



TCS/PR/SE-07/2023-24

May 2, 2023

**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 Named a Leader in the IDC MarketScape for Intelligent Digital Workplace Services, Asia/Pacific”** 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 Named a Leader in the IDC MarketScape for Intelligent Digital Workplace Services, Asia/Pacific

*Cited as Key Strengths Were Tata Consultancy Services' Comprehensive Offerings with a Focus on Employee Wellness, Workplace Experience Design and XLAs*

**SINGAPORE | MUMBAI, May 02, 2023:** Tata Consultancy Services (TCS) (BSE: 532540, NSE: TCS), has been recognized as a Leader in the IDC MarketScape for Asia/Pacific Intelligent Digital Workplace Services (IDWS).<sup>1</sup>

The report said, "Customers that IDC interacted with rated TCS highly for its workplace consulting/advisory capabilities, project execution, technical capabilities, customer support, and ability to deliver desired business outcomes." It further said, "TCS has a strong emphasis on and an expansive view of employee wellness (spanning change management, sustainability, skilling, digital wellness, work-life balance, and so forth) as an integral part of its IDWS offering set from workplace experience design to dedicated XLAs for the same, which is impressive."

*"With rapidly changing business models and the advent of boundaryless workplaces, enterprises can achieve a competitive edge by investing in an intelligent digital workplace that empowers their greatest asset – their workforce. An AI-powered, analytics-driven and hyper-personalized digital workplace enhances employee experience and wellness, and enables them to push the boundaries of imagination,"* said **Ashok Pai, Global Head, Cognitive Business Operations, TCS.** *"We believe being named a Leader is a reflection of our vision, strategy, and commitment to partner with our customers in Asia Pacific, and drive their digital workplace transformations."*

TCS offers a comprehensive portfolio of consulting-led services across the workplace services value chain to enable touchless, intelligent, and agile digital operations that deliver superior business outcomes. TCS helps enterprises create intuitive, immersive, and intelligent workspaces that result in delightful employee experiences using TCS Cognix™ for Workspace, an AI driven human-machine collaboration suite.

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, a 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.

TCS' offers solutions that 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 24\*7 managed support.

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

TCS also helps clients accelerate their workplace innovation, leveraging its ecosystem of partners from academia, start-ups, and technology providers. It works closely with customers at TCS Pace Ports, its network of co-innovation hubs spread across New York, Pittsburgh, Toronto, Amsterdam, and Tokyo, to rapidly prototype the most promising innovation ideas and build them. The Innovation Showcase at these hubs offers a premiere immersive experience to visiting client executives to explore TCS' digital workplace

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<sup>1</sup> IDC MarketScape: Asia/Pacific Intelligent Digital Workplace Services (IDWS) 2023 Vendor Assessment, doc #AP49091222, March 2023

solutions in their organizational contexts.

*“TCS' Digital Workplace Services offering emphasizes analytics-driven maturity assessment, tracking, and improvement across the various facets of the workplace — digital experience, IT operations, XLAs, and service desk, among others, and its expansive view of employee wellness spans change management, sustainability, skilling, digital wellness, and work-life balance,”* said **Pushkaraksh Shanbhag, Associate Research Director, IDC Asia/Pacific Cloud and IT Services research.**

*“In the current business landscape of the hybrid work model, progressive enterprises are integrating workplace technologies to create employee-centric, anytime, anywhere, cloud-powered workplaces that are key for nurturing employee wellbeing, establishing work-life balance, retaining talent, and ensuring optimal productivity and true business success,”* said **Ashok Krish, Global Head, Digital Workplace, TCS.**

#### About IDC MarketScape:

IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

#### About Tata Consultancy Services

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 55 years. Its consulting-led, cognitive powered, portfolio of business, technology and engineering services and solutions 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 614,000 of the world's best-trained consultants in 55 countries. The company generated consolidated revenues of US \$27.9 billion in the fiscal year ended March 31, 2023, and is listed on the BSE and the NSE 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)

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