



CLIENT EXPERIENCE

TCS helps Qualcomm gain better project visibility through a customized Project and Portfolio Management (PPM) system

Customer
Qualcomm, Inc. USA

Offering
**Force.com
Platform**

Qualcomm Incorporated, a large wireless technology company, wished to implement a custom project and portfolio management system that would help optimize its innovation and product development processes. Qualcomm selected Force.com as the cloud partner and selected Tata Consultancy Services (TCS) to develop a comprehensive Project and Portfolio Management solution based on the Force.com platform. TCS' solution has met Qualcomm's needs for flexibility, user-friendliness, and data transparency, and helped Qualcomm prioritize and fund high-value projects that are aligned to the company's strategic business objectives.



TATA CONSULTANCY SERVICES

Experience certainty. IT Services
Business Solutions
Outsourcing



Qualcomm Inc. engages in development, design, manufacture, and marketing of digital wireless telecommunications products and services. It is the world's largest fabless semiconductor producer and the largest provider of wireless chipset and software technology, which powers the majority of all 3G devices commercially available today.

The company operates in four segments: Qualcomm Code Division Multiple Access Technologies (QCT), Qualcomm Technology Licensing (QTL), Qualcomm Wireless and Internet (QWI), and Qualcomm Strategic Initiatives (QSI).

Qualcomm and TCS have built and nurtured a relationship over the last 6 years, with TCS providing solutions in the areas of IT and Engineering.

Business Context

With increased pressure on productivity and profitability, companies need to focus their limited development resources on projects that are sure to produce winning results. Portfolio Management thus plays an important role in reducing the time to market, improving cost effectiveness and maximizing the return on investment

Qualcomm's objective in implementing a Portfolio Management Application was to align the efforts of its Internal IT (Proposals, Projects, and Assets) with the strategic goals of the company and the Business Units

(BUs), by facilitating transparency of the priorities, resources, and timelines of the product pipeline. A comprehensive PPM solution would bring in efficiency to different BUs in performing budget planning and submission. The solution would also bring about transparency of the strategic and operational data for IT managers to look into trends in technology, resource management, and costs associated with the support of business initiatives.

As Qualcomm was using third party Portfolio Management tools which had limitations in scaling up to address customized business needs, it decided to approach TCS to explore an alternative solution.

TCS Solution

TCS developed a customized solution for Qualcomm based on the Force.com platform that was designed to overcome the limitations of the legacy tools and the earlier spreadsheet/e-mail based reporting that was used to manage and track projects across all BUs.

The solution included the following key features:

- Single Window to manage the repository of Proposals, Projects, Project Management Assets, Programs and Portfolios.
- Standardized templates for Project Management methodologies.
- Financial Planning, Budgeting, Budget Scenario Planning, Budget True-Ups and SOW tracking.
- Resource planning, Resource leveling, Interlinking of proposals, and the flexibility to monitor and track the entire process.
- Allocation of resources and costs to Projects, Proposals and PM Assets.

- Integration with Salesforce Chatter to allow collaboration around proposals, projects and PM assets. Chatter helped to automatically publish key changes and status updates across the organization in a collaborative environment.
- Customized Dashboards, Reports and Road Mapping developed using Apex and Visualforce.
- Email and Chatter Notification to provide managers and other stakeholders' with up-to-date information on various initiatives being undertaken across the organization.

TCS used its Global Network Delivery Model (GNDM™) in an onsite/nearsite/offsite mode, with resources at San Diego (USA), Toronto (Canada) and Bangalore (India) working together to deliver a high quality solution at a low cost.

Benefits

- Scalable solution that will meet the changing needs of Qualcomm
- Flexible and customizable solution to address diverse BU requirements
- Increase in productivity of the IT and business functionaries by enabling effective portfolio management and reporting.
- Consolidated repository of portfolio data and robust reporting, leading to cleaner data and reduced need for manual report creation
- Customizable Reports and Dashboards on projects, proposals and assets

"TCS has built robust functionality that has enabled us to achieve our vision and objectives for the Salesforce.com PPM initiative. TCS resources have demonstrated great expertise of the Force.com platform and have ensured accelerated program delivery and high customer satisfaction."

– Thomas Bridges
Director, IT



About Tata Consultancy Services

Tata Consultancy Services is an IT services, business solutions and outsourcing organization that delivers real results to global businesses, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development.

A part of the Tata Group, India's largest industrial conglomerate, TCS has over 160,000 of the world's best trained IT consultants in 42 countries. The Company generated consolidated revenues of over US \$6.3 billion for the fiscal year ended 31 March 2010 and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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