

TCS Digital Campus and Connected Scholars

A guide for Microsoft sellers to
understand and sell in the TCS solution
for education.

Seller playbook for Education



For internal use only



CONTEXT

ABOUT TCS

SOLUTION

BENEFITS

CASE STUDIES

CONTACTS

Key opportunities in education

Educational institutions are going through transformational changes. They are moving away from traditional models, seeking methods that allow anytime, personalised and adaptive learning that can take place in person, online or a mix of both.

- **\$10 trillion of investment** in cloud-based solutions in education over the next 10 years
- Edutech spend to double to **\$360 billion by 2024**, 4.8% of total education (Citi 2020)
- **50% of all study hours** to be digitised by 2024 (Citi 2020)
- **50 million more teachers needed** to teach 1.15 billion more students by 2030 (HoloniQ 2020)

POINTS OF ENTRY

Frustrations with legacy technology

Many universities are underpinned by old infrastructure. They need cloud-based solutions that enable them to move to new models, whether online, offline or hybrid.

High requirements for personalisation

Every university is different, with distinct visions and services for students and staff. Institutions need technology that offers a high degree of personalisation in order for it to be successful.

The need for change management

Education requires a more adaptable approach than many other industry modernisation programmes. The individual culture of each institution needs to be taken into account, with staff and students carefully taken through the process.

Find out more

THE TYPICAL PROSPECT...

- Medium-to-large universities
- Based in North America, Europe, Asia-Pacific, Australia and New Zealand
- Facing transformation changes – either due to the global pandemic or industry changes in education
- Already uses Dynamics on-premises or is considering using Dynamics 365 as a transformation solution





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The importance of change management

Most transformation failures in education come from underestimating the importance of managing students, faculty, deans and provosts through change.

Focus on individuality

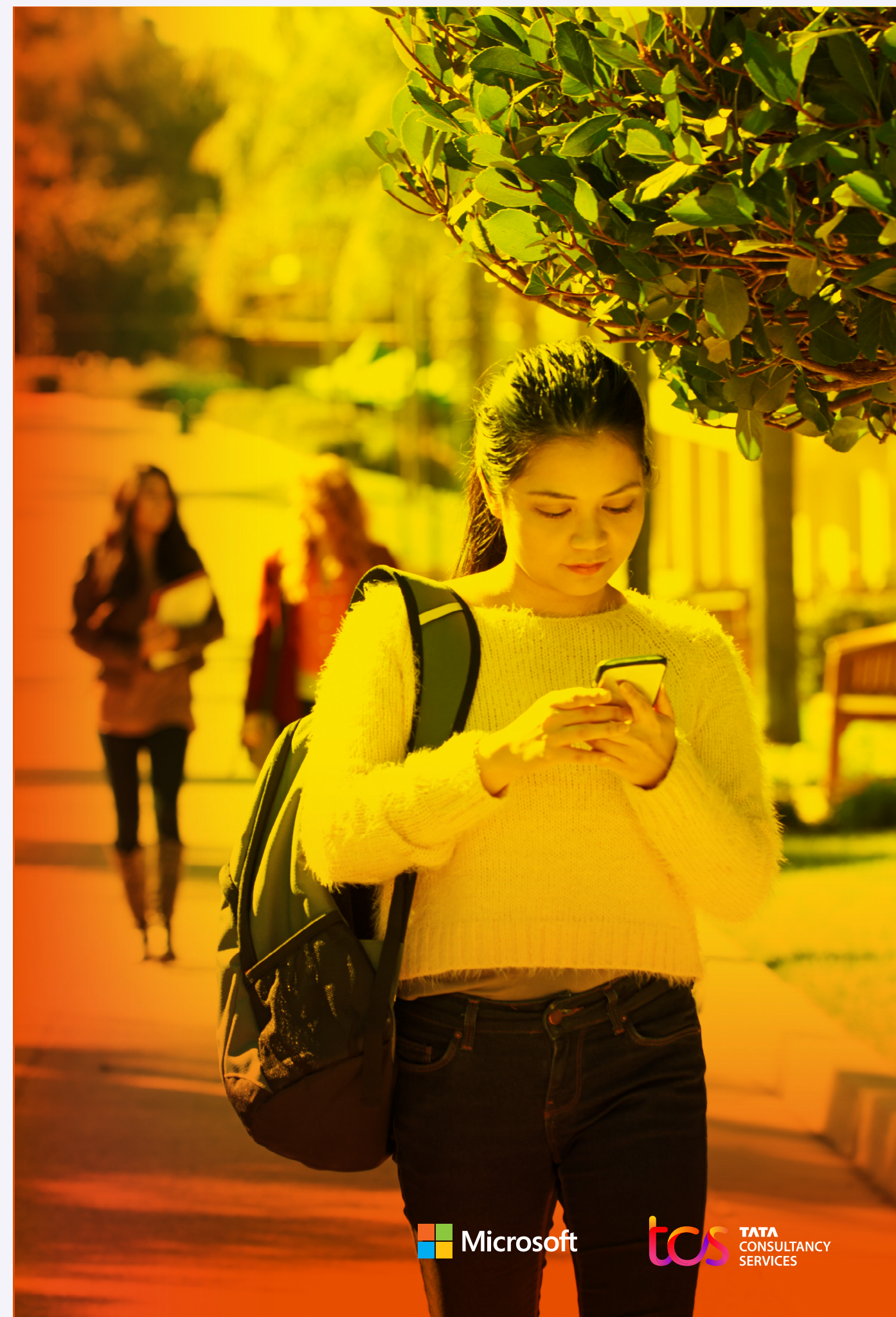
Educational institutions shouldn't be treated like other industries. There is a high level of individuality that needs to be taken account of as part of transformation. It cannot be a "one-size-fits-all" approach.

Transition requires support

Many faculty members will have taught in one way for their entire career, and will be hesitant of change. The move to digital and 'phygital' methods of teaching cannot be thrust upon them. They need to be bought into to the advantages of the new era and given support to make the most of them.

Student-first program design

Transformation in education cannot just be about what will be profitable to the university. It needs to have student needs at its heart. Services must be accessible and inclusive to every student, or else they will not be adopted.





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TCS can help education institutions transform their operations and tap into the power of **Microsoft Dynamics 365** and **Power Platform**

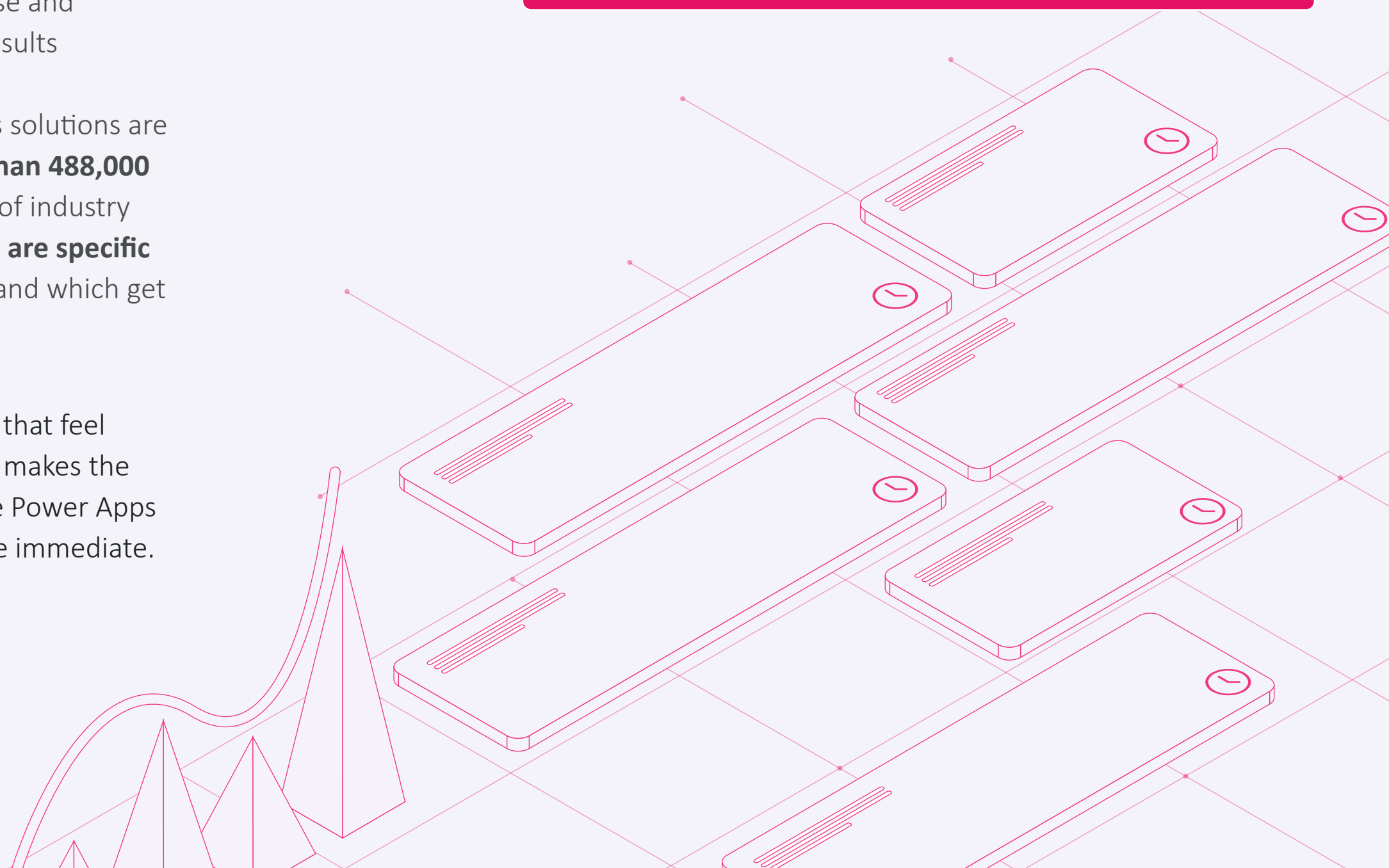
Tata Consultancy Services (TCS) is a global leader in IT services, digital and business solutions, combining tech expertise and business intelligence to catalyse change and deliver results

The experience and capabilities of TCS are vast, but its solutions are precise, applying **the collective knowledge of more than 488,000 of the world's best-trained consultants** and decades of industry experience to build **proven solution frameworks that are specific to industry challenges**, implemented right first time, and which get our clients to precise outcomes – fast.

This means TCS can provide off-the-shelf solutions that feel bespoke and hyper-relevant. For many clients, this makes the benefits of technologies like Dynamics 365 and the Power Apps more tangible – and the business value much more immediate.

● THE KEY OPPORTUNITY

TCS can build **Dynamic 365** capabilities to create a truly connected campus, that delivers best-in-class digital services for students, teaching faculty and adjunct staff. With this, they can achieve **high engagement, end-to-end user experience, comprehensive life cycle management** and, ultimately, the **better provision of education**.





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Introduction to TCS

We aren't the loudest voice in the market – that's because we let our clients speak for us.

- 50+ technology and industry solutions
- Ranked #1 for customer satisfaction
 - in Europe's largest survey of provider performance three years running (Whitelane Research).
- Experts in Microsoft technology implementation and management
 - TCS is a Microsoft GOLD partner and Inner Circle member for Business Apps, an Azure Expert MSP and a Tier 1 Migration Partner and Catalyst certified.

Business Applications

1200+ D365 experts
130+ clients
68 Catalyst certified staff

Azure

9900+ experts
175+ clients

Modern Work

2000+ experts
250+ clients





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We offer a solution to solve challenges unique to educational institutions

THE PRECISE CLIENT CHALLENGE

Educational institutions must use technology to provide new ways of teaching and enhance their operations, in order to secure long-term revenue.

THE PRECISE TCS SOLUTION

TCS Digital Campus and Connected Scholars

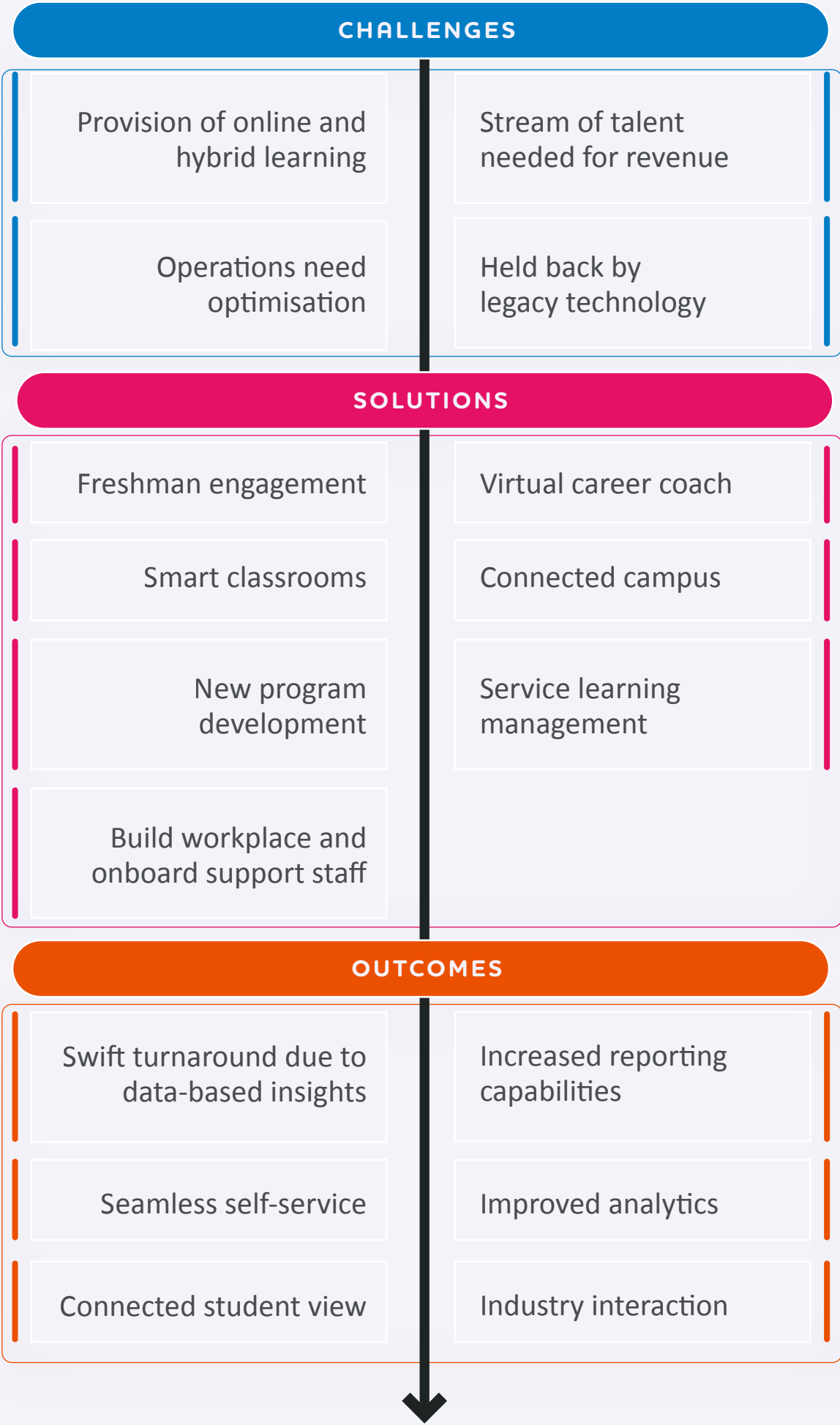
(preconfigured on Microsoft Dynamics 365, the Microsoft Dynamics 365 Education Accelerator (Higher Education), and Microsoft PowerApps)

Building a resilient backbone for digital experiences that connect students, faculty, and the entire campus within the university workplace.

THE LONG TERM OUTCOMES

A connected campus with highly engaged students and staff. Better provision of education whether onsite or online, thanks to new programs that have modern teaching methods at their heart. Valuable digital experiences that enhance students’ lives across the length of their studies.

The solution in detail



Better together

The building blocks of the TCS and Microsoft solution

AUDIENCES

Freshman students	Student counselors	Program managers	University students	Provosts or deans	Faculty	University administration
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VERTICALS

Higher education	K-12	Educational institutions		Universities
Freshman onboarding	Academics and assessment	Faculty and alumni experience		Campus life
Student experience	Campus event management	Community engagement		Social collaboration

SOLUTIONS

Enhanced freshman engagement	New program development	Smart classrooms	Virtual career coach	Service-learning management	Workplace builder	Connected campus
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OUTCOMES

Newsroom	Virtual tours	Registration	Support centre	Residence life	Emergency response	Program creation	Pedagogy management	Delivery design	Collaboration	Curriculum management
Smart building and facilities	Virtual and remote self service	Classroom control centre	Resource health trend	Utilisation and energy management	Academic administration	Student needs identification	Industry engagement	Work integrated learning	Career advisory and placement	Learning community service
Service-learning opportunities	Community engagement	Alumni management	Wellness and safety	Attract and onboard staff	Building workplace	Partner management	Library management	HCM and payroll	Map navigation	Real-time event calendar

POWERED BY

Microsoft Dynamics 365 CRM	Microsoft Power Platform	Microsoft Higher Education Accelerator	Microsoft Dynamics 365 Mobile	Microsoft 365 Teams, SharePoint	Microsoft Azure machine learning and DevOps
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Solution elements



Freshman engagement

Engage enrolled students before admission, build personalised journeys that inform of campus activities, and reduce dropout rates.

AREAS ADDRESSED

- Summer melt
- Lost enrolments
- Revenue leakage
- Poor communication

CAPABILITIES ENABLED

- Unlock connected student view
- High institutional commitment
- Accurate admissions tracking



New program development

Create a seamless workflow for program reviewers to accept new ideas, collaborate in real-time and share records to build a stronger curriculum.

- Online collaboration
- Program innovation
- Course design
- Faculty buy in

- Faster course adoption
- Clear learning outcomes
- Frictionless self service



Smart classrooms

Achieve full visibility on how classroom infrastructure is functioning, address problems proactively and minimise classroom disruption time.

- Classroom accessibility
- Resource utilisation
- Maintenance planning
- Teaching disruption

- Time saving technology
- Self-monitoring classrooms
- Savings to energy and resources



Service learning management

Let students enrol in courses away from their studies that build new qualifications for the future, especially around sustainability.

- Student skills

- Connected view of student activity
- Course self-service
- A more holistic learning experience



Virtual career coach

Advanced resume builders, training tools and internship guidance to help ready students for the world of work.

- Student skills
- Helping students become job-ready

- Faster course adoption
- Clear learning outcomes
- Frictionless sea Training that is delivered virtually
- Practical learning for the immediate future



Build workplace onboard adjunct staff

Bring institution support staff under the same umbrella as students and teaching faculty, creating a unified workplace environment and culture.

- Building culture
- Tools for all staff
- Online collaboration

- Specialist applications for adjunct staff
- Enhanced campus services, from cleaning to administration



Connected campus

Use mobile apps to link every service in the same place, creating enhanced user experience and satisfaction.

- Connected services
- User experience

- Impactful mobile applications
- Increased user satisfaction
- Uplift in user numbers



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Achieve long-term value with reduced cost and low risk. **Harnessing Dynamics 365** across all areas of your institution.

High student engagement

Student communication that informs, engages and **reduces drop out rate**.

University life cycle management

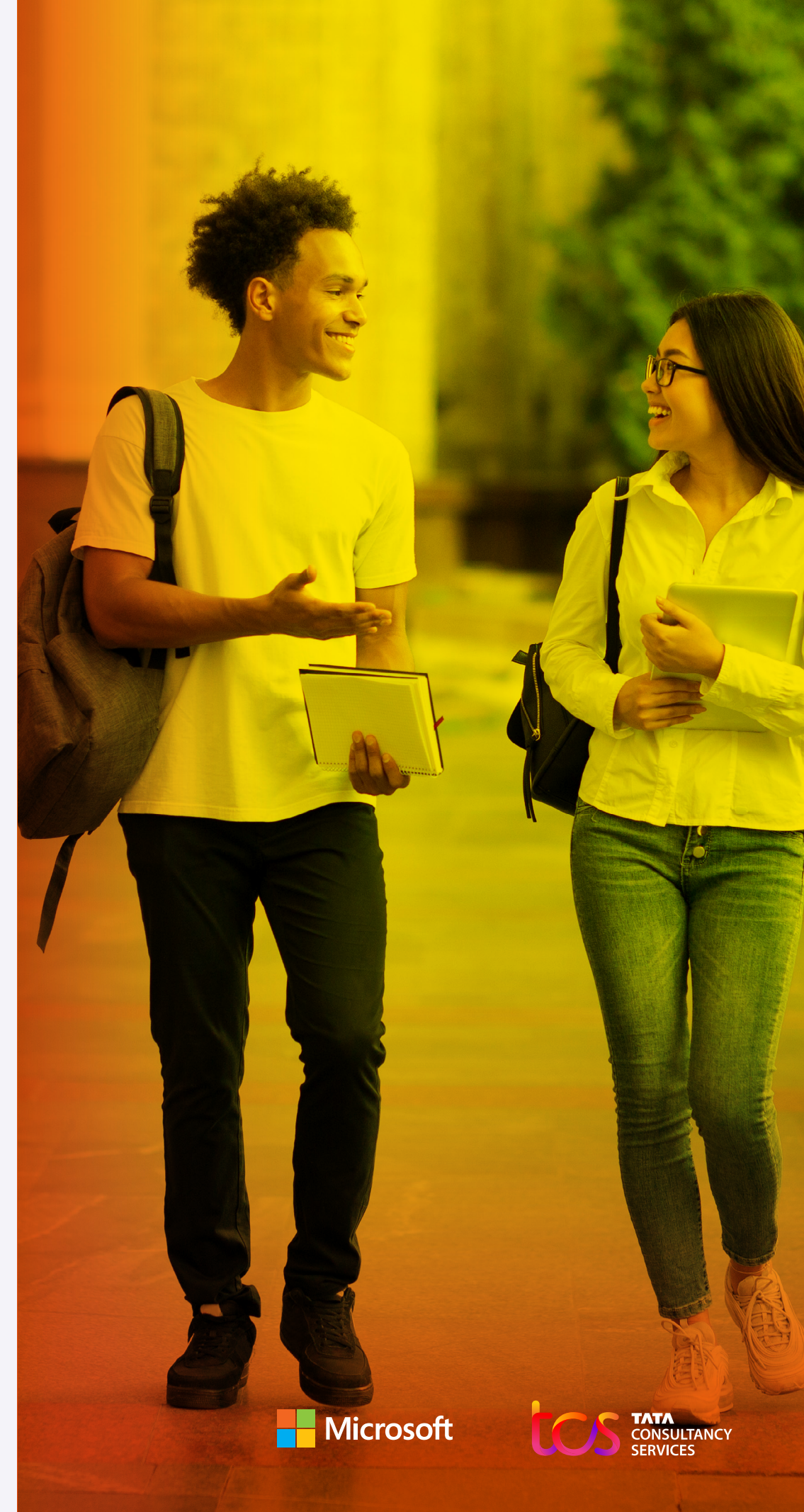
A connected picture of every part of your institution. Full operational visibility at each stage of your life cycle that **minimises disruption**.

End-to-end user experience

Unified digital experiences for staff and students, that retain the **culture and individuality** of the institution.

Better provision of education

Education programs that are built more efficiently, with modern teaching methods and student needs in mind – whether onsite, online or a mix of both.





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TCS capabilities

Available in base Dynamics 365

- Visibility of student registrations, activities, orientation
- Automation of paperwork through Power Platform
- Oversight of donors through model-driven applications
- Student behaviour tracking
- Student attendance tracking
- Student and faculty digital engagement tracking
- Improve institutional effectiveness using insights from analytics
- Predictive outcomes
- Student portal



Unique to TCS solution

- Student engagement designed specifically for freshmen and undergraduates
- New program development
- Ease of information sharing across departments
- Smart classrooms
- Integrated mobile app for campus engagement
- Service learning community engagement
- Virtual career coach
- Tools for hiring non-permanent staff
- Event registration tools
- Personalized dashboards and reports for university management and staff

MICROSOFT
GOLD PARTNER

DEDICATED TCS
EDUCATION UNIT

SOLUTION BUILT
ON TOP OF HIGHER
EDUCATION
ACCELERATOR



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TCS experience

Secured the education landscape and introducing cyber vigilance at a high profile education services holding company.

Reimagined the education landscape at one of Canada’s top universities.

Introduced a one-stop-tool for the University of Edinburgh, promoting research, collaborative innovation and talent development.

Pioneered educational transformation and efficient workplace operations at Europe’s largest pre-school, strengthening the global footprint through hyper-localised digital marketing initiatives.

Designed a digital Student Information System for leading online colleges in New York to support their digital objectives.

Emphasised collaboration through virtual events and engagements at a New Jersey-based technology institute.

Created a new innovative digital framework towards reimagining higher education for global educational professionals at a leading European university.

TCS was the partner of choice for an Australian University, addressing a skills gap in machine learning through workforce solutions.

Contact our experts for support with your opportunity

Think you might have an opportunity at one of your customers? Speak to one of our experts to determine quick wins and long-term opportunities to drive adoption and usage.



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