



Deutsche SharePoint Konferenz 2008

The World Is Flat... And, Getting Flatter



- Increased global competition

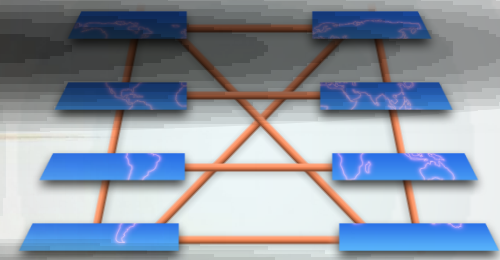
- Intense competitive pressure

2000: Round

2010: Virtual

- Disruptive business models

- Innovative delivery channels



Agenda

- **Productivity and importance of a KM System**
- **Essentials of A KM System**
- **Tata Consultancy Services**

KM System to Increase Productivity

- Provide a single stop information manager
- Provide individual sites for each industry/service business units, communities, branches, geographies, corporate functions / initiatives etc.
- Provide access to knowledge assets that are reusable and measurable in terms of quality of content
- Enable Collaboration with associates for knowledge sharing
- Reduction of cycle time for responding to a customer, design & development etc., by reuse of business and technical knowledge repository available within the system
- Ease of Access to Knowledge and Experts

TCS Knowledge Management Solution

- Transfer all existing knowledge artifacts onto the portal
- Set user access rights to sensitive data based on roles within your organization
- Impart the portal with your corporate branding to ensure a standard look and feel
- Extended support for providing custom web-parts
- Experience of implementing, maintaining and enhancing one of the biggest MOSS 2007 system catering to over 100,000 people.

■ **And all within a turnaround time of one week!!!!**

The Knowledge Management Iceberg



Organisational Benefits of KM

- Increase productivity and reduce cost, effort, cycle time, and defect rates
- Help cross-functional project teams to collaborate and share work through knowledge sharing forums like communities of practice, best practice and lessons learned sessions, etc.,
- Locate people with specific skills or domain knowledge and connect them to knowledge seekers
- Enable easy search, access, and reuse of organization information/knowledge and reusable competency based assets available.

Personal Benefits of KM

What Is in There for Me?

Enables collaborative learning and sharing - learning while doing and learning from each other's experience/solutions – and of course mistakes - KM leads to:

- Increased rate of Innovation
- Decreased time to competency
- Increased Productivity

The productivity of knowledge has already become the key to productivity, competitive strength, and economic achievement - *Peter Drucker*

KM Practices : The State-of-the-art

Tacit Knowledge

- Communities of Practice
- Talk Rooms
- Online Forums
- After Action Review
- Knowledge Fairs
- Corporate Yellow Pages
- Knowledge Networking
- Video Conferencing

Explicit Knowledge

- Intranet
- Knowledge Repositories
- Best Practices Database
- Lessons Learnt Database
- Knowledge Maps
- Data Mining
- Email, Blogs, Wikis

KM Solution – Key Elements

- Content Management with multi level workflow
- Search
- Knowledge Taxonomies
- Collaboration – (Alerts, Announcements, Ask a question etc)
- Online Communities of Practice
- Expertise Locator System
- Innovation Management tool
- E-learning
- Mysite
- Discussion Forum
- Wiki and Blogs

Key Result Areas

- Collaboration
- Innovation
- Competency development
- Productivity

TCS Overview: Asia's Largest IT Company

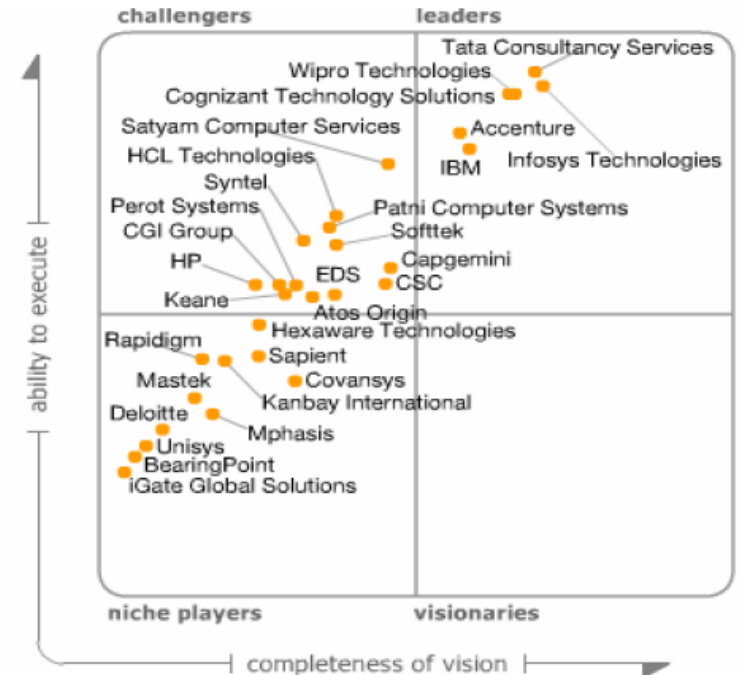
TATA GROUP

- ◆ India's Largest business conglomerate
- ◆ Turnover of over \$24.9 billion
- ◆ Comprises of over 96 companies
- ◆ Operates in over 54 countries
- ◆ Employs nearly 300,000 employees
- ◆ Accounts for 2.8% of India's GDP
- ◆ Pioneered concept of off-shoring
- ◆ Started first Power Plant in India in 1907
- ◆ Pioneered Civil Aviation in India
- ◆ Recent Acquisitions: Corus steel, Tetley
- ◆ Owns one of World's largest bandwidth

TCS

- ◆ Business Solutions, IT services, Outsourcing
- ◆ Employs 110,000 employees
 - 9.6% from 69 non-Indian nationalities
- ◆ Established in 1968
 - Operating in the UK since 1975
- ◆ Pioneer of Global IT Delivery Model
 - 179 Offices in 51 countries;
 - 46 Delivery Centres in 11 countries
- ◆ 2006 Revenue: US \$ 4.3 billion
 - 28.5% from Europe
- ◆ World's first enterprise wide CMMi® and P-CMM® level 5 assessment
- ◆ Positioned in the Leaders Quadrant by Gartner

Magic Quadrant for Offshore Application Services, 2006



Source: Gartner (February 2006)



Danke