TATA CONSULTANCY SERVICES



G bbalMarketDemands

PanelDiscussion Paper—CSL-UIJC

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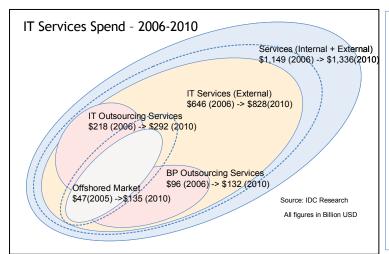
Experience certainty.

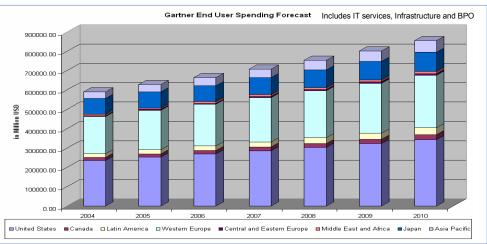
IT Services Business Solutions Outsourcing

Context

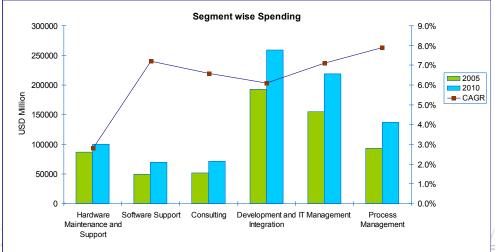
- Where and how much growth is expected, by geographic region, by type of services and technology, and by market segment
- What will be the mix of services vs. products, of government vs. corporate vs. individual, and of services and technology for the few vs. for the many?
- What will be the likely 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



W hatis 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

Global Mindset

Demographics

Socially Sensitive

Flexibility and Agility

Government and Regulatory

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

Individual and Social

- •The Informed Consumer
- Social Networking
- Virtual Worlds
- Mobility and Ubiquity
- 'The Database of Intentions'

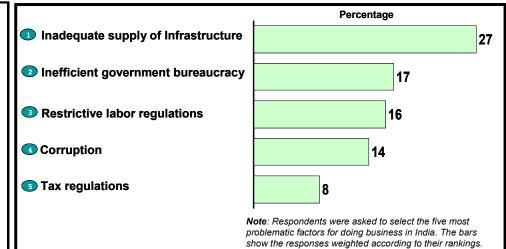
ImpactofNationaland InternationalPolicy

Pre 1991

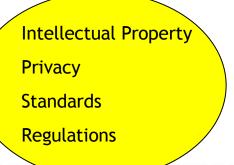
- Import restrictions
- · Punitive taxes
- Forex controls
- Distrust among policy makers
- Underdeveloped capital markets
- Capital shortage for infrastructure
- Poor telecom connectivity

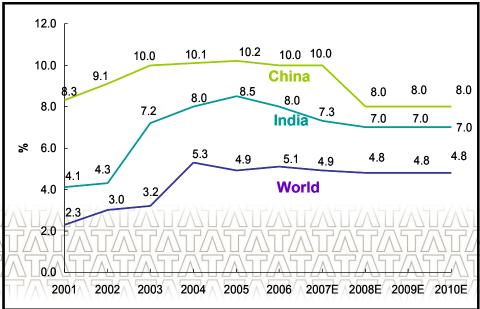
Democratic Homegrown Reforms

- Foreign investment policy
- Public Sector Disinvestments
- · Abolishing licenses
- Rationalization of tax structure
- Export Incentives
- Rationalization of custom/excise tariffs
- · Financial reforms



Source : World Economic Forum. The Global Competitiveness Report 2005-2006. Hampshire: Palgrave Macmillan





Collective Response -- Co-Innovation

