



TATA
CONSULTANCY
SERVICES

Building a culture of experimentation with Digital Twins

For more details, contact us at: **contact.twinx@tcs.com**

We are in an era of unprecedented complexity

Business

Content is King



Content is King +
Experience is the Emperor

Data

Few data points and
feeds



Millions of data points,
real-time feeds

Decisions

Intuition,
Experience, Data
driven



Experimentation +
Intuition, Experience, Data
driven

People

Functional
Knowledge &
Collaboration



Problem Solving +
Functional Knowledge &
Collaboration

... an era where complexities threaten to overrun experience

Content Development

Marketing Campaigns

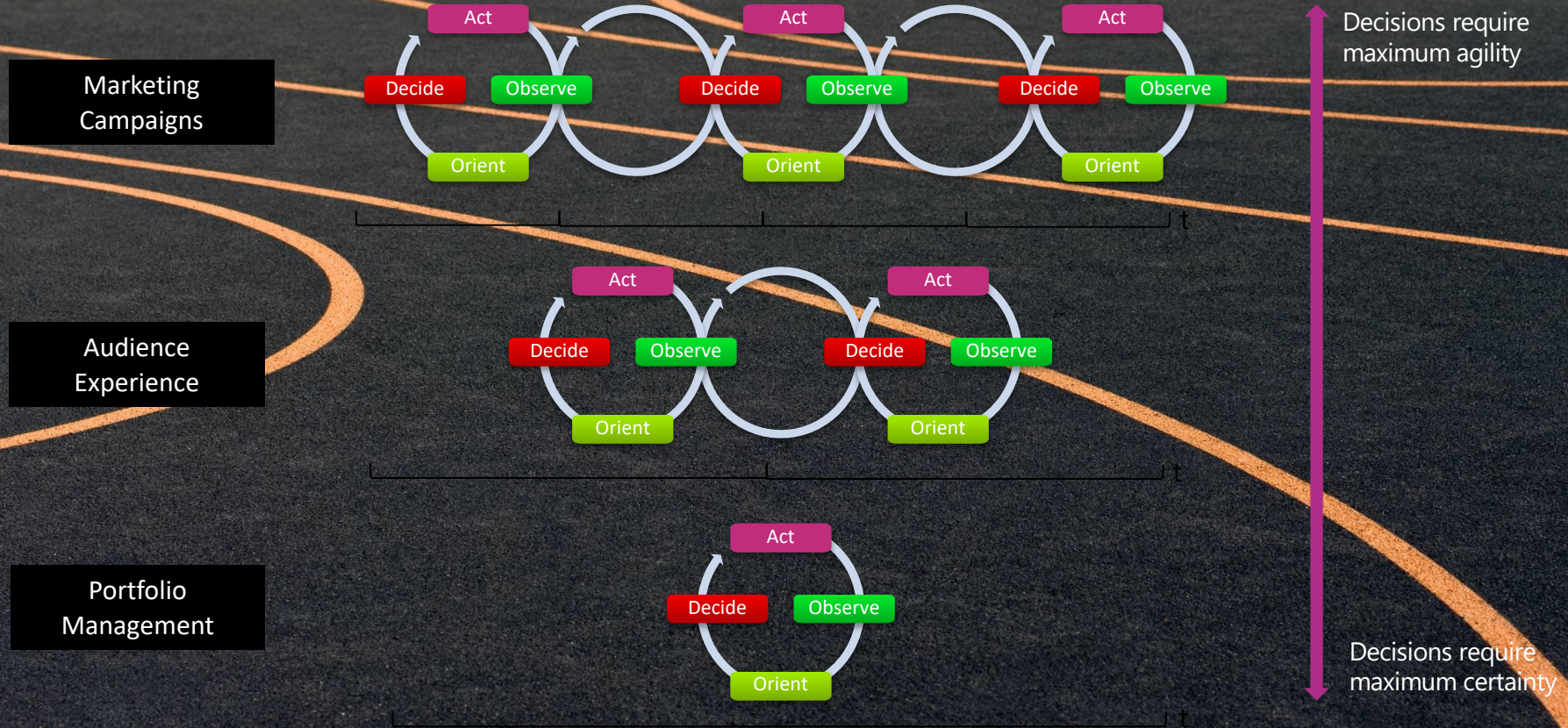
Artist Management

Partner Management

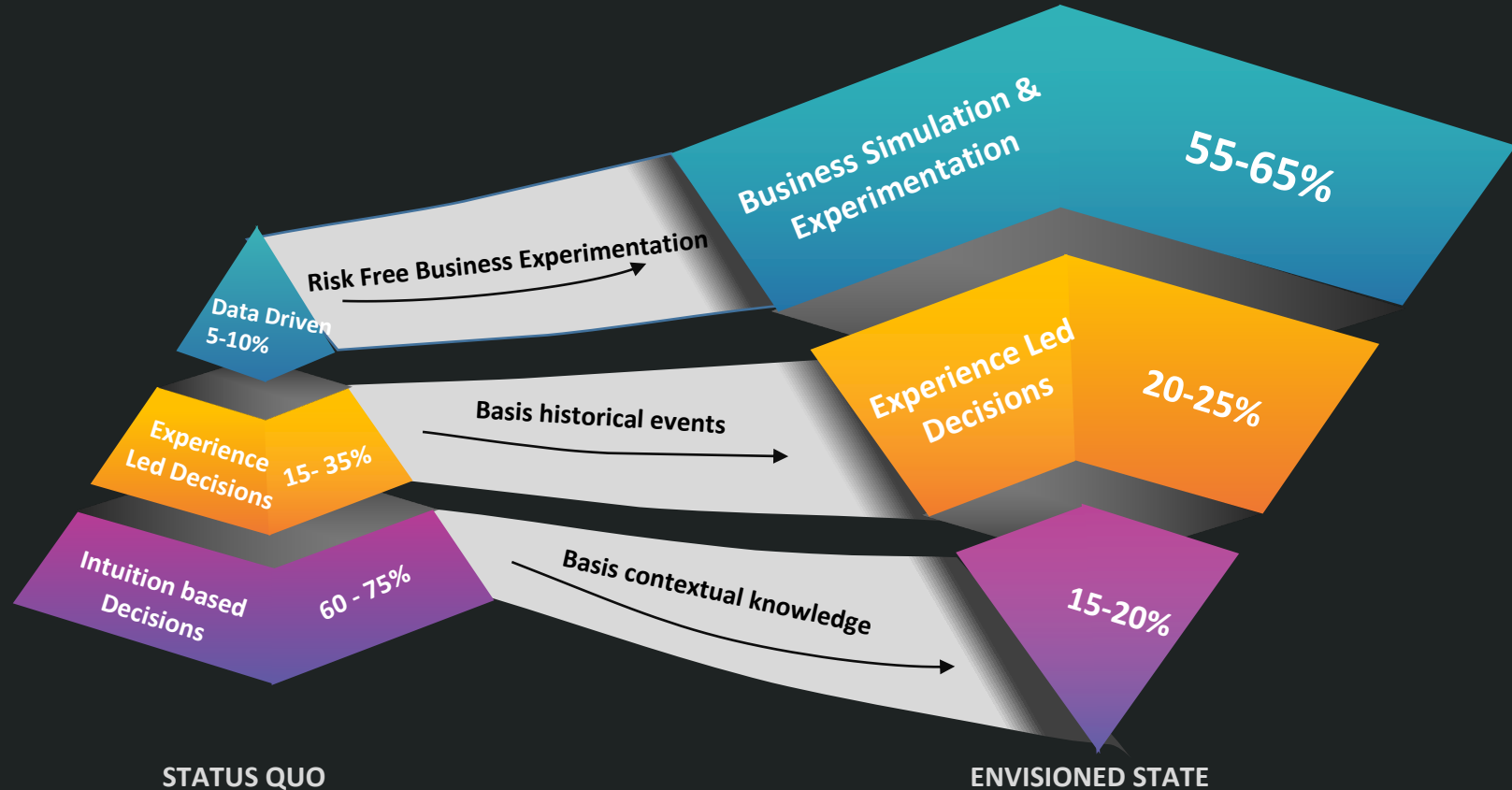
Audience Experience

Portfolio Management

... an era where outcomes are driven by how quickly businesses re-orient, decide and act



A paradigm shift is needed now for the Entertainment Industry...



... to re-orient, decide and act, Industry need to virtually replicate their environment



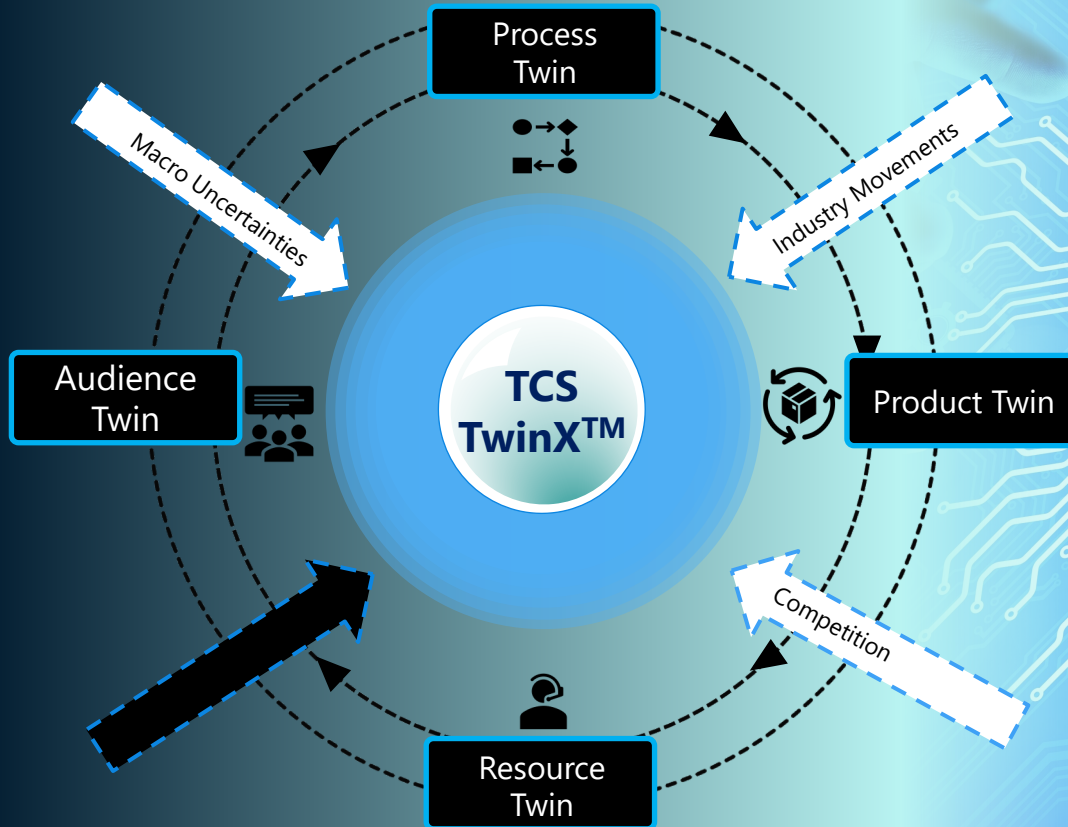
Digital Twins brings together

- Behavioural modelling of the entity to realise future “goals”
- Agents/agencies of an enterprise like employees
- Models learning from the agents (AI models, human experts) and reality

With TCS TwinX™, we are enabling business experimentation for our customers



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Enterprise Digital Twin technology creates replicas of enterprise entities in a virtual environment that mimic the real-world entities very closely.

TCS TwinX Modules for the Entertainment Industry



CLVMaX

CExO | Head of Marketing and Promotions



Am I targeting content to the right audience via the right channel at the right time?
Hyper-personalize interactions. Decide optimal engagement strategy.



G2MaX

CMO | A&R Manager | Product Portfolio Manager



Do I optimize Artist Fanbase, ROI and Lifecycles?
Grow revenue artist strategy outcomes enabled by simulation



CJOps

COO | A&R Manager | Marketing Operations



How to improve process predictability and efficiency?
Transform operations & Optimize customer journeys

Margin Maximization –
Artist Lifecycle Mgmt.

Product Portfolio
(artist, merch, event)
Optimization

Campaign
Performance
Optimization

Distribution Partner
Lifecycle Value
Maximization

Process Optimization
eg. Artist onboarding

Other Modules: FCMaX – Fraud Control Maximization | SuppIX – Supply Chain Optimization

TCS TwinXTM Credentials





Thank You

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