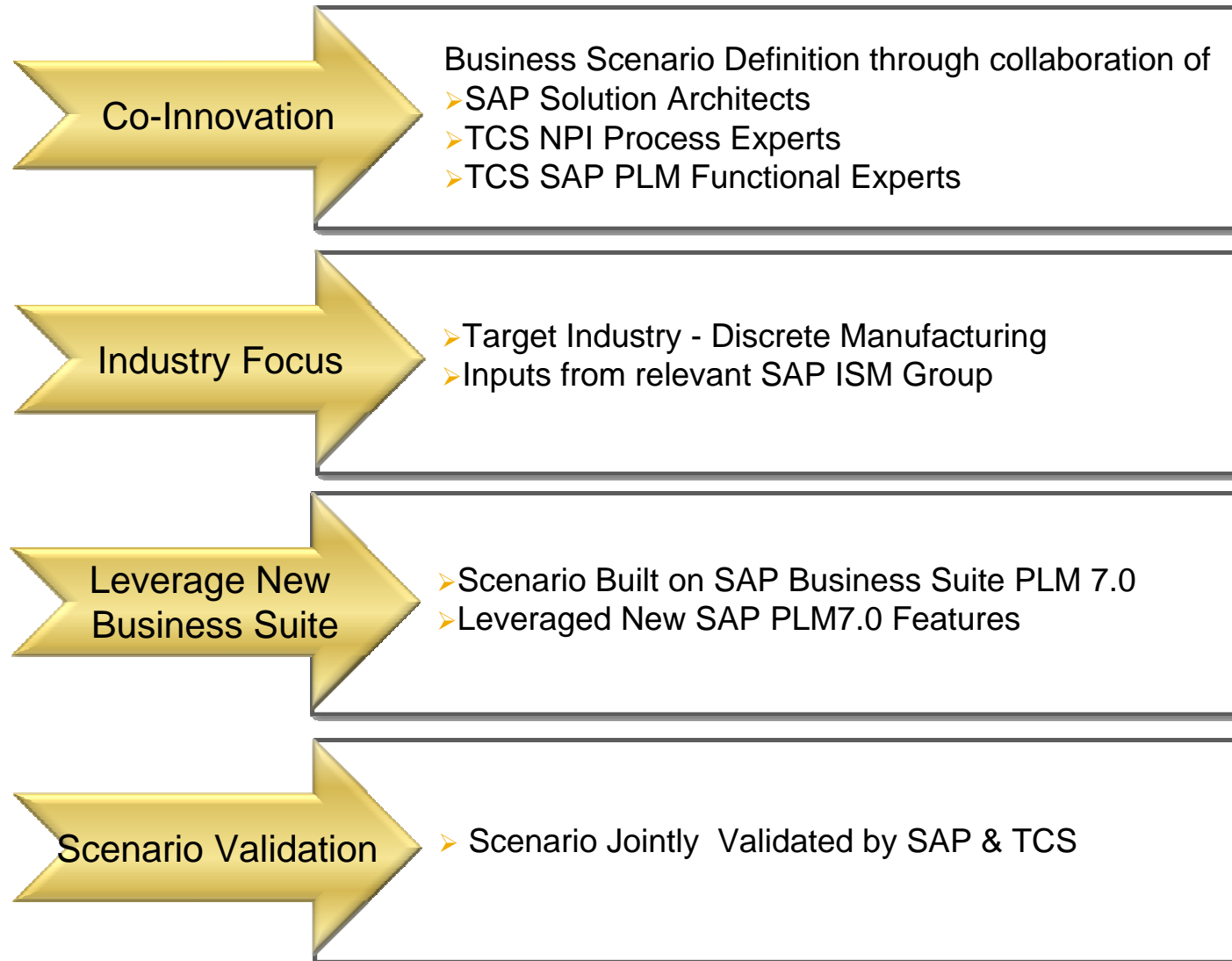


### Integrated product development

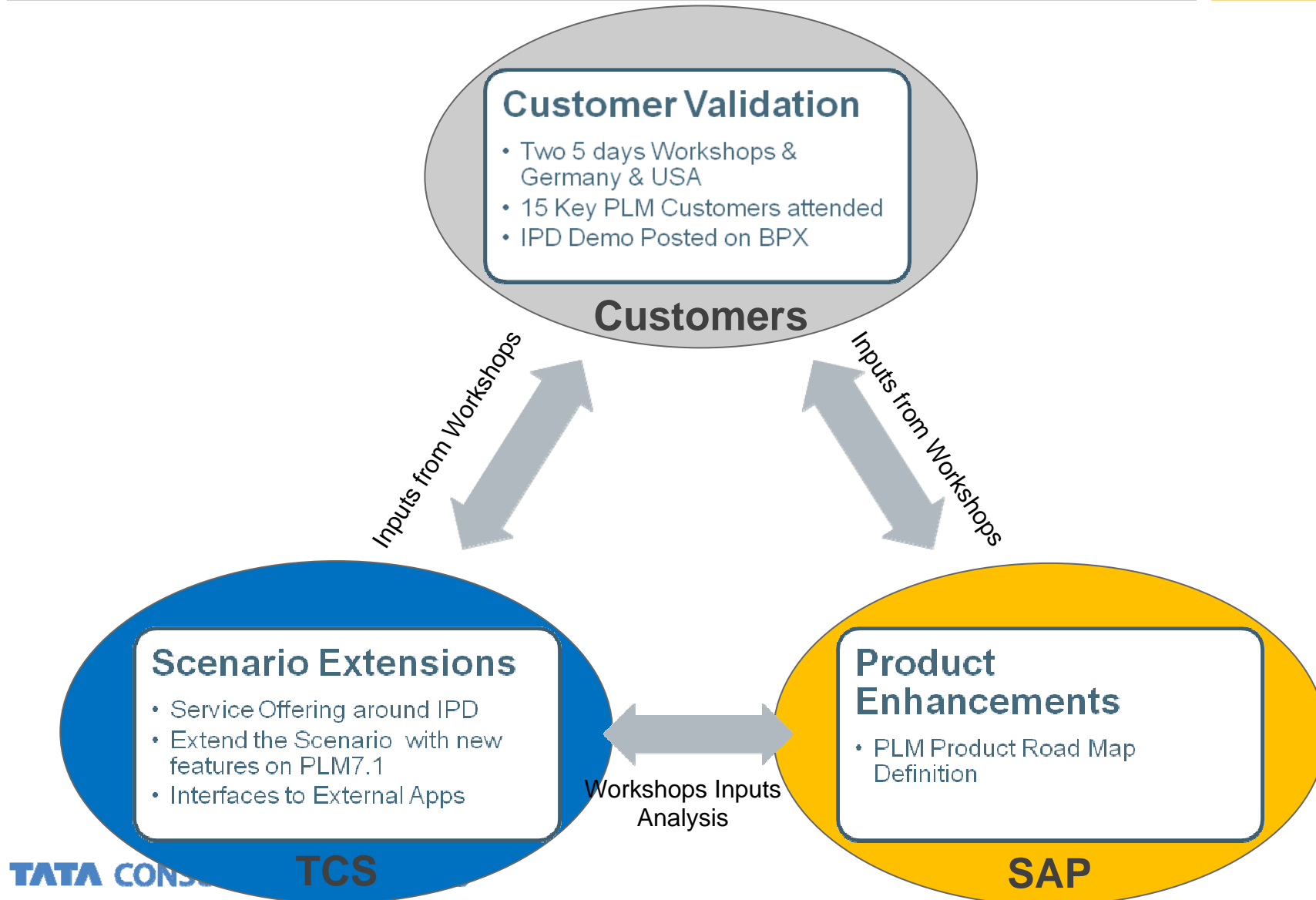


|   |  |   |   |  |                                  |  |                                      |  |   |
|---|--|---|---|--|----------------------------------|--|--------------------------------------|--|---|
| <br><b>Marketing</b><br>Head of service           | <b>RPM</b><br>Product Portfolio Planning ✓ | <b>RPM</b><br>Product Initiative Management (DFM) ✓                   |   |  |                                  |  |                                      |  |   |
| <br><b>Manufacturing</b><br>Head of manufacturing |  | <b>cFolders</b><br>Manufacturing setup planning ★                     |   |  |                                  |  |                                      | <b>ERP-ECC</b><br>Prototyping and production ramp-up ✓     | <b>ERP-ECC</b><br>Quality engineering and improvement ✓ |
| <br><b>Development</b><br>Head of R&D             | <b>cProjects</b><br>Project Management ✓   | <b>core PLM</b><br>Product Structure Management* ✓                    | <b>core PLM</b><br>Material Master Management ✓ | <b>core PLM</b><br>Document Management ✓ | <b>PDCE</b><br>Product costing ✓ |  |                                      | <b>ERP-ECC</b><br>Hand-over to manufacturing and service ✓ |   |
| <br><b>Procurement</b><br>Head of procurement     |  | <b>cFolders</b><br>Development collaboration and strategic sourcing ✓ |   |  |                                  | <b>SRM / cFolders</b><br>Supplier identification and on-boarding | <b>SRM</b><br>Supplier qualification |  |   |

# Development of IPD – TCS & SAP Collaboration



# IPD Value Scenario – Customer & Community Engagement





# Value Scenario - Business Value Proposition



## Customer

- Ready to Deploy Process Framework
- Quicker “Time to Value”
- Appreciation of full potential of SAP Platform
- Get more from current SAP Investment

## TCS

- Competitive Edge due to early product knowledge
- Access to SAP Product Experts
- Insight into SAP Product Roadmap

## SAP

- TCS’ PLM Domain insight
- Validation of product against business scenario
- Inputs into future Product Enhancements

### IPD on Business Suite 7 Innovations 2010

- IPD Value Scenario upgraded to work on the upcoming SAP PLM 7.1

### IPD for Process Industry

- Integrated Product Development approach targeted towards Process Industry like F&B, Chemical and Pharma industries

### Embedded Product Compliance

- Demonstrate how manufacturers can leverage SAP Platform to design & develop products efficiently while complying to complex regulations like RoHS, WEEE & REACH

### Efficient Manufacturing Operations

- Continuous improvement framework to reduce manufacturing costs, improve quality, and ensure timely delivery by integrating by leveraging SAP Platform and seamlessly integrating third party MES solutions through MII

Thank you!

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