

Online Presence Management Solution



Since the advent of the internet, 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.

We, at Tata Consultancy Services (TCS), understand your needs and bring you an innovative, on-demand solution to support your growth, globally. The iON Online Presence Management Solution is simple and agile and strengthens the interaction amongst your employees, customers, suppliers and partners. This includes information about your products or services, an idea or a new strategy, an announcement on 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.

Overview

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

The solution can be integrated with different business solutions and is designed to provide distinct advantages. This includes:

- Comprehensive web commerce presence from content management and lead-generation to complete 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;
- Easy distribution of company presentations and announcements through mass mails;
- An application component that supports plug-and-play.

Benefits

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

- Increased market reach and faster customer acquisition;
- Efficient information sharing and management options;
- Effective opinion sharing and survey management;
- Easier adoption of a 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 iON

iON provides comprehensive solutions that address varied IT requirements. From network to ERP, iON is offered as a single service, in a pay-per-use model, allowing you to leverage the solution's true potential. iON ensures integration of all processes along with ease of use.

iON promises:

- **High performance in normal broadband;**
- **Stringent security and data privacy;**
- **Guaranteed availability (99 per cent uptime);**
- **Disaster recovery;**
- **Reduced need for IT staff.**

iON, therefore, manages your processes while you use the software. You gain from:

Integrated solutions

We ensure that all your solutions are connected. For example, if you are using a CRM along with an ERP, and have a document management system to organise your files, we ensure that these solutions are connected and work as one. So for you, it is simply IT and not applications.

Increased agility

We bring in the agility to keep pace with changing processes or a new line of business. We help you configure the processes to work differently or simply choose new practices recommended by the software. Our activation system flags on best practices while the system is running. As you pick and choose, we give you more options to choose from.

A pay-as-you-use model

This model eliminates capital investment as we provide the IT infrastructure and software on rent. You pay as you use and only for the number of users who actually use the software. The rent is charged monthly. Typically, the cumulative rental for three years is equal to the capital cost of acquiring similar or lesser software with one-time payment. Usually, the ROI exceeds rental within three months, when best practices are well followed. The rental includes maintenance and training, with no hidden costs.

Personalised solutions

Although this is a cloud service, the software is configurable to each business. You will always get the flavour of your own business by picking and choosing what processes you would need.

Automatic upgrades

We continuously invest in our solutions to ensure best practices. We enrich the software based on user feedback and business and statutory changes. We ensure the upgrade without disrupting the user.



TATA CONSULTANCY SERVICES

Hardware + Network + Software + Services

About iON

iON is Tata Consultancy Services' strategic unit for Small and Medium Business. iON provides end-to-end business solutions to the SMB segment, the growth engine of the economy. iON caters to the needs of multiple industry segments with best practices gained through TCS' global experience, domestic market reach, skills, know-how and delivery capabilities.

For more information, visit us at www.tcsion.com

Contact

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About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is 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 a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at www.tcs.com

IT Services
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