



# TCS Digital Marketing Services

Vendor Assessment  
Report Abstract

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## Who Is This Vendor Assessment For?

NelsonHall's Digital Marketing Services profile on TCS is a comprehensive assessment of TCS' offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of DMS and identifying vendor suitability for DMS RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the support services sector.

## Key Findings & Highlights

TCS began offering marketing services in 2000; today this is part of TCS' Interactive practice, one of the portfolios of TCS' Digital Transformation Services. In FY18 (since April 2017), TCS has reorganized its service practices under a Business and Technology Services (B&TS) unit, comprising:

- Digital Transformation Services: including new and emerging areas such as Interactive, enterprise intelligent automation, IoT, analytics and insights, cloud infrastructure, cyber security, cloud apps, microservices and APIs, blockchain, and the end to end offerings of enterprise application services and quality engineering and transformation
- Cognitive Business Operations: includes IT, IS, and BPS
- Consulting & Services Integration: to integrate relevant TCS offerings for customer value and business advocacy.

TCS' B&TS unit also works closely with TCS industry units.

## Scope of the Report

The report provides a comprehensive and objective analysis of TCS' digital marketing services offerings and 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.



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7. Strengths & Challenges
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## Report Length

14 pages

## Digital Marketing Services Vendor Assessments also available for:

Concentrix, Genpact, HGS, Infosys, Mphasis, transcosmos, Acticall Sitel, TeleTech, WNS, Valtech