

Global Market Demands

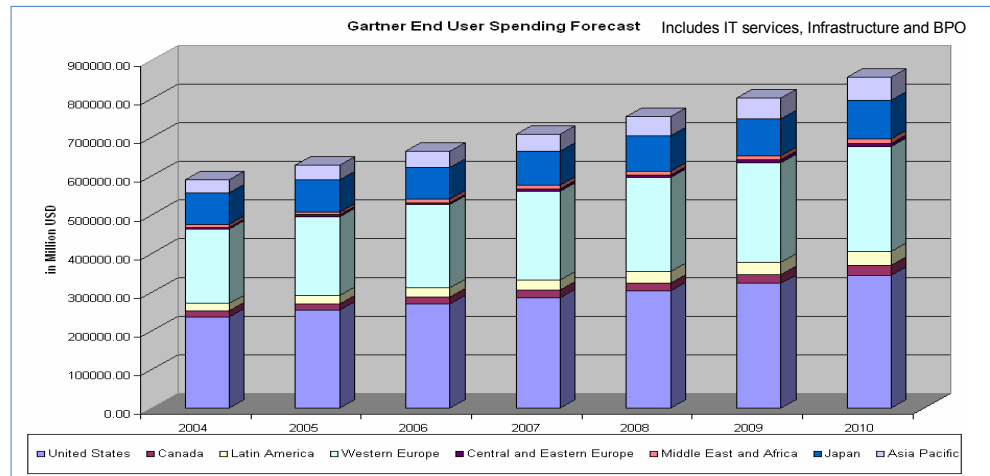
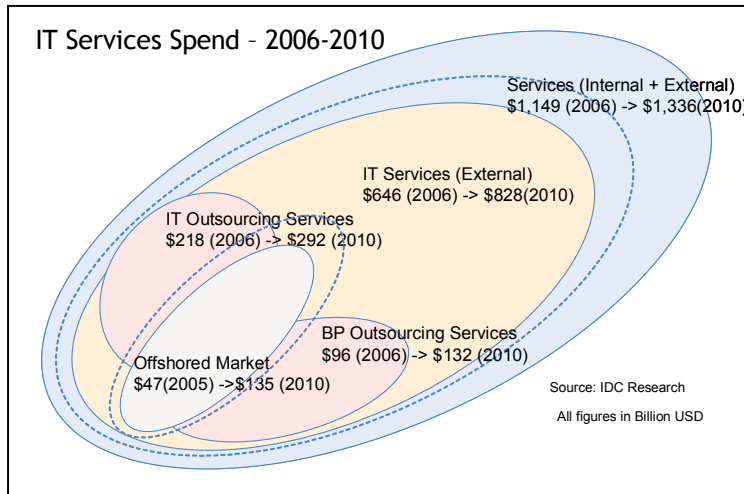
Panel Discussion Paper—CSLJIC

K Ananth Krishnan
Vice President and CTO
Tata Consultancy Services
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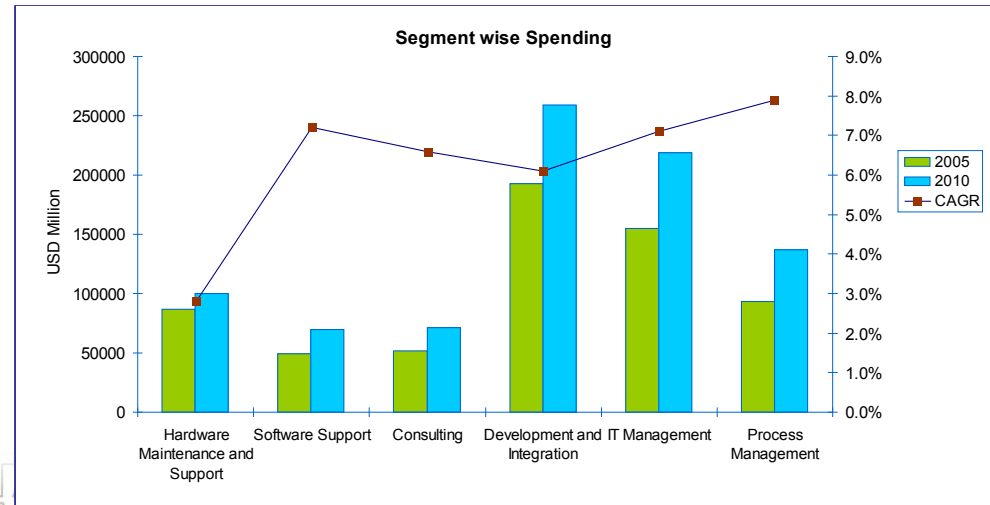
Context

- Where and how much growth is expected, by geographic region, by type of services and technology, and by market segment
- What will be the mix of services vs. products, of government vs. corporate vs. individual, and of services and technology for the few vs. for the many?
- What will be the likely impact of national and international policy decisions on the value of information technology, through, for example, privacy issues, support for access, taxation, intellectual property rights, export controls, spectrum allocation, and standards.
- How industry, government, and research universities should best respond to the opportunities and challenges offered by these trends.

Where is the Growth Expected



- Global economy is fairly healthy
- Increasing credibility of the Global Delivery model
- New service delivery as well as pricing models
- Innovation Eco-systems
- Convergence of Technology and Social factors



What is the Mix of Services going Forward

The Corporate World

- Efficiency, Certainty, Simplification
- Regulatory and Compliance
- New Market Models and Business Innovation
- Business-led Technology adoption
- Ecosystems beyond Supply Chains

Government and Regulatory

- Security, Safety, Privacy
- Citizen Services
- Public Health
- Defense
- Green

Global Mindset

Demographics

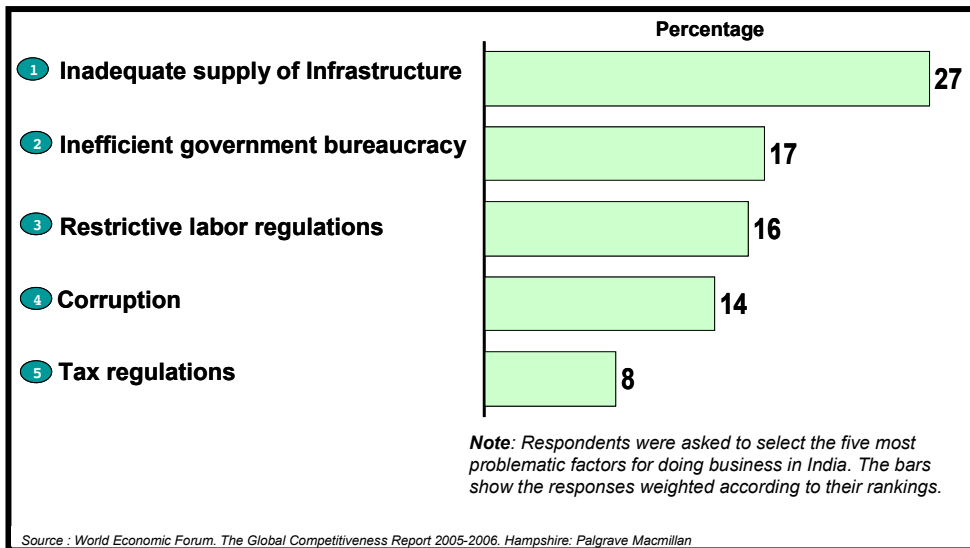
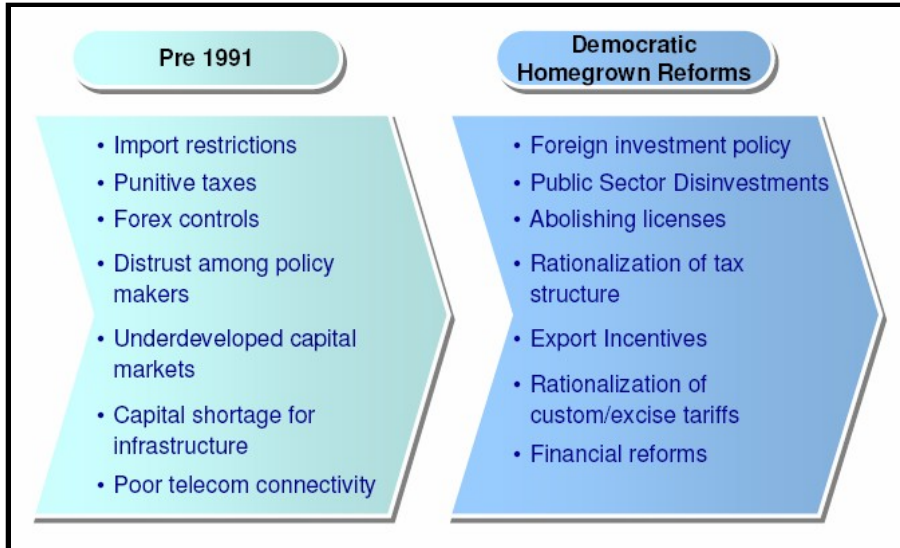
Socially Sensitive

Flexibility and Agility

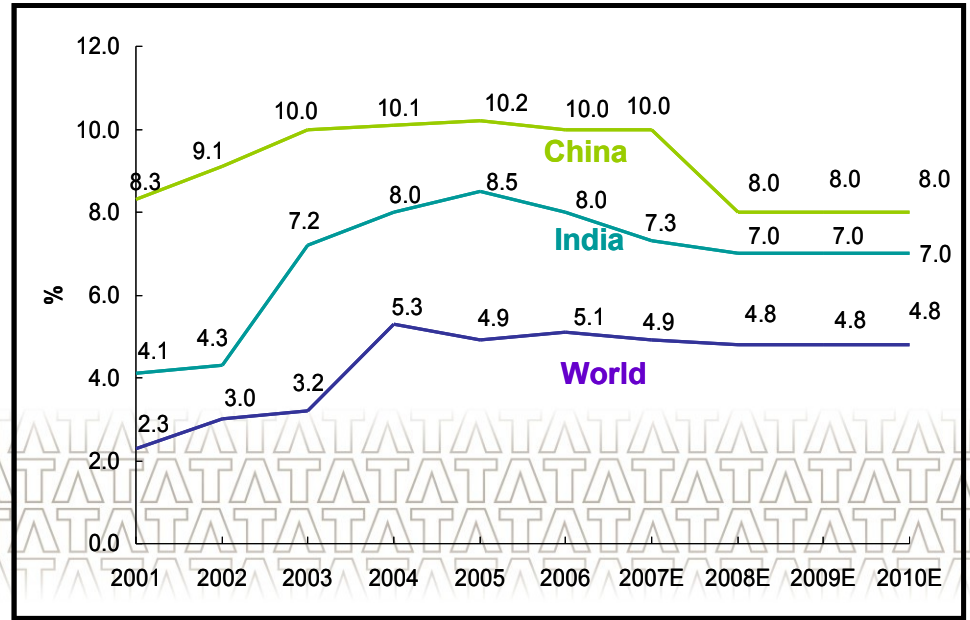
Individual and Social

- The Informed Consumer
- Social Networking
- Virtual Worlds
- Mobility and Ubiquity
- ‘The Database of Intentions’

In pact of National and International Policy



Intellectual Property
 Privacy
 Standards
 Regulations



Collective Response – Co-Innovation

