



OTMM

CASE STUDY
Open Text Media Management
DELIVERED TO
Tata Consultancy Services



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Aurelius



OTMM Delivered to Client Tata **Consultancy Services**

Client: **Tata Consultancy Services**

Industry: **Retail Services**

TCS is an Indian multinational information technology service, consulting and business solution providence organization and is a subsidiary of Tata Groups. Headquartered in Mumbai, Maharashtra, the organization operates in over 46 countries and generates almost 70% dividends of the parent company Tata sons. They have over 289 offices across 46 countries and 147 delivery centers in 21 countries globally and has almost 58 subsidiary companies.

TCS with its 67 subsidiaries have been responsible for providing a wide range of information technology related products and services and include application development, business process outsourcing, capacity planning, consulting, enterprise software, hardware sizing, payment processing, software management and technology education services.

TCS is one of the largest private sector employers in India and is the fourth largest employer listed under Indian Companies after Indian Railways, Indian Army and the India Post. With over 387,000 employees as of December 2016, with 31% women out of these.

TCS also has an established software research center in India known as Tata Research Development and Design Center in Pune and conducts research in software development, process engineering and systems research.



Technology: Open Text Media Management

Domain: Content Management System

Open Text Media Management is currently the leading digital asset management tool which provides multi-media content management with a very robust yet simple-to-use interface and provides options of sharing, collaboration and digital assets utilization for richer and more efficient communication in marketing, sales and more throughout the entire organization. OTMM allows the users to provide the correct content and rich experience to the users on the platform through the device of your choice.

The tool provides production capabilities for photos, videos, audios, graphics, work management, versioning and project management. Digital assets and licenses can be accessed, along with subscriptions, syndication, portals for partners and franchise networks, offshore packaging, localization and omni-channel distribution.

The Open Text Media Management solution also extends to SAP Business Suite and SAP Hybris Commerce Suit, the combination of which provides media management support to interoperability and marketing resource management, e-commerce, product catalog management, product information management and master data management. The system also comes with a cloud edition which combines the Open Text enterprise and added application support with the flexibility and configurability that is expected in an on-premise deployment system and is yet hosted over an Open Text Cloud.

In essence, the Open Text Experience Suite Platform provides a ready-made application stack which can support the entire customer experience management. Media Management being the core infrastructure of managing digital assets and provisions for rich media for the experience requires high levels of enterprise sophistication in order to be developed effectively.



Challenges Faced By the Client:

Tata Consultancy Services provides extensive services and capabilities in the domain of content media management and development to their clients throughout the globe and content management and development is one of their leading domains of revenue generation. With the digital industrial growth, it has become increasingly important that novel digital asset management technologies and tools are incorporated in the organization's operational capabilities to achieve the needed results for their clients and not only maintain their current customer base also expand upon the customer base.

In order to do so, they required a sophisticated and new age technological tool that can provide their clients with a better and over-the-cloud content management system which delivers capabilities as per the current global standards of the digital industry. The choice of tool made by the client was Open Text Media Management tool which is currently one of the leading tools in the domain of content development and management.

The client did not yet have any professionals who can work with the tool and provide the required capabilities. The choice was to either hire a new workforce or to inculcate the requisite capabilities in the existing workforce and gain the advantages of in-sourcing. The client decided to go with the second option and that is where Aurelius Corporate Solutions came into play. The major challenge was to understand the domain in which TCS will be providing the content management solution services owing to their extremely broad client base including various industrial domains and segments. In order to forgo this challenge the knowledge and information resources to be provided to the client were needed to be of a wide domain and include not just the theoretical concepts but also the finer details of the hands on practice and practical knowledge so that they may be able to troubleshoot the various issues when and if they arise. Guidance was needed at all levels and in all aspects so that the client is able to



deliver the requisite services to their customers through their workforce without relying on third party vendors and outsourcing practices.

Why Aurelius

Aurelius Corporate Solution was put to task owing to the specialized nature of the solution to be provided. With extensive and in-depth knowledge resources of the industry inculcated over the years, Aurelius Corporate Solutions was responsible for constructing a consultative insourcing solution which was meant to enable the workforce of the client as is so that they may not have to depend on any 3rd party outsourcing vendors for performing the tasks related to content management and development system to be done through the tool of Open Text Media Management.

The insourcing solution being developed was constructed to be the correct blend of theory and practical know-how which was in turn to be delivered by a subject matter expert sourced from the global industry. In order to search for the correct subject matter expert, a global search was performed through a dedicated task force for the particular insourcing solution and depending on the requirements of the client and the analysis of the domain of work of the client done by Aurelius, the exact match for the delivery of the solution was chosen. The SME was to still go through a number of screening processes for Aurelius to be completely sure about the effective delivery.

The SME had also to go through a number of information exchange and trials with the client so that the client and the SME came on the same page. Extensive lab sessions were then planned as per the client's requirement under the guidance of



the SME and complete process integration to process delivery was performed on-site on the client's premise.

Aurelius provide complete support in the form of on-shore and off-shore teams with legacy integration owing to Aurelius' deep rooted industrial ties.

Solution and Post Solutions Benefits

The insourcing solution developed covered the various different aspects of OTMM that directly related to the client/customer base that TCS had and was expected to provide services to through the tool. The solution was constructed to be completely customized and modified to level 3 and above. On completing the solution, the client was still provided with support and knowledge resources with all the upgrades and updates happening in the technology and tool.

They were able to achieve break even within a month of the solution completion and are currently experiencing an increased revenue generation of more than 40% in this particular segment of content management and development. This has been possible only owing to the reason that the insourcing solution has been developed to enable the workforce itself and eliminate the need of any third party vendor. An integrated high Internal Rate of Return is included in the insourcing solution which directly leads to the insourcing solution's high ROI.