

# Cognix™ for Digital Workspace Services

Cognitive Business Operations (CBO)



To achieve better workforce productivity and reduce IT costs, enterprises are looking to leverage data from various sources and use analytics to extract actionable insights for a richer user experience. Digital experience management platforms focus on performance analytics to optimize operational experience and behaviors led by digital agent, human or machine, through an analysis of performance.

TCS Cognix™ for Digital Workspace Services is built on the principle of broker-integrate-orchestrate (BIO) that drives silent IT operations, augments support team with meaningful insights, and enhances user experience through future-ready, agile, and resilient digital channels. The offering engages with the user end-to-end and enhances their experience by providing insights, diagnosing, and fixing user IT issues in real-time.

## Overview

Enterprises are looking to leverage digital experience management and workplace analytics capabilities to transform business operations. However, with the rise in complexity of end-user IT services, IT departments now lack visibility of the end-user infrastructure, activity, and experience. While employees join and leave companies at a rapid pace, making it difficult for the IT team to adjust, these employees tend to work with a mix of local, on-premise, and SaaS applications during their tenure, which can cause work disruption and reduce the flexibility to work from anywhere and at any time. Further, the inability to access resources and deliver on time while working from home often leads to disappointment.

TCS Cognix™ for Workspace is an AI-driven human-machine collaboration suite to accelerate digital transformation and enhance user experience. It provides intuitive, immersive, and intelligent workspaces that enriches employee experiences. This helps employees exceed their productivity levels without losing their personal time due to workplace inefficiency. With an array of easy-to-deploy, modular, and scalable 'value builders', the offering brings multiple digital levers together to enable a zero-touch IT and next-gen workplace to enhance the employee experience, and provides a maximum return on investment made in workplace technologies for employers.



Machine First™



Intelligence



Benchmarking



Ecosystem



Platform



Experience

### Future ready

- AR/VR enablement
- Cognitive automation
- Smart campus
- Intelligence reporter

### Agile and resilient

- API integrated studio
- Cloud first
- As a service model
- Biometric enabled

### Silent IT operations

- Endpoint remediator
- Service request optimization
- Digital mate (BOTs)
- Peripherals eStore



### Quality of service

- Enhanced KPI performance
- Transparency in operations
- Actionable insight
- Enhanced quality
- User change experience

### Augmented insights

- IT consumption analyzer
- User experience analyzer
- User segment analyzer
- Sentimental analyzer

### Enhanced experience

- eXperience assurance manager(XLA)
- Knowledge management
- Enterprise social and gamification
- Employee wellness

*An overview of TCS Cognix™ for Workspace*

## Our solution

TCS Cognix for Workspace provide the following solutions:

- **Silent IT operations:** Leverage endpoint remediator to identify early warnings and stop issues from occurring, while the service request optimization engine helps identify and automate activities including but not limited to joiner, mover, and leaver (JML), access management, hardware, and software provisioning and deprovisioning.
- **Augmented insights:** Discover systematic issues on user devices or infrastructure with real-time, end-to-end IT analytics, and continuously analyze end-user environment. Develop action plan for recurring issues with support, automation, and change management teams.
- **Enhanced experience:** Build a proactive user experience for each user profile by delivering context-specific self-service to the user and suggesting actions that improve performance and productivity through additional capabilities such as biometric services, personification, and bot services.
- **Future-ready:** Present real-time dashboards using intelligent reporting in conjunction with enabling users with future technologies such as AR/VR, cognitive automation, and connect the physical workplace to user's digital workspace through ambient workplace.

# Benefits

The solution provides the following benefits:

- **Risk mitigation:** Enable discovery of issues on user devices or infrastructure to eliminate over 20% of incidents, and reduce average handling time for incident or service requests to 20%.
- **Prediction accuracy:** Gain up to 90% accuracy in predicting disruptions in the workplace landscape with real-time contextual automation based on historic data trends.
- **Improvement in operations:** Enable 300% improvement on CSAT response and more than 3% improvement on CSAT scoring. Improve remote deployment of devices by 95%.
- **Improve agility and resiliency:** Enable 50% faster on-boarding of new enterprises with simpler contracting within four to six weeks.
- **End-user experience:** Deliver a proactive user engagement through Experience Elevation Center reducing user pain minutes by 20%.

# Why TCS

A partnership with TCS can help you take advantage of the following:



**Service model transformation:** TCS solution transforms your enterprise's service model from reactive to proactive by blending intelligence, analytics, and automation to deliver proactive, fast, and reliable IT operations to the end-users. Our eXperience Assurance Manager (XLA) constantly measures the user experience index and provides continuous insights to focus on aspects of improving the user experience.



**Future-ready technology:** TCS solution is integrated with capabilities such as the User Segment Analyzer (Persona), which ensures the right sizing of services with proper entitlements to enable a personalized experience for end-users, and address their individual needs to help perform their work.



**Expertise in technology:** Our solution comes with inbuilt migration accelerators that enable agile next-gen technology transformation and adoption for enhanced business operations. We thrive on an innovation culture and enable our IT support teams to monitor and analyze the end-user environment.



**Advanced analytics:** TCS' solution enhances management's decision-making capacity by providing analytical insights of nano persona built through a centralized view of user experience by persona, geography, or department. While analytics on the consumption pattern of resources helps in budgeting purposes, the transformation analytics provides a view of 'spend versus performance' for workplace transformations and associated investments.

# Awards and accolades



**TOP 3  
IT SERVICES  
BRAND**



**FASTEST GROWING  
IT SERVICES BRAND  
FOR THE DECADE  
2010 - 2020**



## Contact

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## About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is a purpose-led transformation partner to many of the world's largest businesses. For more than 50 years, it has been collaborating with clients and communities to build a greater future through innovation and collective knowledge. TCS offers an integrated portfolio of cognitive powered business, technology, and engineering services and solutions. The company's 500,000 consultants in 46 countries help empower individuals, enterprises, and societies to build on belief.

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