

# Front-Runners

Leveraging value from innovative cloud based solutions



Anoos Electrolysis & Obesity (P) Ltd | Apeejay Oxford Bookstore Pvt. Ltd. | APW President Systems Limited | Aramark Patman  
Bharat Automative Pressings | Birla Institute of Management and Technology | Blue Hills Foods & Retail Pvt Ltd | Brew Berrys  
Cra Day Spa | CMYK Health Boutique Private Limited | Color Café | Cotmac Electronics Pvt Ltd | Cotmac Surat | CVDFK |  
Fab Fashion and Fitness Consultants Pvt Ltd | Foodies et al (India) Private Limited | Fore Solutions | Fortune Multiple Services Pvt  
k Institutions | Health Biotech | HYT Machine Pvt Ltd | IHPL | Interpump Hydraulics India Pvt. Ltd | J n J Hospitalities |  
ic Health Resort Pvt. Ltd | Kamal Engineering | Kamal Salon Pvt Ltd | Kannelite Facility Management Services (P) Ltd | Karrox  
ion Society | M/S G.K.Vale & Co | Manav Rachna Vidyantariksha Pvt Ltd | Manik Industries Ltd. | Mantra Vedic Spas Ltd |  
nformation | Technologies Pvt Ltd | Murugappa Management Services | Myles High Health Concepts Pvt Ltd |  
mal Datacomm Pvt Ltd | Ocean Herbal & Lifecare Pvt Ltd | Ozone Pharmaceuticals Limited | Penta Corporate Serivces Pvt Ltd |  
td | Remi Edelstahl Tubulars Ltd. | Rialto Enterprises Pvt. Ltd. | Roojssels Enterprises | Roots Corporation Limited |  
ervices | Sree Venkateswara Engineering Corporation | Sreerama Scaffold Systems | Sri Jayakumar Caterers | Stark Motors |  
stitutions | Tulips Auto India (P) Ltd | United Biscuits Private Limited | Walzen Strips Pvt Ltd | Zest Systems Pvt Ltd




# Front-Runners

Leveraging value from innovative cloud based solutions



**Venguswamy Ramaswamy**  
Global Head, Small and Medium Business



The need for IT in the Small and Medium Businesses (SMB) segment is growing. SMB is a segment that is characteristically different from large enterprises. The IT industry has witnessed this market evolve into an attractive space for niche solutions in hardware and software. Yet, the business needs in the SMB segment demand holistic partnership, knowledge, and domain expertise, in order to select the best-fit options that meet requirements.

This calls for a different service model, which assists the segment to address these needs. iON's unique business model makes IT available in an integrated fashion on the Cloud. At TCS, our rich experience in IT solutions and expertise in various industry segments, enable this by bringing the business solutions in an innovative utility model catering to the specific needs of a SMB.

The following are some examples of customers leveraging the value from iON. Join them.



# Prologue

## Voices of freedom



As you flip the pages, cases of liberation tell you a new story.

Make a choice.

# Content

## **Manufacturing**

Nomarks needed IT without a blemish.....	2
A quick foray by UK multinational United Biscuits .....	4
Contract manufacturer Rialto contracts out its IT.....	6
Interpump rotates its inventory in tune with demand.....	8
Manik can help make datacenters, without having one .....	10

## **Wellness**

Kaya facelifts clinics with centralized service.....	14
Paris' Jean Claude Beguine fashions a unique IT .....	16
Many eyes on your slimming report card at PrettiSlim .....	18
At b:blunt, the software too could cut fine.....	20

## **Education**

Many Schools – One Campus @ Ryan.....	24
Bright minds sign in smooth @ Manavrachna .....	26
karROX says “Hello World” to a cloud campus.....	28

## **Retail**

Same book, many shelves for Oxford Bookstore .....	32
--	----

## **Professional Services**

An IT bench at the back office of Economic Laws Practice . . .	36
--	----

A photograph of a bright blue sky filled with fluffy white clouds. The clouds are scattered across the upper two-thirds of the frame. A solid yellow horizontal bar is positioned in the lower third of the image, containing the word "Manufacturing" in a light blue, sans-serif font.

Manufacturing



# Nomarks needed IT without a blemish

**Case in point** : **Ozone Pharmaceuticals Ltd.**

## The business

Profile : Drug maker, owns well known brands including Nomarks

Product range : Predominantly into anti-biotic and nutritional supplements with a focus on cardiac and diabetics

Operations : Two state-of-art plants. Sixty distributors and resellers, 2000 plus field force agents

## Situation

### Business issues

Distribution	Centers were not connected and demand often exceeded buffer stocks
Reporting	Manual sales reports led to inaccuracies
Manufacturing	Production schedules were not in sync with demand patterns

### IT roots

- Many applications – in bits and pieces
- No single enterprise dashboard
- “Closed applications” did not include distributors

*Bottom line: A common IT platform with inter-connected departments*

## The IT as a Service way

### *Clean the backyard first*

While many of the problems stemmed from disconnect with demand, cleaning up internal controls and financials were given priority. This, in turn, gave better visibility of business processes.

Initially, the iON Finance & Accounting solution was rolled out, which proved beneficial in outlining operating sites and defining their Chart of Accounts. Controls then had better sanity. For instance, CFO could tell which site was holding most of the capital – either in inventory or as an un-utilized overhead.

### *Plug in the gaps – only with best practices*

Better visibility brought the key rationalization, when some of the operational gaps got apparent. For instance, there were Purchase Orders lying unattended while production was already scheduled.

The Manufacturing solution had several ways to handle this. While some of the processes in Ozone were standard, others were specific to the firm. Accordingly, the best practice in software was designed bringing a procurement plan before the Purchase Order, so that the Production Engineer could keep a close watch on it from his own dashboard.

### *More business*

Ozone was undergoing a transformation of distribution model, wherein the distributors were organized in tiers so that demand could be better owned down the channels. This change was happening in phases and proved challenging for IT in the CRM support.

The resultant solution, however, was simple and tuned in a way to happen easily. For instance, a reseller could be promoted as distributors with a drag and drop, which would change his privileges seamlessly.

## To Summarize

- Phased IT – “Pave and move on”
- Incremental consumption of IT without capital investment
- No compromise with controls and visibility
- Employ best practices to avoid ambiguity
- Boost sales with agile distribution channel

## Relevant part of the software

- Manufacturing solution
  - Order to cash
  - Procure to pay
  - Procurement plan
  - Production Plan
  - Plant Management
  - Distribution management
- Finance & Accounting
  - Multi-site chart of accounts
  - Financial statements
  - Approval workflows
  - Taxation

"iON enabled us to control our business more meaningfully, including our field operations. Through the Field Force module, we have updated information on the day to day field operations, which helps us manage and strategize in a more focussed manner."

**SC Sehgal**

Chairman and Managing Director  
Ozone Pharmaceutical Limited



# A quick foray by UK multinational United Biscuits

**Case in point** : **United Biscuits India (UB)**

## The business

Profile : Multinational food brand, known for McVities  
Product range : Biscuits for domestic and international markets  
Operations : Factory base at Himachal Pradesh, India

## Situation

### Business issues

Operations setup Had to setup factory and distribution in a very short time  
Efficiency Operations were designed for tight cost control

### IT roots

- Need to implement an ERP and Manufacturing system from scratch, as the factory was being setup
- Heavy focus on cost demanded manufacturing system to coordinate closely with financial ERP

*Bottom line: An operational setup from scratch, along with independent IT solution*

## The IT as a Service way

### *Build as grow literally*

UB's new state-of-art factory was setup in a few months and implementing the one-off ERP within such a short span was risky. A failed ERP could have jeopardized the production when it was yet to be best tuned.

iON started with a separate manufacturing system and financial suite which initially ran independently. This helped the manufacturing part to be optimized first. UB achieved a production system that was closely lined up with its orders. The procurement could happen in tandem keeping inventory levels low.

### *Cost intelligence brought in*

The tuned manufacturing system was then connected to the Accounting system, where UB controlled the cost using standard costing method. By this way, it statistically arrived at the cost allocations, and then accounted for its variances. In fact, standard cost was accounted for in the financial reports and negative variance was shown up as expense.

The manufacturing system posted each inventory movement to the balance sheet with variances, clearly reflecting the processes could be tuned.

## To Summarize

- IT as a Service helped in quick start up
- Manufacturing was tuned at very early stages of operations
- A connected Accounting system brought in cost visibility to daily operations
- UB is now considering the similar cost control across its distribution channels

## Relevant part of the software

- Manufacturing solution
  - Order to cash
  - Procure to pay
  - Procurement plan
  - Production Plan
  - Plant Management
- Finance & Accounting
- HRMS
- Payroll

"UB are very pleased to have iON providing infrastructure, applications and services for our businesses here in India. It gives us great confidence to have an organization like TCS providing us the support that we need as we grow our business. It's given us the flexibility we need to grow our business as and when we want to."

### **Clifford Burroughs**

Group IS & Lean Director,  
United Biscuits, UK



# Contract manufacturer Rialto contracts out its IT

**Case in point** : Rialto Enterprise Ltd.

## The business

Profile : Toothbrush maker, manufactures for Gillette India  
Product range : OralB range as ordered by Gillette  
Operations : Three state-of-art factories

## Situation

### Business issues

Procurement	Supplies schedule was inconsitent
Quality	Raw material quality required stringent checks

### IT roots

- Most problems were due to obsolete and disconnected pieces of software
- Upgrading the software became a regular hassle with vendors shielding off from giving support

*Bottom line: Highly integrated IT solution with zero maintenance*

## The IT as a Service way

### *The "Pay as You Use" contract*

Rialto, the sophisticated maker of tooth brushes, was in no mood to brush up its old IT. Having suffered through upgradation and maintenance, it finally decided a revamp.

However, some lessons went deep into their IT strategy –

1. They would not maintain any software but still use it
2. Engage a reliable vendor who is a consistent player

And, iON was a natural choice.

### *"Build as You Grow" contract*

Having migrated to an IT as a Service model, Rialto found better ways to plan and prioritize its IT. A typical problem in adopting IT in piecemeal is that the systems are not well connected.

However, with the same vendor opening up its already-connected solutions, integration was a natural follow through.

Today, Rialto is using the iON Manufacturing solution integrated with the Finance and Accounting system. Payroll and HRMS solutions were also added later.

## To Summarize

- IT is a business problem by itself – when vendors don't show up
- Rialto received highly integrated software covering all applications
- Zero maintenance
- They could scale up easily in users and more applications
- Finally, when an unfortunate error occurs, they could simply call a toll-free number (24x7)
- The resolution time was a contract itself!

## Relevant part of the software

- Manufacturing solution
  - Order to cash
  - Procure to pay
  - Procurement plan
  - Production Plan
  - Plant Management
- Finance & Accounting
- HRMS
- Payroll
- Smart Card Management System

"Earlier we were using a large ERP application which had its own limitations & we were unable to access any information, instantly. iON, on the other hand provides a web based application which is easily accessible from any where & at any time. The data can be captured online, in no time & this helps us to great extent in our day to day operations. Last but not least, we are happy with our decision to go with iON, amid fierce competition & it is worth the money paid without us incurring any Capex."

**Rajesh KJ**

Manager - Information Technology,  
Rialto



# Interpump rotates its inventory in tune with demand

**Case in point** : Interpump Hydraulics India Pvt Ltd

## The business

- Profile : Multinational manufacturer of automotive pumps operating in India
- Product range : Hydraulic pumps for small and heavy vehicles
- Operations : Three state-of-art manufacturing plants with designs from Italy operations

## Situation

### Business issues

- |                   |  |
|-------------------|--|
| Forecasting sales | Orders from large auto makers while auto market is fluctuating |
| Inventory         | Inventory in excess due to broken link with demand             |
| Procurement       | Vendor quality is a continuous concern                         |

### IT roots

- Need for integrated manufacturing system
- Regular sales, but lowering cost of inventory could improve profit
- Demand, Production and Procurement to be seen as one connected cycle

*Bottom line: Need for integrated manufacturing system*

## The IT as a Service way

### *Production linked to Demand*

While Interpump had its regular customers, the seasonal nature of the auto market led to inventory excess. Hence, Interpump should have set scientific thumb rules for Production.

Ideally, the first step was to develop a sales forecast on historical sales and sales pipeline, which could then be used to plan production. The Production Planning System of our Manufacturing solution scheduled jobs into set of operations. This added Bill of Material (requirement of materials) in the planning process thereby helping to track in advance specific operations such as likely shortage and surplus in inventory in the system.

### *Procurement linked to Production*

Procurement had two challenges - Procuring at the right time and Quality of raw materials.

The Procurement module of the Manufacturing system could trace the production operations, which could then set a minimum and maximum inventory level for the raw materials. The same could then be floated as purchase orders to vendors.

However, procurement had to deal with varying quality levels in supplies leading to high rejection levels which in turn affected production.

Our Procurement module had inherent quality control processes. The GIN could capture desired specifications and the acceptable range, while the Vendor Rating System kept track of supplier performance. This proved handy while choosing suppliers.

## To Summarize

- Brought more sanity to demand forecast
- Production schedules made in tune to changing demand
- Inventory planned according to production levels
- Quality check brought under Procurement process
- Vendor rating helped in decisions making pertaining to procurement

## Relevant part of the software

- Manufacturing solution
  - Order to cash
  - Procure to pay
  - Procurement plan
  - Production Plan
  - Plant Management
  - Distribution management
- Finance & Accounting
  - Multi-site chart of accounts
  - Financial statements
  - Approval workflows
  - Taxation

"The system developed by TCS is a vital management tool which helps us to function more efficiently."

**Ramesh J**  
Managing Director,  
Interpump Hydraulics  
India Private Ltd



# Manik can help make datacenters, without having one

**Case in point : Manik Industries Ltd.**

## **The business**

- Profile : Specialized in sophisticated storage and interior design systems
- Product range : Civil and HVAC racks, closets, safes
- Operations : Operating in Mumbai

## **Situation**

### Business issues

- Engineering focus : Focus on engineering and aims to reduce non-core activities
- Growing business : Information system getting complex with large turnkey contracts

### IT roots

- No intention to keep internal IT staff
- Leverage IT but outsource IT maintenance

*Bottom line: Automated processes without holding any in-house software*

## The IT as a Service way

### *Need for integrated ERP*

Manik is anticipating rapid growth in business. They need an IT that would grow with their operations with increasing production sites and branches.

With growing high-end offices in India, demand for engineering sophistication in interior design picked up. Manik, operating since 1970, felt the need to digitize its sourcing and assembly processes into an ERP. However, it had a plan to use ERP software without keeping an IT staff internally.

### *How did the iON Manufacturing solution help?*

Manik is a manufacturer as well as a distributor. Some of its products are also sourced under foreign partnership with a couple of globally known brands. They take orders for standard products and also undertake turnkey projects. Hence, their processes included both planned and custom assemblies, with sophisticated procurement.

Our Manufacturing solution became useful by way of:

- Keeping standard Bills of Material for regular products
- Defining separate production plan and new Bills of Material for turnkeys
- Managing import of ready-made products through the Purchase and Tax Management modules

In fact, Manik implemented all this without keeping any servers in house. That way IT as a Service proved “future-proof” for it.

## To Summarize

- Growing business pressed upon the need for ERP
- Focus on consulting with an intent to keep lightweight internal IT
- Flexible production process was achieved to suite turnkey orders

## Relevant part of the software

- Manufacturing solution
  - Order to cash
  - Procure to pay
  - Procurement plan
  - Production Plan
  - Plant Management
  - Distribution management
- Finance & Accounting
  - Multi-site chart of accounts
  - Financial statements
  - Approval workflows
  - Taxation

"TCS low cost web-based solution, iON is similar to the Tata NANO concept. It significantly reduces IT costs & maintenance viz. no software to install, no hardware to purchase & maintain, no upgradation !

Invariably, such decisions involving huge investments remain at the planning stage. TCS has made this technology affordable & easily available. Businesses, organizations of all sizes are being attracted by the many advantages and economies that TCS web-based ERP solution has to offer.

The icing on the cake is the trusted name TATA CONSULTANCY SERVICES - the WEB-BASED Service Provider. "

**Kishin C Malik**  
Managing Director,  
Manik Industries Limited



A bright blue sky with scattered white clouds. The clouds are soft and fluffy, with varying shades of white and light blue. The sky is a deep, vibrant blue. In the bottom right corner, there is a yellow rectangular box containing the word "Wellness" in a white, sans-serif font.

Wellness

kaya skin clinic™

# Kaya facelifts clinics with centralized service

**Case in point** : **Kaya Skin Clinic**

## The business

Profile : Prominent brand of wellness clinic chain in India, Bangladesh and Middle East  
Product range : Skin specialties and alternative treatments with focus on beauty  
Operations : 100 plus clinics

## Situation

### Business issues

Maintaining Standards	Growing number of clinics
Choosy clients	Manage busy clients and fulfill expectation of personalized services
Merchandize	Manage in-house product inventory

### IT roots

- Decentralized IT
- Administrative system not connected with appointments
- Replenishing inventory by offline coordination

*Bottom line: Brand demands common standards and centralized system*

## The IT as a Service way

### *IT Hub*

Businesses these days prefer to manage critical processes centrally. For businesses running many outlets, maintaining quality becomes the main concern. To achieve this, Kaya had to first deploy a common system which would centralize clients servicing processes directly. This would include training to the clinic staff and use of common apparatus for treatment.

A centralized requisition system deployed enabled clinics to log in their requirement. The system provided the head office a dashboard giving details of status of daily deployment activities.

### *Knowing clients from miles away*

With inventory in order, the focus shifted to client relationships, wherein Kaya started sharing new schemes and programs with its clients. Irrespective of the clinic location, Kaya is able to track the preferences of each client and share information on new schemes and programs with them.

Using CRM Kaya could track how regular clients are responding to its new schemes and campaigns. Client preferences and appointments captured on the dashboard would permit the head office gauge, from miles away, customers' response to services offered by clinics. This, in turn, would help it centrally plan inventory and availability of therapists in a better way, without clinics having to do so in isolation.

### *No more queues*

With a growing customer base, congestion in some of the clinics became a deterrent for busy clients who would like to make appointments in advance and easily reschedule them without putting up with a long queue, which could now be managed centrally through the appointment scheduling module. This, however, required stringent quality controls to avoid deviations. Appointments and preferences were tracked centrally, while each clinic served those locally.

Furthermore, the solution was extended to mobile services wherein clients could share their feedback on service consumed and products bought from Kaya.

## To Summarize

- Centralization for common quality
- Local processes tracked centrally
- Client treated in personalized way using CRM
- Clients could provide quick feedback on the products and services through their mobile

## Relevant part of the software

- Wellness Management System
  - Appointment booking
  - Appoint scheduling
  - Inventory management
  - Point of Sale (PoS)
- CRM
- Workforce Management

"The iON Wellness Solution has helped us leverage technology to gain insights into hitherto hidden aspects of our business. We have already achieved efficiencies in several business processes and have been able to implement critical business infrastructures. With more technology enablement on the way, we are excited about leveraging the Wellness Solution in the future."

**Ajay Pahwa**  
Chief Executive Officer,  
Kaya Skin Clinic

JEAN-CLAUDE  
BIGUINE  
PARIS

# Paris' Jean Claude Beguine fashions a unique IT

**Case in point** : Jean Claun Beguine India

## The business

- Profile : Exquisite fashions from one of the best beauticians in the world
- Product range : Salon services treating each customer differently
- Operations : Five exquisite salons in Mumbai & one in Bangalore. Planning rapid expansion

## Situation

### Business issues

Client exclusivity "Each customer deserves treatment unique to her"

### IT roots

- IT has two parts (other than administration):
  1. The simulators that would fancy different styles on the client
  2. The analyzers that would keep updating profile of the client, as she keeps on visiting

*Bottom line: Need supporting IT solution for highly personalized service.*

## The IT as a Service way

### *Personalized treatment through analytics*

Despite the simplicity in IT scope, Jean Claude Beguine had a sophisticated approach wherein for every client they used simulators to show different styling options that would look good on her. Our role, however, was in the other part of this exclusive treatment.

Jean Claude Beguine would keep a profile of their clients, including history of beauticians engaged and frequency of client visits.

Our Wellness and CRM solutions helped Jean Claude Beguine in performing complex analytics for a very personalized treatment. It also enabled the clients to get allotted to their preferred stylist. And this is just a glimpse of how they used our IT as service.

## To Summarize

- Exclusive and personalized treatment
- IT was a part of the differentiation
- Wellness and CRM used for sophisticated analytics on clients

## Relevant part of the software

- Wellness solution
  - Appointment booking
  - Treatment management
  - Inventory management
  - Point of Sales (PoS)
- CRM
- Business Analytics



# Many eyes on your slimming report card at PrettiSlim

## Case in point : PrettiSlim

### The business

- Profile : Slimming and Wellness clinic  
Product range : Fitness consultations, slimming courses  
Operations : Clinic chain

### Situation

#### Business issues

- |                       |   |
|-----------------------|---|
| Customer expectations | Setting the right expectation with clients and meeting them |
| Monitoring            | Monitoring progress personally and remotely                 |

#### IT roots

- Clinics did not have centralized health monitoring system
- Policies and prognosis based on population data did not instantly reflect in all its clinics

*Bottom line: Many clinics and similar patient problems needed centralized prognosis*

## The IT as a Service way

### *Target slimming – the scientific way*

A client walking into PrettiSlim has high expectations. She would have given up on her diet and exercises, and would be looking at PrettiSlim with a new glimmer of hope.

PrettiSlim manages slimming in a predictable, scientific and systematic approach. The patient is diagnosed on her health history and health parameters. Based on these, doctors and therapists then decide on the target weight that needs to be lost. However, such targets depend critically on demographic information collated from PrettiSlim clinics all over.

### *Centralizing the report card*

The iON Wellness solution proved instrumental in solving this issue. Each patient's report was shared online with the head office (HO). Researchers and analysts, sitting in the HO, could see the aggregate of all patients across clinics. They could then raise an alert on the patients not progressing as an average. This way our software helped with the analytics.

Communication between HO and clinics happened through workflow on a case to case basis. For instance, if a patient would miss her therapy sessions too frequently, the targets were revisited.

## To Summarize

- The business excels when the right client expectations are set and met
- This required a scientific and fact-based approach
- HO played the important role of deploying policies by analyzing demographic data
- HO could also monitor progress on a case to case basis for early prognosis
- More specialists could be consolidated in the HO to support fewer at clinics
- Centralizing patient analytics made all the difference

## Relevant part of the software

- Wellness solution
  - Appointment booking
  - Treatment management
  - Inventory management
  - Point of Sales (PoS)
- CRM
- Business Analytics



# At b:blunt, the software too could cut fine

**Case in point** : **b:blunt**

## **The business**

Profile : Premier salon and prominent lifestyle brand  
Product range : Salon services offering wide range of styling for regular and special occasions  
Operations : Salon chain

## **Situation**

### Business issues

Direct styling	Differentiated by mapping a client profile to the best styling fit
Standardized	Standardized styling, in apparatus, training and client counseling

### IT roots

- A revisiting client should be treated as same
- Assistance to styling - IT could bill the customer without wanting to know her

*Bottom line: Standardized styling needed better analytics advice for clients to revisit*

## The IT as a Service way

*It is not pick & choose, but being blunt*

The business is largely advisory where clients would walk into the salon with no idea about what style would suit them the best. Many-a-times, the stylist would need to recommend the style for the day. Clients loved this attitude and soon learnt to trust the salon.

For B'Blunt, this is a promise that depends on two things. One, training the stylists in the art of styling and counseling the clients. Two, there should be a mechanism of knowing the client outside the stylist's own skill and this is where our solution helped.

*"You haven't tried the short steps for a while...how about today?"*

Our Wellness solution helped in tagging the appointment process with services. As and when the client books an appointment with the stylist, the stylist would see what is his/her routine and accordingly, arrange for the requisite apparatus.

This process carried some vital information that changed B Blunt's way of operation.

After an appointment, the stylist could retrieve the client's profile details such as her preferences, lifestyle, hair color shades she already tried and so on.

So when the client walked in next time, the stylist already had a few ideas in mind.

In fact, the software was little blunt too and it would, with little ambiguity, recommend what would be the next style to try on.

## To Summarize

- Standardized but rich set of styles
- Service is highly advisory recommending the best styles to try on
- The advisory mechanism largely relied on training to stylists
- The stylist had the software to tell a lot about the client
- The software could also recommend a style on its own

## Relevant part of the software

- Wellness solution
  - Appointment booking
  - Service management
  - Inventory management
  - Point of Sales (PoS)
- CRM
- Business Analytics
- HRMS
- Payroll

"It has been a great pleasure working with the informative, helpful and professional TCS team from the moment we began our interactions. The training has been first class and we look forward to making the most of the new system to help us grow our business. It is fantastic that a small to medium size business like ours can avail the help and resources of such a huge company."

**Osh Bhabani**  
Director,  
b:blunt



A photograph of a bright blue sky filled with soft, white, fluffy clouds. The clouds are scattered across the upper two-thirds of the frame. In the lower right, there is a solid yellow horizontal bar containing the word "Education" in a white, sans-serif font.

Education



# Many Schools – One Campus @ Ryan

## Case in point : Ryan International

### The business

- Profile : One of India's largest education institutes
- Product range : Predominantly International schools
- Operations : 110 schools

### Situation

#### Business issues

- |                            |  |
|----------------------------|--|
| Aim                        | To grow into thousand campuses, both physical and virtual                        |
| Lifestyle demands          | Parents need to be attuned to their wards' learning progress, despite being busy |
| Approach of Administration | Student wellbeing is the utmost responsibility                                   |

#### IT roots

- Each new campus meant more administration backlog at main office
- IT focused only on inward administration (like fees tracking); but no IT-enabled education
- Student supervision was manual through registers and report cards

*Bottom line: IT driven education and administration*

## The IT as a Service way

### *Many schools – one IT campus*

Traditional education had many campuses for the same school. Ryan had different vision – they knew that with IT, campuses would eventually be one, no matter how many schools they run. Therefore the focus was to centralize the administration.

Accordingly, a new back-office was setup on our Campus Management Solution. This, in turn, helped not only in quickly rolling out new academic and fees collection schedules, but also in tracking absenteeism and late fees issues. Maintaining books of accounts also became trouble free with our solution provided.

### *Including Parent into the extended campus*

The true goal of IT was to improve quality of education, in a way that would preserve the brand despite expanding the scale. In schools, bringing working parents closer to campus was a challenge. However, Ryan tackled this challenge with a different approach.

The student's 3600 view gives a snapshot of every facet of a student's history with the institution.

### *Virtual campus, physical schools*

Ryan did not intend to offer a fully online education to students, since schooling is a competency learnt by being closer to students. It was in search of a solution which could enable a fine mix of offline and online teaching. Hence, the virtual campus plan started with provocative question – can online classrooms have physical blackboards?

A few of the virtual campus facilities provided in the Campus Management Solution are being tried experimentally to see how they gel with the current method of teaching. Virtual classrooms, student blogging and wikis are positive trends in education. However, their viability needs to be checked to see if they complement with the offline teaching methods without affecting the learning process. IT as a Service model helped in incremental deployment of virtual facilities, and included new practices with student reaction.

## To Summarize

- One IT campus for many schools simplified administration
- Digitise student performance management
- Parents brought closer to campus through online interaction
- New forms of virtual education under continuous experiment

## Relevant part of the software

- Campus management system
  - Admissions
  - Fees tracking
  - Curriculum management
  - Student performance management
- Document Management System
- Professional Virtual Community
- CRM
- Finance & Accounting

"By implementing iON solutions we are able to put our administrative processes in a box, enabling us to replicate them easily and efficiently. This has helped us in removing variations, creating standards and benchmarks."

**Ryan Pinto**

Chief Executive Officer,  
Ryan International Group of Institutes



# Bright minds sign in smooth @ Manavrachna

**Case in point** : **MANAVRACHNA Vidyantariksha Private Limited (MRVPL)**

## The business

Profile : University, Engineering and Dental College, Schools chain, Distance Education  
Product range : Provides Professional degree courses, short courses, distance courses  
Operations : 11,920 students

## Situation

### Business issues

Admission screening	Thousands of students applying from many locations
Enrollment	Allocation of education facilities from the first day of enrollment
Rapid faculty	New niche courses being demanded and added

### IT roots

- Mix of manual and computerized admissions
- Campuses followed different systems, often due to different administrative processes
- Disconnect between educational courses and campus facilities

*Bottom line: Good education and industrial scale – at odds*

## The IT as a Service way

### *Unified admission*

MRVPL had to screen thousands of applications in a few days across various locations at different timings. To ensure good quality screening it required a unified admission process, irrespective of location and time.

The iON online enrollment solution could easily be accessed by students from anywhere, even from a cyber cafe. They could authenticate themselves against standard criteria set by MRVPL. Our database service enabled MRVPL to apply complex calculations in a flexible manner to screen the good students.

### *New age education*

The students, in fact, had many options to choose from. They could opt for online courses that engage an offline faculty or take up short term courses in between another course, one that would help the student get a quick job while he/she would study.

Our Faculty Self Service application would source experts on very specialized subjects as soon these become a part of the courses. In addition to providing teacher for each semester, the solution also simplified the fee management and administrative functions.

## To Summarize

- Good education on an industrial scale
- Campus built on cross cutting IT theme
- Students enrolled in masses, but screened one-on-one
- Student enrolled for simultaneous courses
- Faculty and new courses tagged instantly

## Relevant part of the software

- Campus management system
  - Academics management
  - Admissions management
  - Fee Management
  - Student and Faculty Self-Service
  - Hostel Management System
  - Transport Management
  - Library Management
  - Professional Virtual Community
  - Learning Management System
  - HRMS & Payroll
  - F&A
  - Purchase and Inventory
  - Online Assessments

"TCS has established strong credentials for fool proof delivery of ICT Services. We chose the iON Solution developed by TCS consisting of 30 modules covering university processes including admission, fee collection, teaching learning processes, finance and accounts, purchase and inventory, human resource management system, payroll management, transport, hostel, library and other allied activities. iON is based upon cloud computing and is a fully secured application and hence, having high reliability. Implementation of ERP Solution has enriched the reach of data and subsequent analysis efficiently across all modules."

**Victor Gambhir**

Pro Vice Chancellor,  
Manav Rachna International  
University

**karROX**

# karROX says “Hello World” to a cloud campus

**Case in point** : karROX Technologies Ltd.

## The business

- Profile : IT education spread across India, Middle East and Africa  
Product range : IT training – both corporate trainings and courses  
Operations : 95 locations with 250, 00 trained professionals

## Situation

### Business issues

- |                   |   |
|-------------------|---|
| Business Model    | Campus could be a university or a corporate office              |
| Area of Operation | Centers sprawling worldwide                                     |
| Administration    | Maintaining infrastructure and quality standards across centers |

### IT roots

- No single administration software
- Manual data led to tedious collation of important data (like student performance)
- Administration (like labs facility) and education resources (like curriculum) were not in sync

*Bottom line: Consistent administration across centers*

## The IT as a Service way

### *Empowering franchisees using CRM*

karROX regularly invested in promotions to get inquiries from students and professionals. These inquiries were allotted to the centers based on the location and faculty. The exchange of information between karROX head office and franchisees became unmanageable as the number of centers grew.

Our CRM solution took over the task of taking online inquiries from students through the karROX portal. The CRM solution screened the inquiries with complex analytics to qualify students and customers and the resulting data was shared online with centers. This increased student turnout at franchisee centers.

### *Setting campus administration in franchisees*

With a high turnout of students, karROX had to ensure that trainings follow a common standard. While the courses were centrally designed and faculty was developed locally, karRox had to ensure that all campuses adhered to common administration norms including lab infrastructure.

We introduced Campus Management System, which acts like a digital campus, wherein a center could track availability of lab and faculty online and also place orders for courseware on diminishing inventory. This information was centrally monitored in head-office on a daily basis.

## To Summarize

- CRM used to ease student applications
- The applications were screened and sent to centers for enrollment
- Centers made to manage facilities consistently
- Campus management system to digitize administration

## Relevant part of the software

- Campus management system
  - Admissions
  - Fees
  - Faculty network
  - Lab/Classroom allocation
  - Courseware management
  - Inventory
- CRM
- Finance & Accounting
- HRMS
- Payroll
- Documents Management System

"Considering the complexity of our Business, the TCS team has been very supportive in implementing our requirements."

**Monica Doshi**  
Chief Operating Officer,  
karROX Technologies Limited



A photograph of a bright blue sky filled with fluffy white clouds. The clouds are scattered across the upper two-thirds of the frame, with a larger, more prominent cloud near the top center. The bottom third of the image is a solid, vibrant blue color.

Retail



# Same book, many shelves for Oxford Bookstore

## Case in point : Oxford Bookstore

### The business

- Profile : 80 years old book retailer with offline and online presence; usual choice of literati;
- Product range : Fine mix of popular books and rare ones, in the ambiance of a coffee shop
- Operations : Outlets in most metro cities

### Situation

#### Business issues

- |                    |   |
|--------------------|---|
| Loyalty management | Loyalty program was limited to redeeming points at stores |
| Supply chain       | Goal to reduce shipping time by 50%                       |
| Demand             | Dynamic store arrangement to promote seasonal topics      |

#### IT roots

- Absence of the loyalty processing gateway
- Online store and offline store used different applications connected by day end process
- Books database in stores inventory had little information of seasonal and topic trends

*Bottom line: New business mode, to integrate offline and online stores.*

## The IT as a Service way

### *Changing loyalty system into a merchandize*

While the loyalty points systems allowed customers to redeem points to buy books, its true potential lies in making points work like currency just as some airlines have done.

We rolled out Gems – a loyalty points gateway that helped broadened the customer base of Oxford Bookstore. Many organizations rewarded employees with Oxford Gems that would then get redeemed with books sold at Oxfordbookstore.com. The online store then would deliver books through supply chain packing and shipping in hours.

Unlike many popular online sellers, Oxford Bookstore's online channel was built as an extension of its physical stores with a conscious strategy to provide its online customers the same flavor of collection. In retail, this is called as Multi-channeling.

This meant that the supply chain driving the books stores would be the same as the online shop. The stores inventory manager had to plan the store in a way to ensure that demand from both the channels are met. The iON Store Inventory Management, designed for multi-channeling, provided a solution for this requirement of Oxford book stores.

Oxford bookstore could see the benefit. For instance, a book lying on the shelf for several days was one day actually sold online!

## To Summarize

- IT was availed of as business service – Loyalty gateway
- The loyalty solution helped in synergies across many firms
- Retail software was inherently multi-channel
- Supply chain got simple with one piece IT

## Relevant part of the software

- Retail
  - Store inventory management
  - Point of Sale (PoS)
  - Warehouse management
  - Multi-channel
- Reward and recognition system
- Online presence
- Shopping Cart with payment gateway
- Procurement

"TCS is not our implementation partner but our business partner. TCS solution helps us providing a unique integrated online-offline retail solution to our customers".

**Subhasish Saha**  
Chief Technology Officer,  
Apeejay Surrendra Group



A bright blue sky filled with soft, white, fluffy clouds. The clouds are scattered across the upper two-thirds of the image, with a larger, more prominent cloud in the upper right. The bottom third of the image is a solid, bright blue background.

Professional Services



# An IT bench at the back office of Economic Laws Practice

## Case in point : Economic Laws Practice

### The business

- Profile : Law firm into advisory and litigations
- Practice areas : Direct and indirect taxes, anti-trust, international trade & WTO
- Operations : Four offices

### Situation

#### Business issues

- |                   |  |
|-------------------|--|
| Fees management   | Tracking timings and billing of its consultants        |
| Consultation      | Tracking case-cycle -resources, citations and hearings |
| Client confidence | Timely sharing and processing artifacts                |

#### IT roots

- No single software to cover case lifecycle
- Users did not have automated access to shared artifact, no notification system

*Bottom line: Clients and practitioners wrapped in stacked folders; took hours to trace*

## The IT as a Service way

### *Back-office modernized*

Ironically, a lawyer's office looks most elegant when there are files and folders stacked in the back-wall. Those would hold all the assets, from client cases to history of citations. Yet, those secured folders become the main bottleneck for modern practitioners like ELP. Their profession is changing in form with the internet. Digitizing back-office was the first step.

A document management system (DMS) was deployed to keep each case, either as forms or scanned documents. It had tagged information about client profiles, court of jurisdiction, hearing stages, and practitioners who handled the case. DMS folders, unlike the physical ones, could be searched like Google.

### *Electronic documents were then flown into processes*

But how could a practitioner know when the next hearing is?

The matter management module allowed ELP to plan out their case hearings using the event calendar. It also enabled creation of cases, and captures all related information about the case. In addition all planning for the case including creation of tasks, allocation of resources, tagging related expenses, enter time sheets could be done.

And when the hearing was over, overall bill including the practitioner's fees and expenses incurred could be generated.

It also gave a single-enterprise view of critical information of time and expenses enabling the monitoring of operations more closely.

## To Summarize

- Practitioner could switch across cases, within minutes
- Searchable artifacts, organized within and across cases
- Notifications on pending actions
- Better visibility and proactive information sharing

## Relevant part of the software

- Professional services solution
- Workflow
- Document management system
- Finance & Accounting

"We at ELP have been able to standardize our business processes, leading to increase in productivity, effective tracking and managing of our matters, time utilization & expenses."

**Suhail Nathani**

Partner,  
Economic Laws Practice

## 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.

## 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](http://www.tcsion.com)

## Contact

*To know more about iON*

*Toll Free Number 1800 209 6030*

*Email [ion.salessupport@tcs.com](mailto:ion.salessupport@tcs.com)*

## 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](http://www.tcs.com)

## IT Services Business Solutions Outsourcing

All content / information present here is the exclusive property of Tata Consultancy Services Limited (TCS). The content / information contained here is correct at the time of publishing. No material from here may be copied, modified, reproduced, republished, uploaded, transmitted, posted or distributed in any form without prior written permission from TCS. Unauthorized use of the content / information appearing here may violate copyright, trademark and other applicable laws, and could result in criminal or civil penalties.

Copyright © 2011 Tata Consultancy Services Limited



Alps Cosmetics | A.G Aerovision Electronics Pvt Ltd | Alpha Drives | Alfa Steel Building Solutions | Ankur Footwears Pvt Ltd  
Services Private Limited | Arklite Speciality Lamps Ltd. | Asia Pacific Institute of Mgmt | B-Blunt | Bellezza Salons India Pvt Ltd  
Hospitality Pvt. Ltd. | Chheda Electricals & Electronics Pvt Ltd | Chromosome productions Pvt Ltd | Cholayil Pvt Ltd | Cleopatra  
Devchhaya Industries | Economic Laws Practice | Enrich | EPSI | Eyecatcher Salon Private Ltd and | Tanisha Spa Pvt. Ltd. |  
Ltd | FreightNXT | GECOM International Private Limited | Global Oil Industries pvt ltd | Gloria Engineering | Guru Nana  
Jai Parkash Mukand lal Institute of Engineering & Technology | Jawed Habib - Hair Express | JCB Salon Pvt Ltd | Kairali Ayurvedic  
Technologies Ltd | Kaseya | Kaya Limited | Kerala Ayurveda Limited | KP Groups | Late M D Gandhe Memorial Educat  
Mar Thoma College of Management Technology | Masti Health & Beauty P. Ltd | MIT group of institutes | MM9 I  
Nabard Consultancy Services | Natures Fresh | Nelco Limited | New Look Skin care Limited | Nipra Industries Pvt Ltd | Nir  
Pink n Bloos | PrettiSlim Health Clinic | Rakesh Masala Pvt Ltd | Real Estate Bank India Pvt Ltd. | Real Time Systems I  
RS Spa | Sahsha Foods Private Limited | Sansha Exports Pvt Ltd | Singhbhum Machinometal Pvt. Ltd | Southcoast Catering S  
T & I Project TEAKRAFT | The Diocesan Technical Education Trust | The Loot (India) Pvt Ltd | The Sankara Educational Ins