

Machine First Delivery Model (MFDM™)

Enterprise Intelligent Automation & Artificial Intelligence



Customer experience drives business excellence in the digital world. Smart machines help us eliminate mundane steps, provide innumerable choices, and deliver real-time analytical information to make informed and instantaneous decisions. Extending this idea to an enterprise, we have a scenario where machines are the first port of call to perform a multitude of activities. By shifting minds to machine first from human first, enterprises can use technology to enhance human creativity and unlock exponential value.

TCS' Machine First™ philosophy is about augmenting human capability using automation and artificial intelligence (AI) to increase the potential of the enterprise, and the vehicle that drives it is Machine First Delivery Model (MFDM™). It outlines a systematic process for adoption of human-machine collaboration, re-imagines global delivery model, and supports the full stakeholder play that TCS embarks on with Business 4.0 enterprises.

Overview

The pervasiveness of digital technologies offers a plethora of choices to enterprises and business leaders. Accelerating business growth, bringing operational efficiencies through automation and cloud, creating new business models through AI and machine learning, and deriving intelligence through analytics in a dynamic market place have become a part of the transformation agenda of digital enterprises.

The Machine First™ approach allows technology the first right of refusal to sense, understand, decide, and act in a robust networked environment equipped with analytics and AI, with the learning platform enabling superior quality information across the enterprise in real time, all the time.

In the Business 4.0™ transformation, Machine First™ approach with MFDM™ can play a key role in expanding the benefits and provide a competitive edge in the market. MFDM™ incorporates and correlates all four technology pillars of Business 4.0™—agile, automation, intelligence and cloud to set the stage for mass customization, exponential value, leverage of ecosystem, and embracing risk.

Driving MFDM™ is the Enterprise Intelligence Platform that converts inputs from multiple sources into a request for the machine to decide and solve, the Enterprise Response Engine that fits into the rest of IT landscape to orchestrate the decided course of action, and the AI Collaboration platform that helps the machines learn.

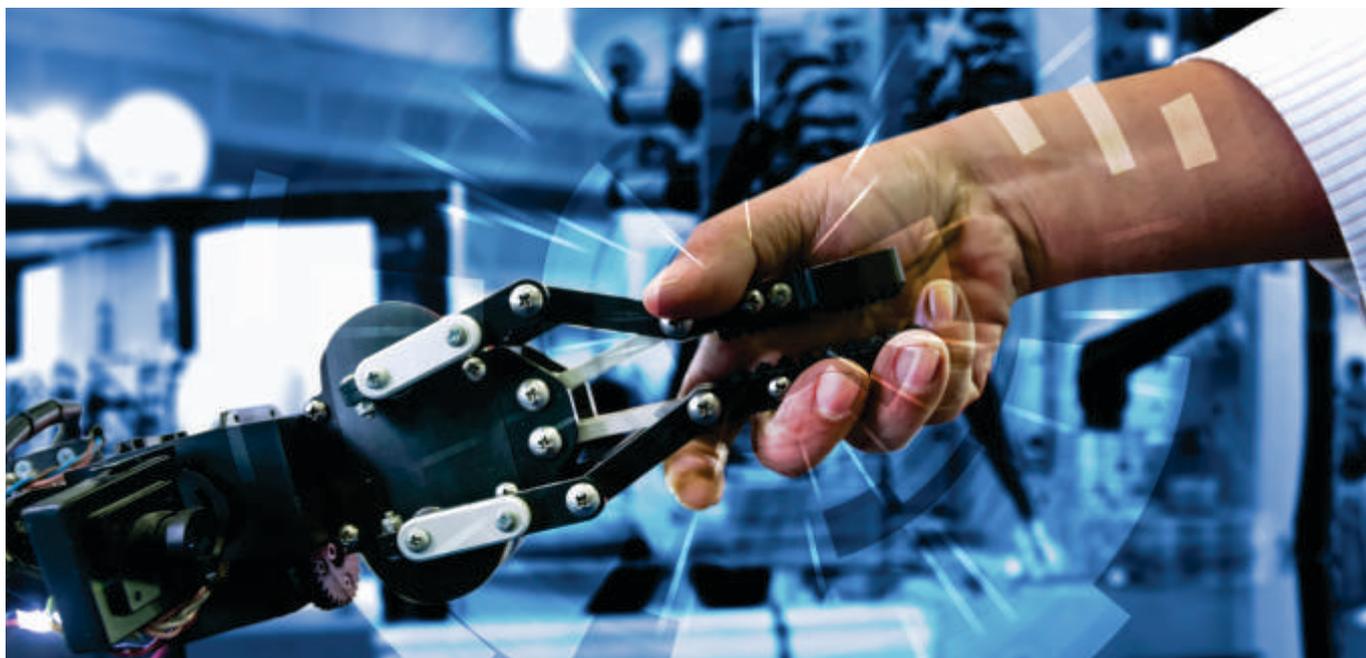
Our Solution

TCS' Machine First™ Delivery Model includes:

- **MFDM™ Framework:** Enterprise Intelligence Platform and Enterprise Response Engine sense, understand, decide, and respond after collecting and analysing structured and unstructured data, leveraging an ecosystem of technology solutions.
- **MFDM™ Collaboration Platform:** TCS AI Collaboration platform, comprising a library of reusable atomic AI components, models, and frameworks, combines analytics and insights on the actions performed over a period to create polymorphic dashboards, personalized for all stakeholders.
- **MFDM™ Maturity Model:** A defined roadmap identifies incremental stages of the Machine First™ journey to ensure a seamless transformation. These include: Directed, Assisted, Collaborative, and Autonomous stages.
- **MFDM™ Execution Model:** The model life cycle factors in the existing ecosystem and investments, while taking a futuristic outlook on business outcomes. It proposes three stages of MFDM™ execution—Discover, Adapt, and Transform.

TCS supports MFDM™ implementation through its Enterprise Intelligent Automation & Artificial Intelligence services that includes:

- **Strategy & Architecture Consulting:** Help define Machine First™ strategy and roadmap.
- **Intelligent Process Automation:** Reimagine business processes with embedded automation, robotics and real-time decision-making systems.
- **Automation-led Application Services:** Apply AI for application development and maintenance.
- **Intelligent IT Operations:** Increase productivity, experience and personalization in IT operations.



Benefits

With MFD™, you can harness the following benefits:

- **Drive superior customer experience:** Focus on business outcomes such as improved customer experience, increased speed to market, straight-through processing, new business models, and personalized services, instead of FTE-associated productivity improvements.
- **Personalized services for stakeholders:** Access quality and customized information across the enterprise in real time, 24x7.
- **Freeing human resources for higher value work:** Human resources can focus on the more creative and innovative tasks leading to higher productivity and job satisfaction, as machines take over repetitive tasks and even learn to respond to situations based on historical and third-party data.
- **Transform operations:** Shift from a people-led and technology-assisted approach to a technology-led and people-guided one to drive up to 100 times improvements in services.

The TCS Advantage

By partnering with TCS, companies can leverage the following differentiators:

- **Business First** focus on augmenting human contextual knowledge with technology to drive business outcomes.
- **Polymorphic** in creating a customized line of sight of the enterprise to each stakeholder from a single source of truth.
- **Inherently secure** by design, deploying AI and automation to ensure compliance to regulatory requirements and security controls.
- **Ubiquitous** in leveraging both public and private ecosystems, enabling superior quality information across the enterprise in real time.

Awards & Recognition



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