

Adobe Experience Cloud Services

TCS

Report Abstract

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9 pages

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Who is this Vendor Assessment for?

NelsonHall's vendor profile on TCS is a comprehensive assessment of TCS' Adobe Experience Cloud offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing IT services suppliers of front-office, Adobe Experience Cloud, and digital transformation applications
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the IT services sector and examining growth areas within IT services.

Key Findings & Highlights

This NelsonHall vendor assessment analyzes TCS' offerings and capabilities in Adobe Experience Cloud services.

Tata Consultancy Services (TCS) is one of the largest global IT services providers and crossed ~\$200bn in market cap in Sep 2021. Its Q3 FY22–23 (the year ending March 31, 2023) revenues were \$7.1bn and headcount at the end of December 31, 2022 was ~614k.

TCS' Adobe business practice launched in 2021 and sits within TCS Interactive—a unit that provides creative & content, martech, commerce, content tech, and channel (web, mobile, conversational, immersive) services. TCS Interactive is an Adobe Platinum Partner with currently ~3,700 Adobe consultants. It has capabilities across Adobe Experience Cloud, Adobe Creative Cloud, and Adobe Document Cloud services.

TCS Interactive works with other TCS units for industry-specific solutions and IP. It also has ported TCS products and platforms such as TCS Marketing Intelligence with AI, HOBS (an OSS/BSS product for communication service providers), and Advanced Drug Development (ADD). TCS Interactive also relies on TCS' start-up network, TCS Co-Innovation Network (COIN), and its network of digital ideation centers, Pace Ports.

Unlike competitors, TCS has followed a purely organic strategy and refrained from making Adobe-related acquisitions. The company "is open to acquisitions" but prefers organically building capability. It relies on the strength of its recruitment engine to attract talent.

Scope of the Report

The report provides a comprehensive and objective analysis of TCS' Adobe Experience Cloud capabilities and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location of delivery locations.

Adobe Experience Cloud Services Vendor Assessments also available for:

- Concentrix
- EPAM Systems
- IBM
- Infosys
- LTI
- Mindtree
- NTT DATA.

About The Author

Kishore is a Principal Analyst and a member of NelsonHall's IT Services research team.

Kishore focuses on application services related to cloud-based/SaaS platforms.

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About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

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