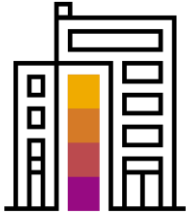




SAP® Innovation Awards 2020 Entry Pitch Deck

TATA Consultancy Services in co-innovation with SAP is building SAP intelligent Subscription Usage solution for Education (iSUSE) platform for leading Education Content & Publishers



Company Information

Industry

Leading Education Content & Publisher

Based on the growing demand for Digital publishing content, Education Publishing Industry began offering digital products and solutions alongside traditional print products. This shift has accelerated in recent years with an increased focus on developing adaptive learning systems that enable classroom teaching to come closer to a one-to-one student-teacher interaction. These systems allow personalized learning by assessing each student's skill level and using data to determine how each can progress through lessons most effectively. Publishing Industry provides digital products and services to over million's of users.

As digital learning quickly grows in the educational environment, publishers are changing their attitude towards digital solutions from “nice-to-have” additions to the core paper offering, to an important and often strategic part of their business. With that shift of priorities in the portfolio comes a transformation of a publisher's long established model of operations; now the publisher must perfect a set of skills suited to a more digital-oriented company, without losing their original core competencies.

TCS built a Cloud based Subscription Billing platform solution by exclusively partnering with SAP to provide an affordable subscription model by avoiding high cost of ‘one time’ sale of ‘full content’ and also enable flexibility to charge and bill customer one-time and/or monthly/periodically.

TCS and SAP partnered with leading Publisher for enabling SAP iSUSE

Leading content and education publisher

Challenge

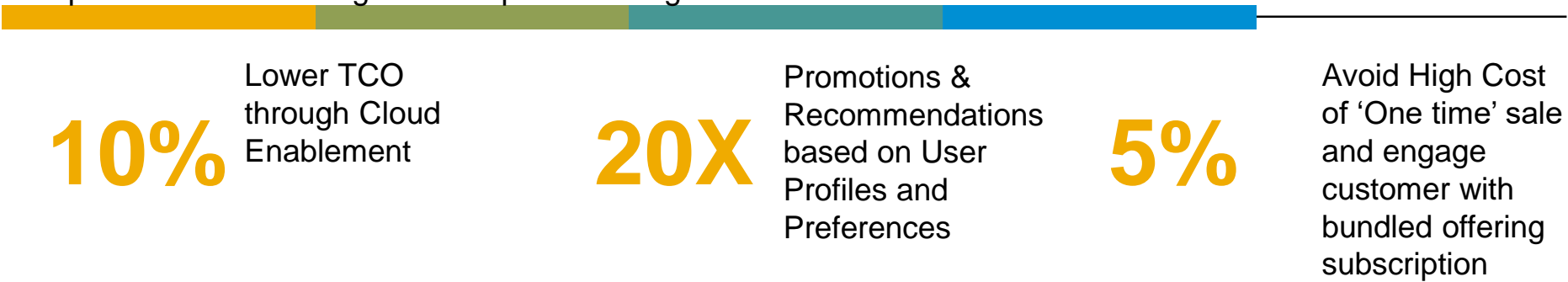
No end to end Quote-to-Cash solution in the market to handle complexities of subscription based digital content delivery and consumption by relevant consumer base.

Solution

TCS built a Cloud based Subscription Billing platform which extends the ability for publishers to provide affordable subscription model and avoid high cost of ‘one time’ sale of ‘full content’ with better user engagement through bundled offerings combining multiple titles into one subscription.

Outcome

Personalized content curation and recommendations based on user profile and preferences resulting in better customer retention. Adaptive marketplace platform that provides tailored content through past subscription and preferences resulting in increased revenue and Better user engagement through bundled offerings combining multiple titles into one single subscription offering better value to end users.





Participating Partner Information

SAP | TCS

Management of the PoC within the SAP and TCS partnership

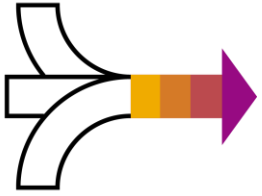
TCS worked closely with SAP IBU Leadership to identify Education publishing industry has no end to end Quote-to-Cash solution in the market to handle complexities of subscription based digital content delivery and consumption by relevant consumer base. TCS had engaged with multiple SAP Product Teams (C/4HANA, Commerce, Subscription Billing) and built a robust Cloud based Subscription Billing Platform.



SAP SE is a German multinational software corporation that makes enterprise software to manage business operations and customer relations. The company is especially known for its ERP software. SAP is headquartered in Walldorf, Baden-Württemberg, Germany with regional offices in 180 countries. The company has over 425,000 customers in over 180 countries.



Tata Consultancy Services Limited is an Indian multinational information technology service and consulting company headquartered in Mumbai, Maharashtra, India. It is a subsidiary of Tata Group and operates in 149 locations across 46 countries. TCS is the largest Indian company by market capitalization.



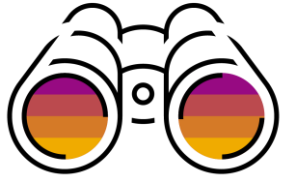
Business Challenges and Objectives

Media solutions continue to evaluate and implement new technologies to further mitigate the subscription based digital content delivery and Consumption model.

- There is no end to end Q2C solution in the market to handle complexities of subscription based digital content delivery and consumption
- Low Degree of usability, efficiency and automation for end users that leads to increasing headcount of operations to support model.
- No flexibility or scalability of process & systems to take on changing business models(for Example, Acquire a new company, should be able to plug in a new product, subscription rules etc.)



- Project objectives – TCS and SAP built a complete cloud-based quote to cash solution for the Leading Education Content Publisher to handle complexities of subscription based digital content delivery and consumption by relevant consumer base. Ability to provide affordable subscription model by avoiding high cost of 'one time' sale thereby increasing overall customer base for potential customers. Personalized content curation and recommendations based on user profile and preferences resulting in better customer retention. Adaptive marketplace platform that provides tailored content through past subscription and preferences resulting in increased revenue.



Project or Use Case Details

Use Case: Ability to provide affordable subscription model by avoiding high cost of 'one time' sale of 'full content'

Subscription with no print option for different durations

Subscription with Book rental for different durations & Trial Order

Subscription with Print Book option for different durations & Change processes

Revenue recognition as per ASC606 Compliance

- Student selects and pays for the Unlimited offering for the 4 month option.
- Student selects the Unlimited offering for the 2 year option
- Student opts for a free 10 Day Trial of the Unlimited offering
- Student selects and pays for the Unlimited offering for the 4 month option and also chooses option to rent printed copy of a book
- Student has an active Subscription of one of the other limited offering (such as specific eBook, Access Card, Inclusive Access, Bank of Codes)



Benefits and Outcomes

Business or Social

- Complete access to online e-book catalog/coursework catalog/Printed Textbook
- Monetize any combination of usage, one-time, and subscription-based consumption
- Increase customer satisfaction and retention with a reliable, automated order-to-cash process
- Simplify and harmonize sales and payment processes to create a faster, more effective experience
- Improved subscription billing process
- Improved product availability and production process

IT

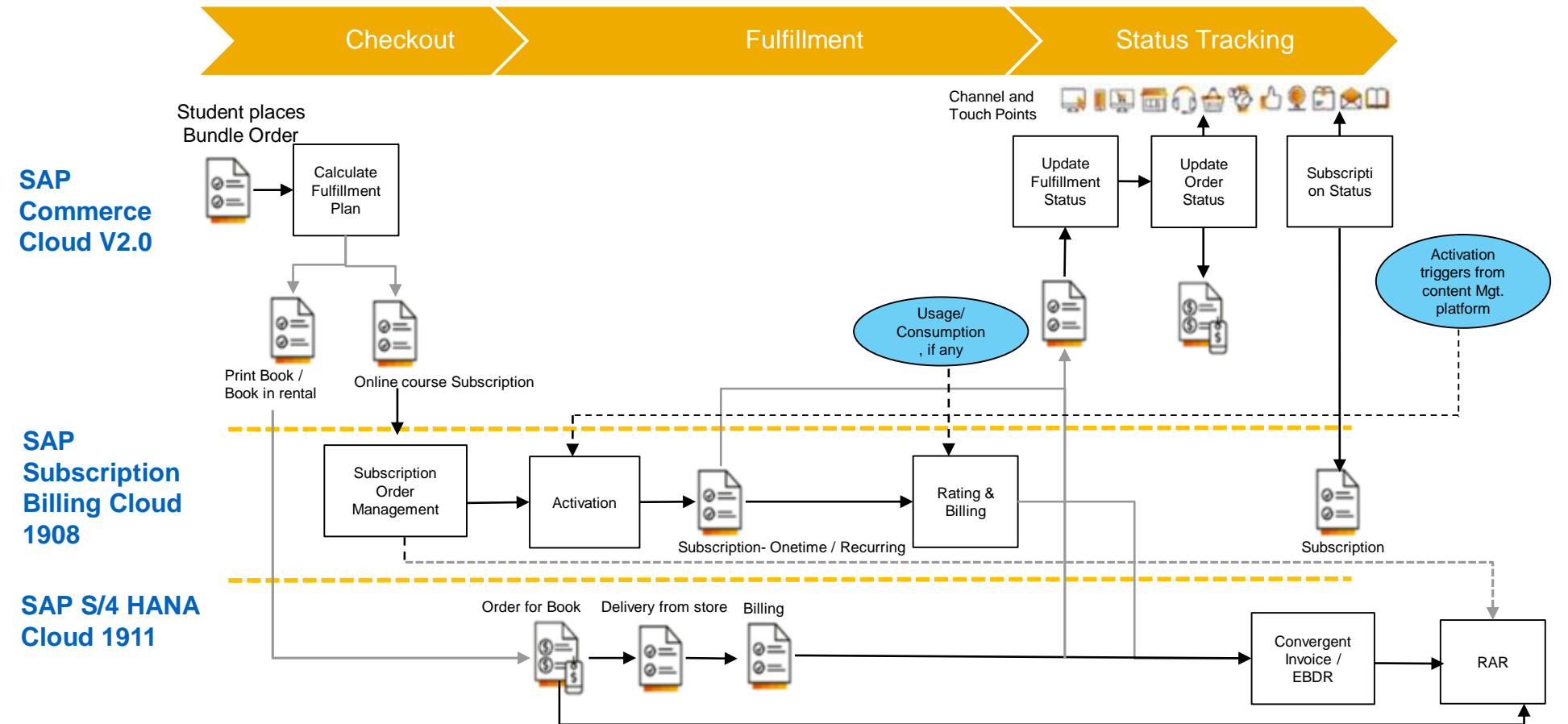
- Help drive lower TCO through cloud enablement. Low/none on-prem footprint..
- Simple/accelerated integration with bolt-ons.
- Simple and cost effective support/maintenance of application footprint.
- Drives Financial and Statutory compliance with OOTB capabilities
- Flexibility and Scalability of Processes & Systems

Human Empowerment

- Enable product bundling and service bundling to create personalized offers
- Deliver the right mix of subscriptions, one-time fees, and usage-based charges
- Digital Fulfillment Platform keeps track of users and helps internal promotion activities
- A new business model will not lead to increasing headcount of operations or support.



Architecture





Deployment



Deployment status POC

Date 03/31/2020 **Number of users** Test Team, TCS and SAP

SAP technologies used:

	SAP product	Deployment status (live or proof of concept [POC])	Contribution to project
1	SAP Commerce Cloud V2.0	POC	
2	SAP Subscription Billing Cloud 1908	POC	
3	SAP S/4 HANA Cloud 1911	POC	
4			

5

If you have used one of the services or support offerings from SAP Digital Business Services during the implementation or deployment phase, please select with ☒ one or more of the following offerings:

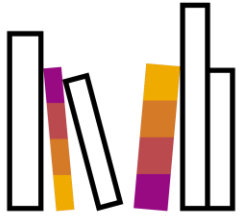
- | | | |
|--|--|--|
| <input type="checkbox"/> SAP MaxAttention™ | <input type="checkbox"/> SAP ActiveAttention™ | <input type="checkbox"/> SAP Advanced Deployment |
| <input type="checkbox"/> SAP Value Assurance | <input type="checkbox"/> SAP Model Company | <input checked="" type="checkbox"/> Others: Collaborate with SAP Product team and MGH Data scientist |
| <input type="checkbox"/> SAP Innovation Services | <input type="checkbox"/> SAP Innovative Business Solutions | |



Advanced Technologies

The following **advanced technologies** were part of the project.

	Technology or use case	Yes or No	Contribution to project
1	3D printing	No	
2	Blockchain	No	
3	Internet of Things (IoT)	No	
4	Machine learning or AI	No	
5	Conversational AI	No	
6	Robotic process automation	No	
7	Data anonymization	No	
8	Augmented analytics	No	



Additional Information

SAP Cloud Commerce, Subscription Billing, S/4HANA 1911 documentation on SAP Help Portal:

https://help.sap.com/viewer/product/SAP_COMMERCE_CLOUD/SHIP/en-US

<https://help.sap.com/viewer/50c996852b32456c96d3161a95544cdb/6.7.0.0/en-US/f141f78ca718444daa849788f2b728f6.html>

<https://help.sap.com/viewer/fc005cff24e9430691c1e05ffd5f0eee/1610%20003/en-US>

<https://help.sap.com/viewer/a376cd9ea00d476b96f18dea1247e6a5/1911.500/en-US/313e9756c5708251e10000000a4450e5.html>