

TCS Data, Analytics & Insights Services

G-Cloud 15: Lot 3
Service Definition



Service Description

TCS partners with organisations to provide end to end services for the Analytics and Insights (A&I) Value Chain.

As part of the offering, TCS' focus is on providing actionable insights and AI first solutions with a seamless experience to business/stakeholders, agnostic of tools technology and technique. We have capabilities across the entire value chain of data, encompassing harnessing, harvesting and foundational capabilities. Our services encompass both Consulting (Envision, Strategy and Architecture definition) and Execution/Delivery (Build, Deploy and Sustain) aspects of Analytics and Insights strategy.

At A&I, we design innovative solutions by using an outcome-based approach for superior business outcomes, helping customers execute effective data-driven strategies. Our end-to-end analytics and insights services include Business Analytics Services, Artificial Intelligence, Data Services, Business Intelligence and Consulting.

These solutions are built using proven components of the AI, Analytics, BI and Data Services ecosystem, enabling a quicker time-to-market and easier integration with existing data investments.

A&I unlocks the desired value from data assets. TCS has partnerships with all the key hyper-scalers, enterprise service providers, niche players, and academia to support enterprises across the journey.

Service Features

The granular service offerings offered as part of end-to-end Analytics and Insights services are:

TCS Data and Analytics Target Operating Model (TCS DATOM™) Services

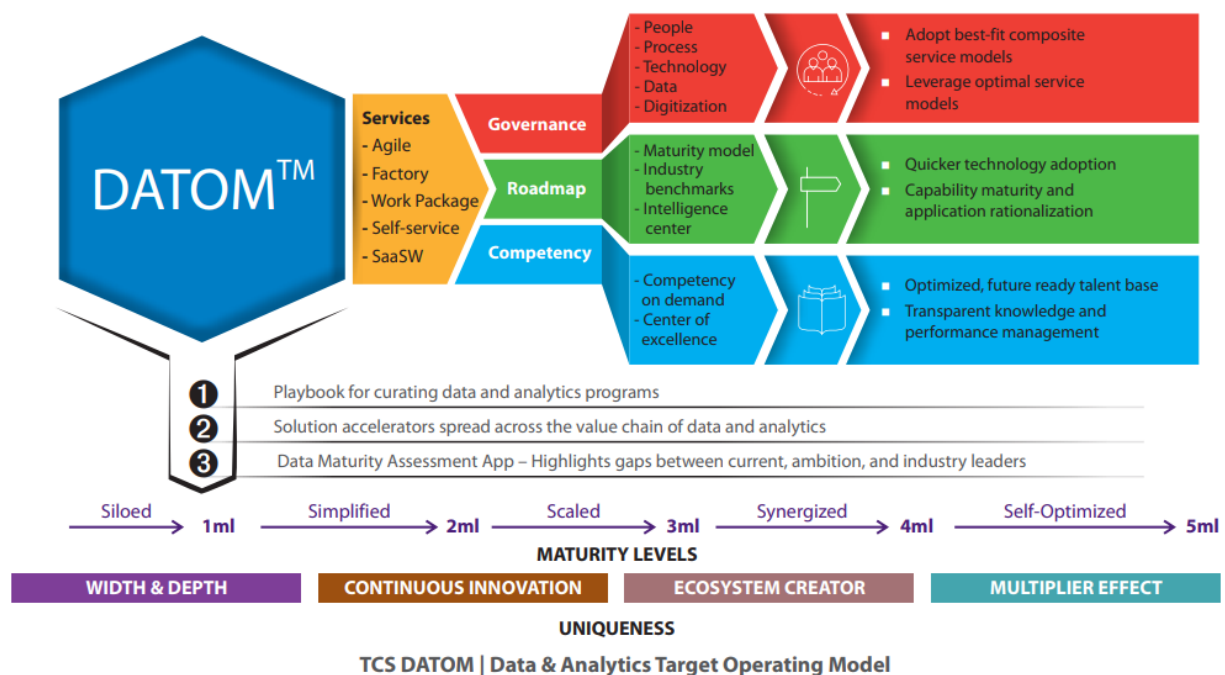
TCS DATOM offer organisations a customised framework and techniques to ensure that the foundations of your data and analytics programmes are set up to serve business needs, and to accelerate the AI journey.

The solution assesses your AI and data maturity level by how the data and AI capabilities are managed and used across the organisation, line of businesses, or regions. It identifies gaps in the existing AI, data and analytics programmes and develops specific approaches for plugging them.

The outcome is a prescriptive plan to simplify operating models, set up data governance models, build technology patterns and architectures, and create resulting analytics capabilities to ensure data and analytics programs truly drive business growth.

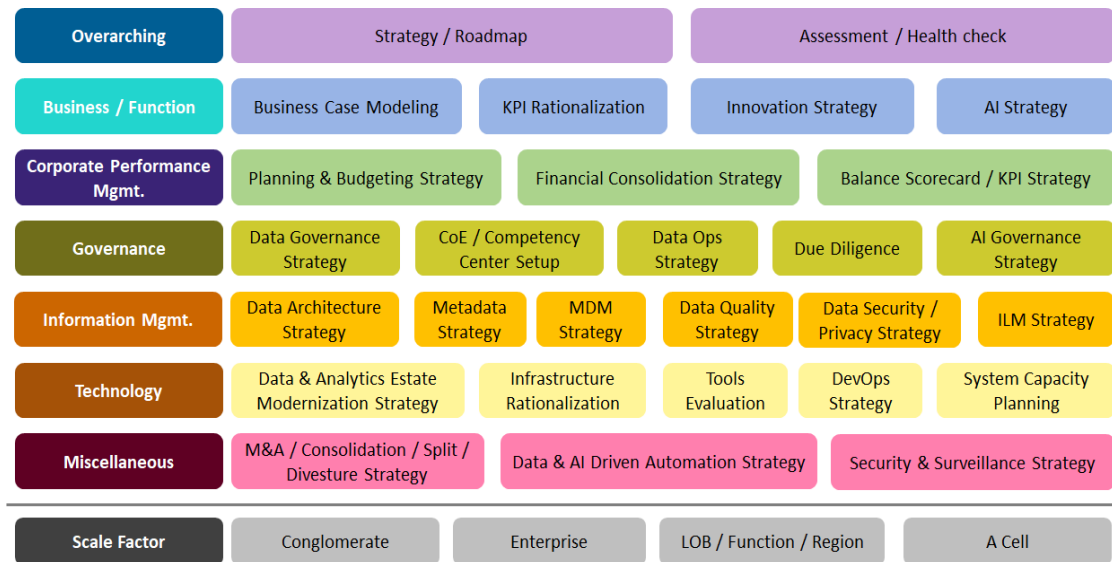
The DATOM framework helps to understand the maturity of organisation's current data landscape, the desired future state, identify the capabilities required, the value proposition for improvement and the transformation roadmap.

The DATOM framework help evaluates an organisation's data maturity based on five levels as detailed in the diagram below: siloed, simplified, scaled, synergised and self-optimised. This provides a benchmark to measure progress on your data and analytics journey.



Data and Analytics Target Operating Model (TCS DATOM™)

The framework further provides a service catalogue-based approaches to cater to the specific Data and Analytics focus areas of the organisation as highlighted below:



Features

- **Simple operating models:** simplifies operating models with service patterns driven by specific business goals. It ensures that data frameworks are aligned with business objectives
- **Composite delivery:** optimises the route of service, based on five delivery models - factory, work package, agile, self-service, and service-as-an-intelligent software — as well as the digital intelligence landscape
- **Governance models:** creates detailed data governance models - complemented by a digitised governance framework - providing direction on how data vigilance and usage can be established
- **Future-ready frameworks:** ensures that technology readiness, data maturity, competency development, and capability build-up mechanisms are tackled as parts of the problem and not in isolation. Organisations thus mature in a planned manner and are ready to meet their future needs
- **Health checks:** establishes a quantified maturity benchmark and develops a maturity path, the progress of which can be measured at any given time.
- **Catalogue based approach:** In line with the specific needs of the organisation, a set of granular services can be picked from the services available as part of the framework.

Benefits

- **AI, Data and analytics maturity assessment:** provides organisations a clear picture of the maturity level of their data and analytics programs, AI initiatives across the key areas of people, processes, technology, and data.
- **Adoption of leading practices:** enables adoption of leading practices, processes, technologies and solutions, according to the context of the organisation's AI, data and analytics programs; identifies gaps, and the root causes of the challenges before the organisation
- **Selection of the right operating model:** helps identify unique interlinkages between service delivery methodology, governance, competency management, and roadmap
- **Ease of technology adoption:** helps organisations leverage complex technologies with ease, and sets up frameworks aligned with their business goals
- **Better data governance and management:** enhances management and governance of data by organisations.

The TCS Advantage

With DATOM, TCS offers the following unique advantages to government organisations of all sizes:

- **Innovative approach:** offers unique linkages between success criteria and processes such as service delivery methodology, governance, competency management, and roadmap
- **AI augmentation:** Focus is on embedding AI capabilities across strategic, tactical and operational decision making.
- **Contextualised framework:** provides a first-in-class detailed take on the establishment of AI, data and analytics programs with composite service delivery models based on need and context
- **Precise measurements:** presents a governance digitisation framework with specific measurements to facilitate delivery optimisation
- **Customised blueprints:** tailors blueprints and frameworks to ensure the data and analytics program meets the organisation's goals and priorities
- **Technical expertise:** highlights patterns across various aspects such as service methodology shift, competency centre structures, extended DevOps, digital intelligence landscape and evolution to provide insights, and help customers envision which process or pattern would apply to their case

- **Credentials:** Forrester says that TCS brings one of the most impressive methodologies, DATOM, to its business intelligence (BI) implementation projects and has one of the most rigorous training and certification programs to move its BI professionals to higher levels of expertise.

TCS Data Estate Modernisation, Management and Transformation Services.

As part of Data Estate Modernisation, Management and Transformation TCS provides a comprehensive offering, including modern data platforms/data mesh implementation, appliance re-platforming, data office, master data management and data marketplace set-up.

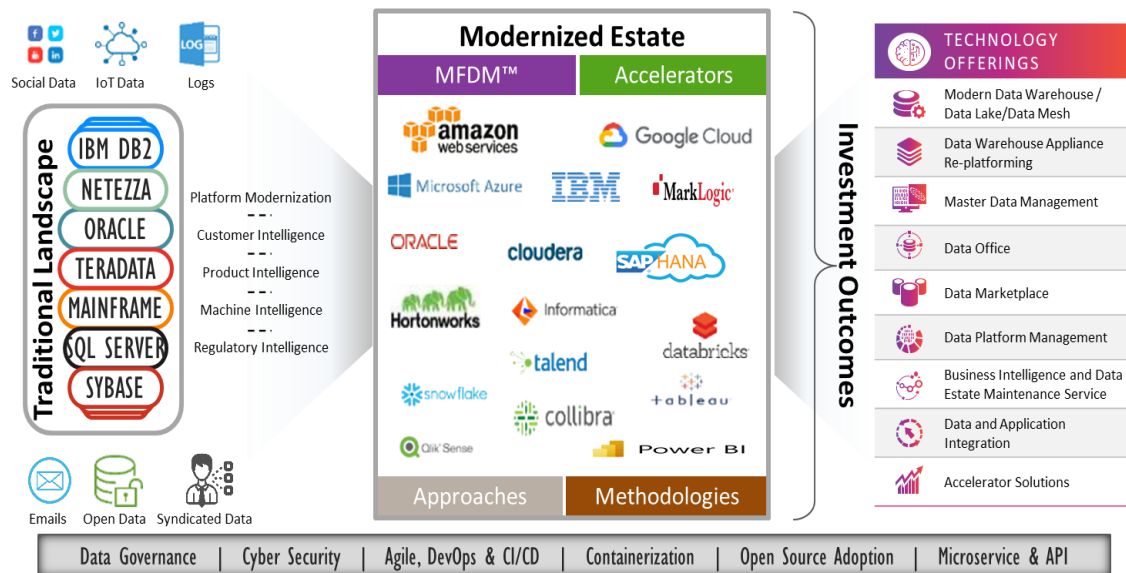
It helps unlock the desired value from data assets. TCS partners with companies such as Amazon, Google, and Qlik to support enterprises across the journey.

Features

TCS Data Estate Modernisation, Management and Transformation comprises the following capabilities:

- **Data democratisation through data office:** Overall data strategy, design, operations and governance, including quality management, privacy and protection
- **Comprehensive solutions:** End-to-end solutions for modern data platforms, data mesh ecosystem and appliance re-platforming
- **Machine First Delivery Model™ accelerators:** data lake enabler (TCS DEER), big data platform enabler (ADEPT), data warehouse analyser (DEZYPHER), quality assurance (BITS), data privacy (MasterCraft™ DataPlus), data quality (DIME), data/metadata discovery (DATADIVE), fuzzy pattern search (DAEzMotif), visualisation-as-a-service (Vitellus), MDM Jumpstart, and Report Migrator
- **Field-proven methodologies:** A seven-step process framework, including whitepapers, blogs, point of views, useful utilities, best practices and lessons learnt as well as reference architecture and estimation templates for major target platforms
- **Platform-agnostic implementation:** Proven architecture and design patterns for native applications
- **User onboarding support:** Support services for new data platform adoption.

We bring our accelerators, partner solutions and technology offerings together as summarised in the graphic below.



There key use cases/services which can be enabled as part of DAEzMo are:

- **Enabling AI (Artificial Intelligence) and Gen AI (Generative AI)** by creating the foundation or platform for ML (Machine Learning) & DL (Deep Learning)
- Delivering a **Modern Unified Data Platform** or a Data Mesh for all data needs including Operations, AI needs & Compliances of an organisation. It is available on cloud, on premise or through a hybrid model which accelerates the data driven organisation journey.
- **Data Warehouse Appliance Re-platforming** – Services to accelerate data centricity for an enterprise by re-platforming its traditional appliance-based data warehouses to a Next-Gen Data Platform for all data needs. It helps deliver Scalable Data Warehouse on the cloud as well as on premise to meet stringent compliance requirements, data driven innovation and new business models. Thus, it helps organisations to stay agile, gain productivity & efficiency advantages offered by new technology platforms as well as the reduction of TCO and Technical Debts created over a period on legacy systems and Appliance based DBs and EDWs
- **Data Office** – Services to steer organisations to adopt a truly “Data Driven Culture” supported by People, Process and Technology enablement delivering significant competitive advantage for the business. Establish Data Office and enable Enterprise-wide Data Governance Process and Data Lineage for better management, availability, usability, consistency, integrity and security of data throughout the complete lifecycle.
- **Master Data Management** – Enables the creation and sustenance of an organisation’s master data lifecycle management covering enterprise-wide data

quality and data governance of master data as an asset. This encompasses data consolidation, data cleansing, data sharing and data governance

- **Data Marketplace** – TCS’ Data Marketplace Platform provides the ability to democratise, monetise and commercialise data through data products by enabling a seamless, controlled, trusted data transfer from source to target edges. It can also facilitate value added services in terms of analytics and visualisation on that data.
- **Automation Services** – Enables automation of manual or semi manual data processes of organisations optimising productivity and time to market.

Benefits

By partnering with TCS on their modernisation journey, organisations can achieve:

- **Rapid implementation:** Dramatically cut down modernisation timelines with the Machine First approach, powered by off-the-shelf AI-driven accelerators
- **Expansive source coverage:** Integrate a variety of data sources (enterprise, machine, social, open, ecosystem, etc.) and types (structured, semi-structured, unstructured, master, transactional, streaming, batch) of data
- **Richer customer experience:** Create value for end-customers at every transaction, enabled via relevant insights (contextual offer, next-best action, customer 360, churn prediction, etc.)
- **Better alignment with business needs:** Create data to value (DTV) from modern insights platform, enabling data centricity for each enterprise function and vertical
- **Superior AI readiness:** Strengthen data capabilities with greater coverage, more sophisticated analytics, and cost-optimised open source-adoption to drive AI-led efficiencies.

The TCS Advantage

- **A vast network of partners:** TCS partners with industry leaders such as Amazon, Google, Microsoft, Snowflake, Oracle, SAP, IBM, Talend, Cloudera-Hortonworks, MarkLogic, Collibra, Informatica, Tableau, and Qlik among others, for joint go-to-market and joint engineering
- **Global experience across verticals:** TCS brings extensive expertise and contextual knowledge, having helped clients across industries modernise their data estate
- **Realisation of business use cases:** TCS’ solution framework, agile execution and its culture of innovation ensures delivery of desired business value for clients
- **‘Transform as you grow’ approach:** Ensures quicker time to revenue for enterprises without risking business

- **Data office:** TCS recommends clients on designing and establishing a data office to create a data-driven culture integrating business and IT teams.

TCS Data Governance Services:

TCS data governance services focus on how decisions are made about data and how people and processes are expected to behave in relation to data. The scope and focus of data governance services will include the following:

- **Strategy:** Establishing and driving execution of Data Strategy and Data Governance Strategy
- **Policy:** Setting and enforcing policies related to organisational data assets. This will include policies around Data Sourcing & Acquisition, Data Ownership, Data Classification, Data Security & Access, Data Quality, Data Privacy, Data Standards, Data Sharing & Collaboration, Data Retention & Disposal, Data Archival and Restoration, Data Backup & Recovery, Data Asset Launch & Retirement (Change Management) etc.
- **Standards:** Setting and enforcing Data Quality and Data Architecture standards
- **Oversight:** Data stewardship - providing hands-on observation, audit, and correction in key areas of data management. Defining Data Controls for Vigilance
- **Compliance:** This includes ensuring compliance to the set procedures and policies as well as ensuring that the organisation can meet data-related regulatory compliance requirements
- **Issue management:** Identifying, defining, escalating, and resolving issues related to data or data governance procedures
- **Data management projects:** Establishment of business cases and sponsoring efforts to improve data management practices
- **Data asset valuation:** Setting standards and processes to consistently define the business value of data assets
- **Monitoring & Prediction:** Current data usage and future data needs
- **Enterprise Visibility of Data:** Ensure data is democratised subject to data security & regulatory norms.

TCS Business Intelligence and Visualisation Services

TCS offers a full range of Business Intelligence and Analytics services. Our Centre of Excellence (COE) undertakes research into emerging trends, including mobility, Cloud computing, Internet of Things (IoT), Business Intelligence (BI), Analytics, Artificial Intelligence, Machine Learning, Natural Language Processing (NLP) and social networking to develop novel, practical, powerful applications that deliver business results.

Features

- Strong technology partner ecosystem
- Quicker time-to-market and easier integration
- Solution accelerators
- Research-driven, comprehensive intellectual property products
- Industry experience and expertise.

Benefits

- Maximise existing data investments
- Quickly assess maturity levels of their data and analytics initiatives
- Identify technology and competency gaps
- Streamline governance and technology structures
- Get a digital roadmap to meet future business goals
- Leverage different delivery models, developing productive synergies.

The TCS Advantage

TCS has 20+ years of experience in the field of Data & Analytics (D&A) with a dedicated practice established since 1997. Our practice has a strength of 32,000+ associates, globally serving 400+ clients in 16 industry verticals and has 420+ patents. 5 out of Top 10 Fortune 500 companies and 30 out of Top 100 Fortune 500 are TCS customers. At +\$2Bn Yearly revenue, Data & Analytics contributes to ~+10% of the overall TCS revenue. Of the \$2Bn, ~35% of the Data & Analytics revenue is contributed by Next Gen Digital, Data Visualisation and Advanced Analytics Technologies - Cloud, Big Data, Analytics, AI & ML.

In the Business Intelligence space, TCS is providing end-to-end visualisation services starting with understanding user needs, selection of Visualisation platform, User experience design approach for visualisation and dashboards, etc., and working with business in ensuring optimum usage and adoption of the Visualisation platform. TCS has strong capabilities and experience in various Visualisation tools including Tableau, Power BI, Microstrategy, Business Objects etc.

In addition to making data easy to use, it is important for business users to be able to easily generate and present their results using the data on the D&A platform. As part of the reporting and analytics design, TCS will design an easy data access mechanism or semantic layer in the form of analysis services cubes, published Tableau data sources or Snowflake business views to empower business users further to use data. Complementing this easy data access mechanism with easy-to-use Self-Service tools like Tableau or Power BI will allow business users to create their own intuitive visualisations, analytics, reports &

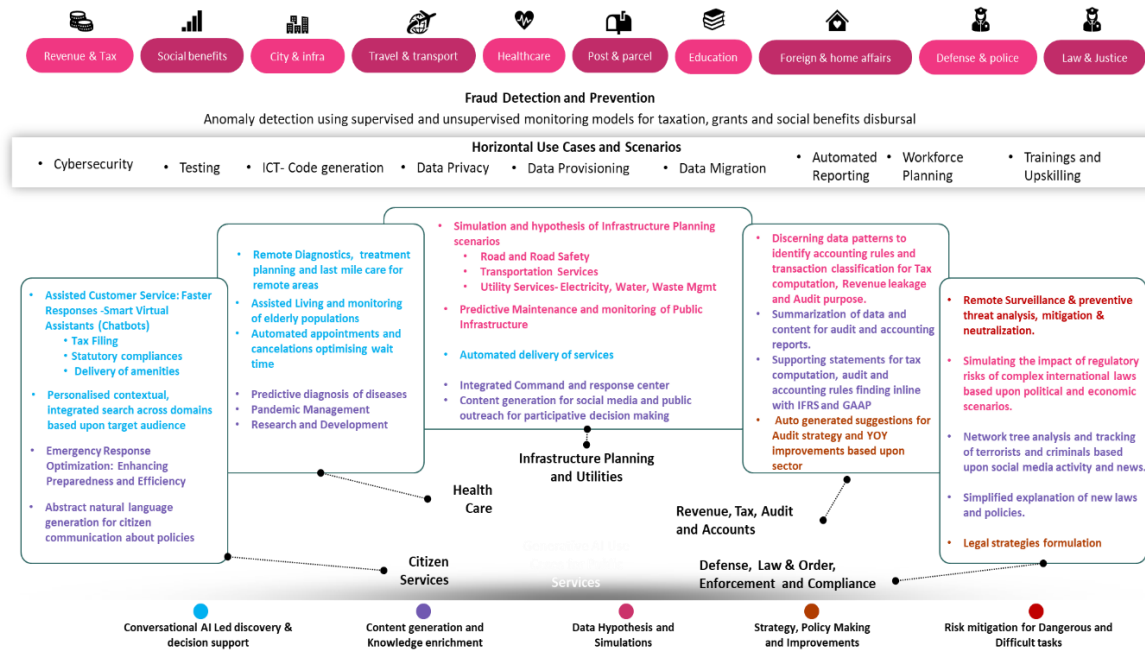
dashboards, thereby improving speed to market and reducing dependency on IT Staff. This would enable business teams to leverage the data-driven decision making and thereby improve the adoption of data & analytics throughout the organisation

TCS has dedicated a Centre of Excellence for all the BI/Analytics products including products like Tableau, Power BI, Cognos, and Riversand. Below is the snapshot of our capabilities in technologies.

Power BI	Tableau	Qlikview	IBM Cognos
• 3000+ Consultants • 250+ Architects • 100+ Customer Engagements • Gold Certified Partner with Microsoft	• 2500+ Consultants • 200+ Architects, Designers & Administrators • 90+ Active Customer Relationships Globally • Global Alliance Partner	• 2000+ Consultants • 200+ Architects • 100+ Customer Engagements • Global Alliance partner	• 3200 + Consultants • 120 + Active Customer Relationships Globally • 1300+ Certified Associates • Platinum Business Partner
• 4500+ skilled Data Science & Advanced Analytics Consultants which are a mix of PhDs, MBAs, statisticians, engineers, post-graduates, and doctors • 100+ Riversand consultants • Associates are cross trained in several industry leading analytics tools, including statistical analysis tools like R, Python, SAS, Microsoft fabric, Azure Databricks and Machine Learning tools like Tensor Flow, Google Cloud ML, Jupyter Notebook, Apache Spark MLlib, AWS Sagemaker etc. and bring to the table, their rich experience in delivering such projects/programs			

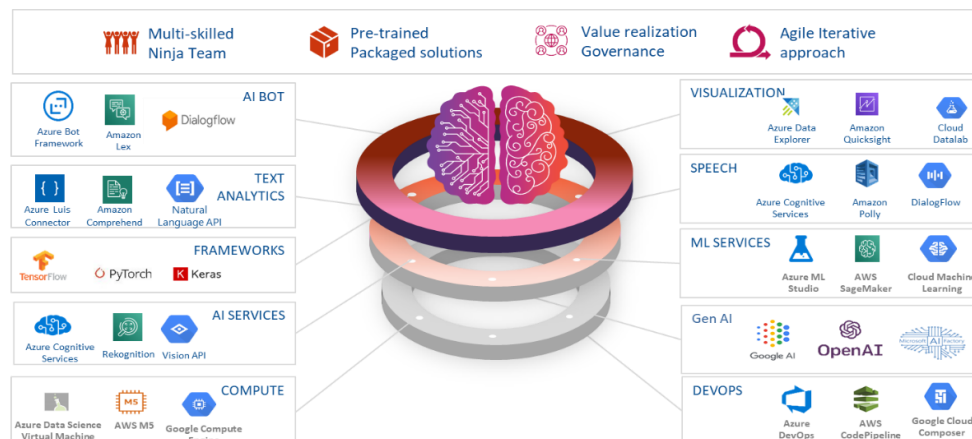
Artificial Intelligence and Generative AI

As part of AI and Gen AI service offering, TCS will stitch together AI components and LLM models with existing processes and systems to provide scalable, reliable and seamless experience and insights to decision makers. This service line is aligned with Leveraging a combination of Data Ingestion capabilities, NLP, Machine Learning, LLM & Deep Learning, Decision Fabric allows for the bundling of technologies in numerous ways to address specific contextual business needs and challenges.



Features

- AI Garage based approach for rapidly testing and building Gen AI use cases.
- Contextual solution accelerators from TCS
- Ethical AI governance framework.



Fraud Analytics for Health and Social Care

Prevention, detection, and monitoring of healthcare fraud can leverage many insights from innovative and mature models of advanced predictive analytics, detection and monitoring in other industry sectors. TCS's mature offerings in other industry sectors have been aligned and tailored to the NHS Counter Fraud strategy to leverage benefits from many of our customers across the globe. The framework approach we have developed provides a transparent, secure, and auditable set of end-to-end processes and tools. Our fraud

analytics framework supports the development of predictive models to raise alerts for fraud risk ahead of the risks becoming a reality.

The Framework is underpinned by a range of advanced analytics interventions and algorithms including:

- Supervised Machine Learning
- Unsupervised Machine Learning
- Adaptive Analytics and Continuous Learning
- Social Network Analysis.

Select representative algorithms are listed below and these are utilised in tailored instances for each deployment, depending on the specific scenario:

- Random Forest
- Logistic Regression
- Artificial Neural Networks (ANN)
- Anomaly Detection
- Support Vector Machines (SVM)
- K-Nearest Neighbours (KNN).

Efficiencies for Operational Management: To optimise the operational effort in following up on risks and alerts, queue optimisation functionality is available to support with:

- **ROI analysis:** obtaining the best Return on Investment of the organisation's operational teams' efforts to perform follow-up activities; and
- **Right queue assignment:** ensuring that the follow-on actions are assigned to the most appropriate team.

Features

Fraud scorecards Patient episode or provider claim and claim level, which can be applied at a National or place level, aggregated across, for example, an ICS, multiple Trusts/ providers within a geographical radius; and /or other place type grouping. The scorecards include:

- Fraud risk scores for service providers
- Third party service provider fraud identification and blacklisting
- Patient level Fraud scores and Triggers
- Monitoring fraud rates across Trusts, Pharmacies, Opticians, GP, and Dental Practices
- Prioritisation of Cases
- Dashboards with KPIs to be tracked at all levels
- Replicate existing strategies due to changes in scores
- Improvement of fraud analytics processes

- Link analysis (link old fraud transactions with new ones).

Benefits

- **Continuous monitoring** of fraud risk based on risk scores
- **Effective detection** of Fraud by use of Text Analytics approach
- **Improved detection** rates and **fraud loss saves** of public funds
- **Continuous improvement of detection:** through capture of learning and insights in the Fraud Dictionary
- **Prevention through blacklisting** by identifying possible fraud instances or poor controls in providers, for example, contractors, pharmacies being added to a defined blacklist to minimise the risk.

Service Benefits

By partnering with TCS on their modernisation journey, organisations can achieve:

- **Rapid implementation:** Dramatically cut down modernisation timelines with the Machine First approach, powered by off-the-shelf AI-driven accelerators
- **Exhaustive source coverage:** Integrate a variety of data sources (enterprise, machine, social, open, ecosystem, etc.) and types (structured, semi-structured, unstructured, master, transactional, streaming, batch) of data
- **Richer customer experience:** Create value for end-customers at every transaction, enabled via relevant insights (contextual offer, next-best action, customer 360, churn prediction, etc.)
- **Better alignment with business needs:** Create data to value (DTV) from modern insights platform, enabling data centricity for each enterprise function and vertical
- **Superior AI readiness:** Strengthen data capabilities with greater coverage, more sophisticated analytics, and cost-optimised open source-adoption to drive AI-led efficiencies.
- **Focus on creating AI first solutions for the enterprise:** TCS is uniquely positioned to lead this and identify impactful use cases for the enterprise on the basis of deep institutional knowledge of UK Public sector ecosystem. We also have the largest talent pool for AI.

Why TCS

The widespread adoption of technology by businesses has led people to expect similar experiences from the public sector. Governments across the world are harnessing digital innovation to respond to people's needs and empower them.

The vision is clear and compelling: a forward-thinking government that embraces innovation and is always a step ahead, ready to meet the future.

We ensure that technology and strategy work together to help governments meet people's needs, embrace innovation, and address complex issues – from climate change and public health to education and national security.

Our approach is to work in partnership with our customers, co-developing solutions to assist in digital transformation and re-imagination. TCS helps organisations handle the competing pressures that the shift to digital can bring; providing the skills and scale needed to react quickly to short-term concerns, while always ensuring that the focus remains on what is right for the client in the long-term.

The TCS Advantage:

- **Modernisation Expertise** - TCS works closely with several Public Sector agencies across the globe to help leverage digitisation to modernise services
- **Public Sector domain experience** - Extensive experience in solutions for governments, local agencies, municipal corporations, public-sector entities, and security establishments
- **Dedicated Centres of Excellence (CoE)** - Mature assets and accelerators
- **Leveraging strategic partnerships with product vendors** – Strategic alliances with industry leading and niche partners. We leverage the TCS Co-Innovation Network (COIN™) that brings start-ups, academia, customers, research institutions together to create effective, innovative solutions to business problems.
- **Large pool of skilled resources** – The right blend of management, industry, and technology expertise.

Pricing

Please refer to the TCS Pricing Document for this service.

Terms and Conditions

Please refer to the TCS Terms and Conditions for this service.

About Tata Consultancy Services

Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS) is a digital transformation and technology partner of choice for industry-leading organizations worldwide. Since its inception in 1968, TCS has upheld the highest standards of innovation, engineering excellence and customer service.

Rooted in the heritage of the Tata Group, TCS is focused on creating long term value for its clients, its investors, its employees, and the community at large. With a highly skilled workforce spread across 55 countries and 202 service delivery centres across the world, the company has been recognized as a top employer in six continents. With the ability to rapidly apply and scale new technologies, the company has built long term partnerships with its clients – helping them emerge as perpetually adaptive enterprises. Many of these relationships have endured into decades and navigated every technology cycle, from mainframes in the 1970s to Artificial Intelligence today.

TCS sponsors 14 of the world's most prestigious marathons and endurance events, including the TCS New York City Marathon, TCS London Marathon and TCS Sydney Marathon with a focus on promoting health, sustainability, and community empowerment. TCS generated consolidated revenues of over US \$30 billion in the fiscal year ended March 31, 2025.

Visit www.tcs.com

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