

A Greenfield Innovation Setting





Accelerate the pace of
transformation with our
greenfield innovation setting

Digital disruption and the ever changing competitive landscape

Digital disruption is the cornerstone to growth and transformation. Organizations need disruption in order to continually stay relevant in the marketplace. Companies need to develop digital capabilities to continuously explore, deploy and scale successive waves of digital technologies to enable their businesses to achieve greater benefits. While digital technologies are business enablers, digital transformation journeys not only change business prospects for the enterprise, but have the power to possibly redefine the industry itself.

Innovation is a core business strategy:

A company's growth strategy and the role its technology leadership plays in it are explicitly interwoven. Rapid adoption of technology-led innovation is disrupting traditional business models in nearly every industry and creating a shift in the way organizations operate.

As enterprises move from hierarchies of centralized and controlled change built over years, to networks of cross siloed innovation in order to accelerate the pace of transformation, the industry itself begins to adapt and transform.

Accelerate the pace of business transformation with our greenfield setting

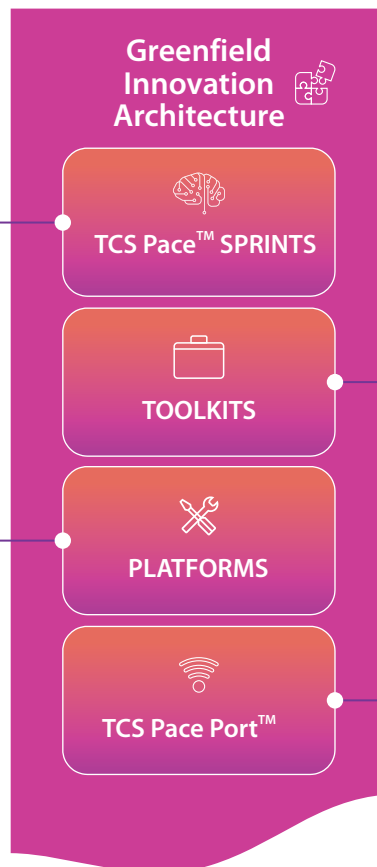
TCS Pace Port™ Amsterdam is an innovation hub that brings together, under one roof, the key components to accelerate the pace of transformation journeys. As organizations embark on bespoke transformations, our greenfield innovation setting helps you ideate and work on creative solutions faster, and allows you to focus your efforts on real, purpose-driven business needs.

CO-INNOVATION

An **immersive and high-energy approach** that pushes creative thinking and problem-solving, and is aimed at addressing your customer needs and organizational pain points. Sprints help you **learn faster and minimize the risk on your investment**

TECHNOLOGY

Access a variety of technology platforms and solution sandboxes to **continually explore** new and emerging technologies, develop PoCs & PoTs that enable you to **learn before you invest to scale**



DIGITAL WORKBOX

Digital toolkits enable hybrid physical and virtual team collaborations, design **state-of-the-art experiences**, access **research and innovation assets**, or quickly assemble components to **generate actionable insights**

INNOVATION HUBS

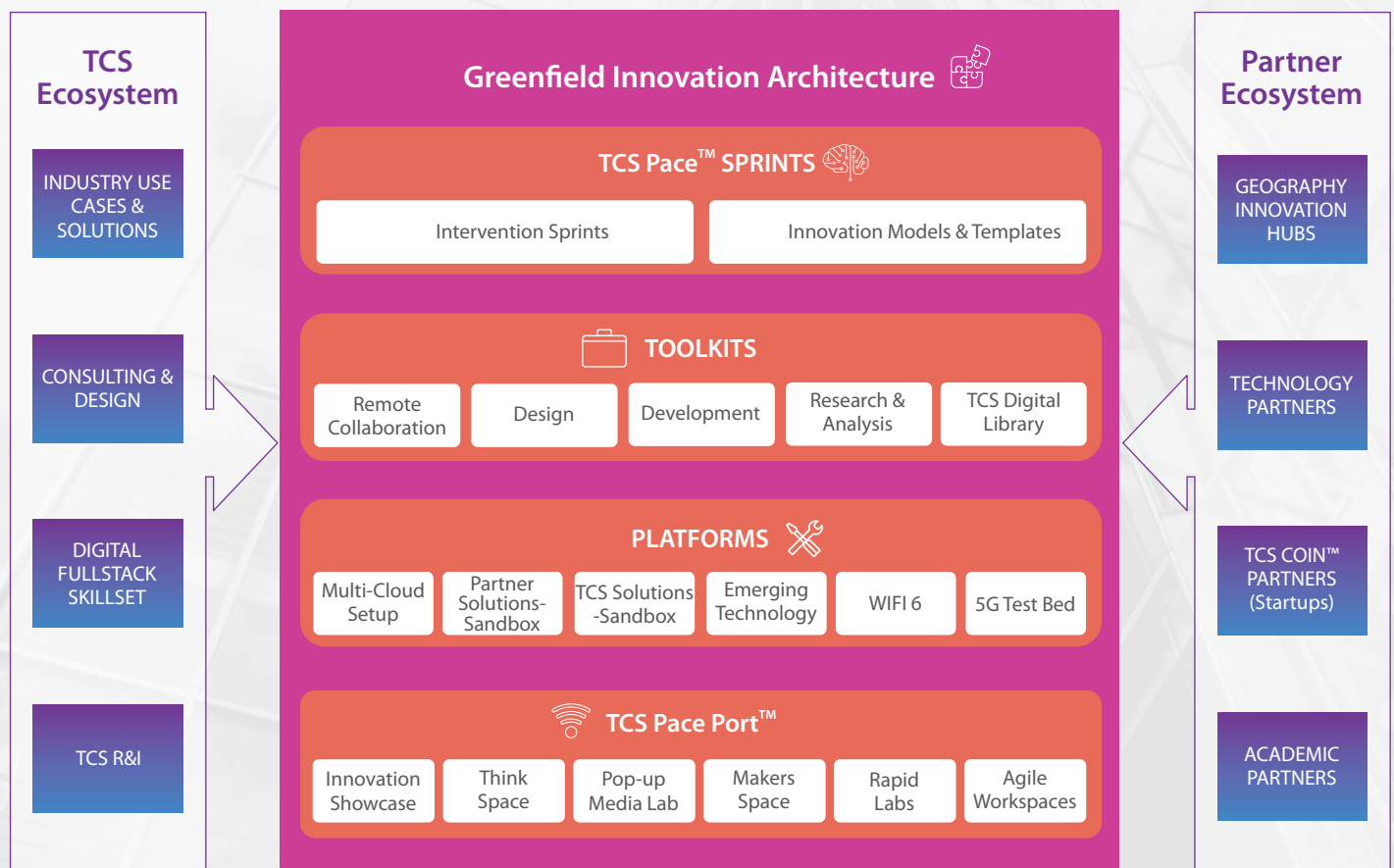
TCS Pace Port™ is a physical manifestation of the TCS Pace™ brand identity **designed to foster a culture of creativity and innovation**. We not only introduce you to the best-in-class stories from TCS, our partners, and anywhere that inspiration abounds, but also provide you an environment that accelerates your innovation agenda

Bringing together the ecosystem

As technologies change, touchpoints multiply, and new competition emerges, TCS Pace™ helps our clients innovate, adapt, track and build competitive advantage faster than ever before.

At TCS Pace Port™ Amsterdam, clients experience the power of a collaborative ecosystem of startups, technology partners, academia, and TCS' research to bring in innovation and digital transformation. You will be guided through the innovation journey by experienced facilitators and industry experts.

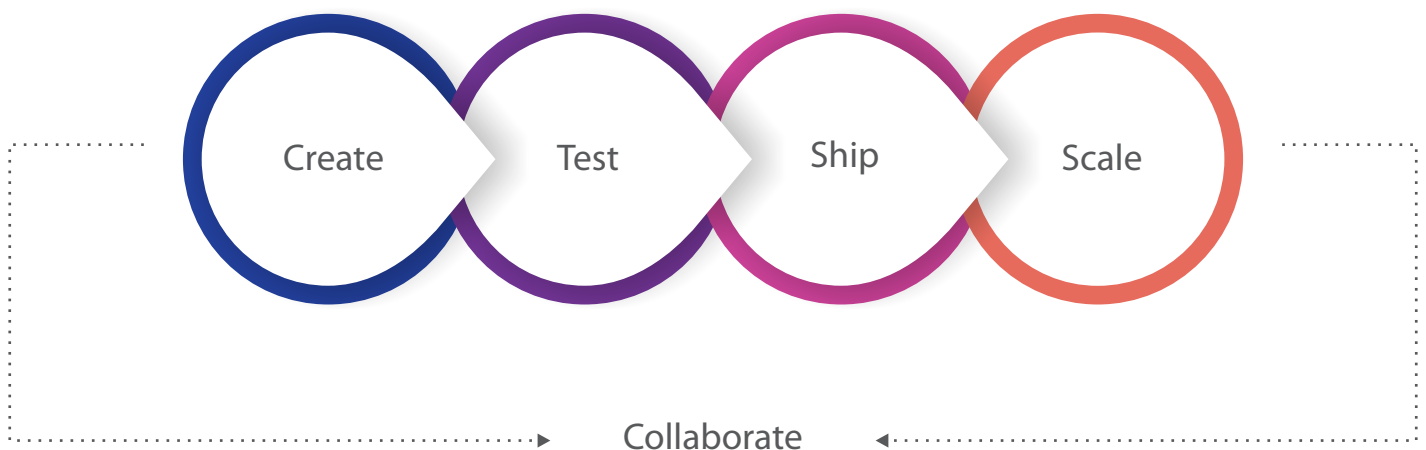
With the greenfield innovation setting at TCS Pace Port™ Amsterdam, clients access a flexible platform that serves as a fertile ground to use innovative methodologies, digital toolkits, and a variety of other technology solution sandboxes.



Faster, value-driven, innovative, adaptive and collaborative

The key to unlocking value is the ability to not only collect and interpret intelligent streams of data, but also to assemble components and quickly create new sets of capabilities. We enable enterprises to become change-ready by helping them embrace technology innovation at a faster cadence, aiming to lend them first-mover advantage.

With our greenfield innovation setting, clients can move faster in the early stages to kick-start their transformations. We help organizations continually explore new and emerging technologies, develop PoCs & PoTs and initiate short-term agile projects.



TCS Rapid Labs: Fast-tracking Agile Innovation with Emerging Technologies

At TCS Rapid Labs, we adopt a unique rapid methodology that enables the lifecycle of solution prototyping to move faster – from concept to design and development – thus elevating the innovation quotient. The labs' core focus is to build rapid prototypes using niche technologies, including AI/ML, AR/VR, IoT, blockchain and robotics.



The TCS PaceTM advantage:

- **Greenfield setting:** A fertile environment for innovation, to set the pace of transformation
- **Research Access:** Cutting-edge collaborative research to address real-world problems
- **Real-world approach:** Co-innovation that uses an immersive and high-energy approach towards creative thinking and problem-solving
- **Future-proofing of business:** Using digital technology as an enabler to build a winning position for the firm in its industry
- **Collective intelligence:** Critical venture challenges solved via co-creation, co-innovation
- **Ecosystem access:** Leveraging the power of a collaborative ecosystem
- **Remote collaboration:** Collaborate with hybrid teams in the ecosystem located at different locations with digital toolkits



About TCS Pace™ and TCS Pace Port™

TCS Pace™ taps into TCS research, innovation, and co-innovation to drive digital transformation

TCS Pace Port™ is a physical manifestation of the TCS Pace™ brand identity, where your organization experiences the power of a collaborative ecosystem of startups, technology partners, academia, and TCS' research, innovation and digital transformation, under one roof.

For more information, visit: <https://www.tcs.com/pace>

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