

# TCS Design Win and Intelligent Customer Engagement

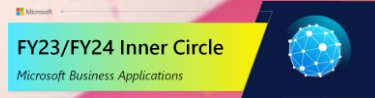




# Winner

## Partner of the Year Awards

4 years in a row



Press release

### 2022

GSI Advisory Digital Transformation

Global Services Integrator

Media & Communications

Financial Services  
D365 Sales

D365 Customer Service & Field Service

Press release

### 2023

MVP Industry Solutions Global Systems Integrator

Global Systems Integrator Industrials and Manufacturing

Dynamics 365 Sales and Marketing

Malaysia Customer Success Partner of the Year.

## INDUSTRY ANALYSTS' RECOGNITION



# PEAK MATRIX<sup>®</sup>

# LEADER

# 2023

### MICROSOFT DYNAMICS 365 SERVICES



## LAUNCH PARTNER for new solutions

TCS named a launch partner for Microsoft VIVA SALES



Reimagine selling with Viva Sales: now generally available

Tuesday, October 11, 2022

TCS named a launch partner for Microsoft Digital Contact Center Platform



TCS named a launch partner for Microsoft Supply Chain Platform

Introducing Microsoft Supply Chain Platform—an open, flexible, collaborative, and secure platform

November 16, 2022 • 8 min read

**Ray Smith**  
Vice President, Supply Chain

Partner to empower customers in supply chain transformation

With the Supply Chain Platform, partners can bring their industry and domain expertise to create integrated solutions leveraging Microsoft Supply Chain Center, Dynamics 365 Supply Chain Management, Microsoft Azure, Teams, and Microsoft Power Platform. We will continue to support our customers with a rich partner ecosystem, including advisors and implementers like Accenture, Avanade, EY, KPMG, PwC, and TCS. In addition, to help

# Key opportunities in HiTech and Semiconductor industry

The HiTech and semiconductor industry has been undergoing a transformation and shifting towards an intelligent and more connected world



## A complex sales process

- Unique and long running sales processes
- Abundance of opportunities – but a lack of collaboration across the value chain (intra and inter company)
- Time-to-market is slow



## The need to compete

- Focus on customer and employee experiences
- Lack of customer insight
- Slow, disconnected and reactive sales process across different channels and geographies



## Failed transformation projects

- Projects are too massive
- Do not adequately address specific challenges for staff



## Frustrations with legacy tech

- Legacy tech lacks scalability and flexibility
- Siloed processes
- Lack of monitoring system means no visibility- and subpar customer service

# TCS Design Win and Intelligent Customer Engagement

Helping transform “design-in to win” sales processes and shaping a better customer experience by optimizing processes, employee experiences, and partnerships

## MORE INTELLIGENCE NEEDED

HiTech and semiconductor companies must shift towards an intelligent and more connected ecosystem to keep innovating.

## SHAPE BETTER EXPERIENCES

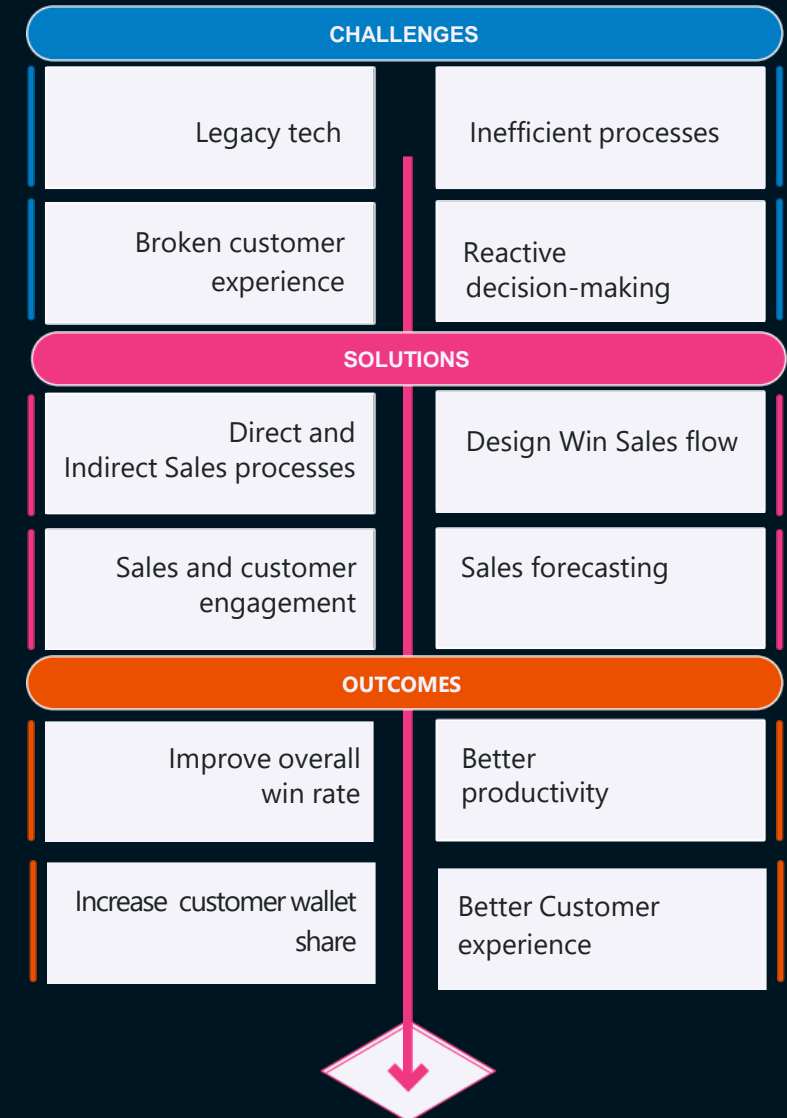
TCS Design Win and Intelligent Customer Engagement is preconfigured on the [Microsoft Power Platform & Dynamics 365](#).

This solution lets hi-tech, and semiconductor companies transform their ‘design-in to win’ sales process to deliver superior experience to their end customers, by optimizing processes, employee experiences and partnerships.

## LONG-TERM OUTCOMES

Streamline interactions and optimize design, sales and customer experiences throughout the entire value chain

**Transform with TCS + Dynamics 365 and Power Platform**





# Unlock end-to-end value for your customer

## Improve your customer's win rate

- Help your customer shorten the sales cycle by ~30% through collaborative selling
- Help your customer increase average deal size by ~25%

## Increase your customer's wallet share

- Enables your customer to achieve approximately 3x cross-sell and up-sell revenue

## Make productivity improvements

- Approx 20% improvement in your customer's productivity
- Improves your customer's overall win-rate through collaborative selling

## Personalised customer & employee experience

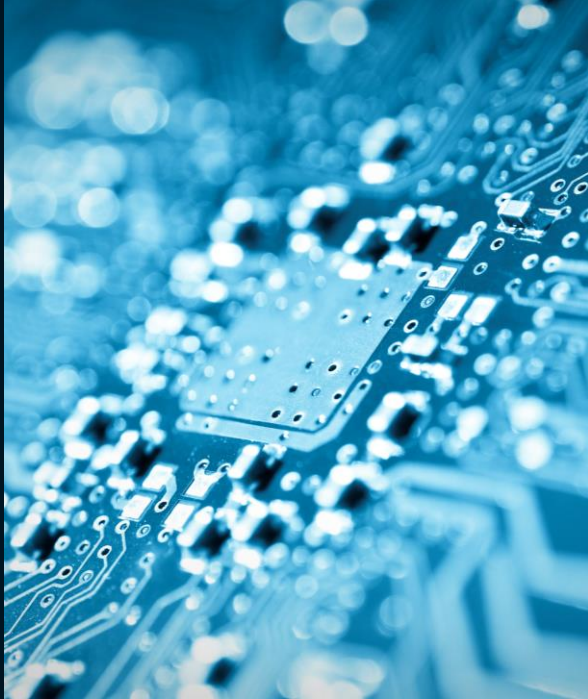
- Help your customer ensure an integrated and holistic approach to customer experience management



# Hi-tech manufacturer case study

Leading global manufacturer of analogue and mixed-signal integrated circuits.

- Fortune100 company
- 15,000+ employees
- \$2B+ company with offices and manufacturing sites around the world



- Sales transformation on the Dynamics 365 customer engagement platform to accelerate business growth
- Inter and intra-company collaboration between employees and partner agents to reduce timelines and enhance end-to-end customer solutions
- Enhancement of customer service by automating processes via Dynamics 365 Customer Voice
- Global rollout to customer engagement employees, including sales and customer service

20% increase in design wins

300% increase in cross-sell and upsell revenue

20% Increased Productivity

Enabled 50% cost savings via new technology platform

Reduced deal cycle time by 20%

# Semiconductor case study

Leading in automotive, systems for power management and wireless combos, differentiated memories

- Global revenue of more than €8,500 million in 2020 About 46,700 employees in 21 locations



- Replace existing SAP CRM application, that was unable to provide interfunctional collaboration.
- Development and delivery a state-of-the-art sales system within 12 months by harnessing both the power of the cloud and automation
- Consolidation, and digital transformation of its sales process across geographies into an online, unified, nimble, and efficient system.

Increased productivity of global sales team

Holistic view of pipeline planning and forecasting

Visibility into the Design Win pipeline for faster decision-making

Cutting-edge user experience, which accelerated the sales cycle

# Rise to the top with TCS & Microsoft Dynamics 365

Utilize skilled teams with deep levels of experience in the hi-tech field

Acquire tech partners who understand how to fully leverage the power of Dynamics 365 and Power Apps to meet your needs

Get a jumpstart with the TCS' expertise that has helped organizations across the globe achieve their goals

Unleash vast knowledge in working across cloud networks

Deploy Microsoft Dynamics 365 and Power Apps accelerators to boost adoption and speed deployment

Gain access and guidance to proven hi-tech-focused processes and templates that accelerate implementation and achieve goals





# What's next?

Dream far into the future or focus on today

Conduct a one-week digital assessment

Compile a detailed recommendation report

Finetune strengths and improvement areas

Identify next steps



Want to go deeper into your specific needs?  
Let's schedule a follow up call. Ask about our  
**Complimentary 7-Day Assessment Program**



[Visit our website](#) to learn more about the outcomes we drive.