

Online Presence Management Small and Medium Business

Since the advent of the World Wide Web, websites have become an organisation's face to the world. With competition just a click away, how can you deliver a compelling web experience to turn browsers into buyers? How can you enable your employees and customers to share information easily and promote greater coordination among different stakeholders? In today's business world, commerce, communication, and collaboration are essential for success.

Our experts at Tata Consultancy Services (TCS) understand your needs and bring an innovative, on-demand solution to support you in growing globally. Our Online Presence Management solution is simple and agile, and strengthens interaction amongst your employees, customers, suppliers, and partners.

Overview

It could be information about your products or services, an idea about a new strategy, an announcement about company progress, or a mere need to share sentiments. Exchanging the right communication with the right people and at the right time is important for your business.

Online Presence Management provides a range of real-time commerce, communication and collaboration, and management applications, which connect your stakeholders – including employees, customers, partners, and suppliers – through a secure, online environment. It provides various functionalities like webstore, webpublisher, blogs, opinion polls, discussion forums, mass mailers, newsletters, and e-cards, to let you connect and communicate effectively.

This solution can be integrated with different business solutions and is shaped to provide you distinct advantages.

- Comprehensive web commerce presence from content management and lead-generation to end-to-end sales cycle support;
- Single-click access to all applications with a repository for sharing files and content;
- Access to user profiles with details such as contact information, job titles, and other details;

- Flexible import and export of contact information;
- Easy distribution of company presentations and announcements through mass mails;
- An application component that supports plug-and-play.

Benefits

Our integrated Online Presence Management solution has been designed to support and enhance your existing business processes. It provides secure and adequate access to information, which fuels efficient business activities and supports informed decision-making. It helps you gain through:

- Increased market reach and faster customer acquisition;
- Efficient information sharing and management options;
- Effective opinion sharing and survey management;
- Easier adoption of team-based approach towards problem solving;
- Control and insight for effective workgroup management;
- Better interaction and collaboration among people associated with your organisation, resulting in increased productivity.

Why TCS

At TCS, we use our expertise and experience to create apt, efficient, and cost-effective technological solutions that cater to the needs of organisations such as yours. We partner with you to:

- Offer integrated services, which include hardware, software, and network solutions, suited to your business needs;
- Reduce IT costs, so that you can use more capital to build business;
- Run IT infrastructure and deploy solutions without in-house talent;
- Provide IT support that requires low capital investment. Our “build-as-you-grow” model gives you flexibility in taking IT investment decisions and the “pay-as-you-use” option allows you to provision for and scale up with your business growth.

About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, business solutions and outsourcing organization that delivers real results to global businesses, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development.

A part of the Tata Group, India's largest industrial conglomerate, TCS has over 143,000 of the world's best trained IT consultants in 42 countries. The company generated consolidated revenues of US \$6 billion for fiscal year ended 31 March 2009 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at www.tcs.com

Contact

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