

Tata Consultancy Services

Tata Consultancy Services Implements a Digital Signage Channel in 70 Locations

India – Tata Consultancy Services (TCS) Ltd, a world-leading IT services provider has implemented a Digital Signage platform throughout India, the United Kingdom and the Netherlands. TCS is part of Asia's largest conglomerate - the TATA Group.

With a presence in 34 countries across 6 continents and a comprehensive range of services across diverse industries, TCS is one of the world's leading Information Technology companies.

DigiFour Technologies, a Scala Certified Partner in India has implemented Scala's InfoChannel® Platform in 70 TCS locations throughout India, as well in their overseas offices in the United Kingdom and Netherlands.

The Digital Communication Channel informs and educates TCS employees on major corporate activities including corporate announcements, staff programs, company performance and achievements etc.

"The need for an effective internal communication system was a pri-

ority for TCS' top management", says Badarudheen Mohamed, CEO of DigiFour Technologies.

"We have created a special task force consisting of engineers, designers and project managers to study the system including networking, install the components, test features and oversee implementation".

"The strategy is to develop an effective centrally controlled internal communication system that had the flexibility to support relevant dynamic content and instantaneous changes. The channel would act as the most preferred form of information for employees" pointed out Rafeeq Mohammed, Director Strategic Planning of DigiFour Technologies.

To support this strategy, InfoChannel Designer and InfoChannel Network Manager were installed at TCS Corporate office in Mumbai. InfoChannel Players were located at 70 specific TCS locations across India.

Throughout the 70 locations 49" screens have been installed in the

main areas including: Reception, Lobbies, Waiting Areas, Canteens and Conference Halls.

Overseas offices in London and Amsterdam were also linked by deploying InfoChannel players. The channel is to be used as the preferred form of communication in the TCS locations. The content exists of Text, Graphics, Video, Audio, External Feeds and more.

"One of the instances of periodic change is the usage of real-time TCS share value updating from BSE & NSE (stock markets). Part of the content is delivered directly from the TCS website. Updates in the website are reflected live on the screens", says Sherin Nazer – Technical Director of DigiFour Technologies.

"The expected ROI of this project is to have more effective communication that leads to improved employee satisfaction. This will be measured and bench-marked through internal staff surveys", says Badarudheen Mohamed, CEO of DigiFour Technologies.

Currently the Digital Channel is being considered for further expan-

Tata Consultancy Services

Tata Consultancy Services Implements a Digital Signage Channel in 70 Locations

sion to about 150 TCS locations.

The corporate strategy of TCS is to expand the InfoChannel network to over 300 TCS locations across the country in 2007. This second phase of the project will be further enhanced through integration with client databases, live camera and other external feeds. Interactive applications aimed at employees are also considered.

About Digifour Technologies

Digifour Technologies (www.digifourtech.com) is an IT development and consultancy company established in India. Digifour offers its expertise in four business verticals— Digital Dynamic signage, Web Application Development, Animation and Digital Multimedia and Business Process Outsourcing. Digifour is the leading provider of Digital Dynamic Signage solutions in India (in association with Scala) and a pioneer of this new growing technology in the market. Services provided by Digifour include Content management, software and hardware support, networking and new technology value added services.

With their Head Office in India, Digifour service their overseas clients through their Middle East Office in Dubai (U.A.E) and liaison offices in London, USA and Saudi Arabia.

About Scala, Inc.

Scala, Inc. (www.scala.com) is the world's leading provider of software for digital signage software used in retail, education, entertainment, government and other industries. The company's cutting-edge multimedia software platform powers thousands of digital signs around the world including the digital signage networks of Tesco, Best Buy, T-Mobile, ShopRite, Virgin Mega-Store, Bloomberg, Burger King, Kiwi, Azizia-Panda Supermarket, McKee Foods, Muvico, Santiago Airport, RaboBank and Warner Brothers Movie World. Since InfoChannel is proven, scalable, and easy to manage, it is the platform of choice for many digital display networks ranging in size from one screen to thousands of screens with uses including advertising displays, touch screens, retail TV, LED billboards, lobby signage, digital menu boards, interactive kiosks, and more. Scala, Inc. pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, PA with operations in California, the UK, Norway, The Netherlands, China and Japan.