tcs Summit
North America 2024

Opening Remarks

In a warm welcome to attendees of TCS Summit North America 2024, Amit Bajaj shared an overview of TCS' rich history in North America and discussed the company's milestones and organizational goals with TCS Summit co-host David Pogue.

Amit emphasized TCS' vision to move from a people and process-centric operating model to an autonomous operating model, engaging with customers across the dimensions of cost and resilience, growth, and social impact.

The conversation set the stage for a week full of insights and inspiration and demonstrated TCS' long history of partnering with businesses in North America.

Erin Mendenhall, Mayor of Salt Lake City, also welcomed guests to TCS Summit and the city she leads.

We have been investing in the future of our clients—especially in AI—to help them keep up with their technology and business needs given the constant changes they are seeing all around them.

Amit Bajaj
President, North America, Tata Consultancy Services

Fireside Chat With Dr. Geoffrey Hinton

Learning from history to use AI for good today and long into the future

To chart a path forward for AI, it's important to understand where we've been. Dr. Geoffrey Hinton, "The godfather of AI," and a pioneer in neural networks, discussed the foundations and evolution of AI. Emphasizing the importance of ethical considerations, data management, and regulatory frameworks to mitigate the misuse of AI technology, Hinton also highlighted significant breakthroughs that transformed industry practices.

> **Like a parent teaching a child, curating and training on data that exhibits moral activity and awareness is the way to instill ethical behavior in these big models.**
>
> **Dr. Geoffrey Hinton**
> *Godfather of AI*

The Perpetually Adaptable Enterprise:
A Keynote From K. Krithivasan

Casting a vision for how businesses can grow and succeed amid uncertainty

The Perpetually Adaptable Enterprise is a roadmap for how businesses can continue to grow and succeed in the face of ongoing global conflicts, climate crises, and macroeconomic uncertainty. Krithi made the case for business leaders to embrace change and embed adaptability into the core of their organizations.

> Amid all the constant conflicts and geopolitical disruptions, there are still a lot of opportunities for growth. Organizations must embrace technology to remain agile and become perpetually adaptable to gain a competitive advantage.

K. Krithivasan
Chief Executive Officer & Managing Director
Tata Consultancy Services

What Makes an Adaptive Enterprise:
Fireside Chat With Raj Subramanian

Perspectives from more than 30 years of service at FedEx Corporation

FedEx has been on a transformative journey in response to the rise of e-commerce and the need for a more efficient supply chain. Its "people, service, profit" model helps drive outstanding customer experiences and profitability despite never-ending uncertainty, while technology and data organization help FedEx leverage AI to enhance productivity.

> **FedEx is dedicated to making the supply chain smarter for everyone and at a practical level, supply chain patterns are changing at a rapid pace. Adaptability is absolutely key to winning in the medium and short term.**
>
> **Raj Subramanian**
> *President and CEO, FedEx Corporation*

Beyond Hype: Accelerating AI Value Creation

Positioning organizations for success in an AI-driven future

Currently, 24% of TCS Summit attendees believe AI has delivered or exceeded its projected value for their enterprise. As AI adoption continues to accelerate, this percentage is expected to rise significantly. Leaders are prioritizing practical strategies to harness AI and deliver measurable business results, exploring the many potential applications that align with their business objectives.

"Treat data as a first-class citizen throughout your business. You'll likely get better outcomes."

Sunil Cutinho
Chief Information Officer, CME Group

"Change management is not just about IT—it involves everyone. A team can best identify the right resources for the right projects and develop and promulgate the technology within. Together, you can create opportunities."
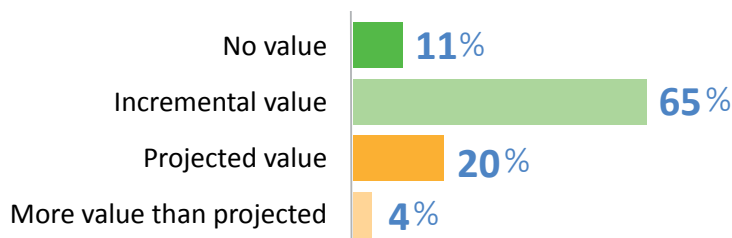
May Yap
SVP and Chief Information Officer, Jabil

"We lead with learning. We educate our workforce to think creatively and strategically about the opportunity with AI."

Nick Colisto
SVP and Chief Information Officer Avery Dennison

Poll question: How much value has AI brought your enterprise?

No value	**11**%
Incremental value	**65**%
Projected value	**20**%
More value than projected	**4**%

Protecting the Enterprise:
Maximizing Adaptability, Limiting Risk

Robust risk mitigation is the North Star of enterprise protection

Among the current challenges facing enterprises: Cybersecurity threats, talent gaps, and the complexities of data breaches. A risk mitigation strategy, including a plan for agility and strategic foresight, is necessary for protecting enterprises as they embark on AI journeys.

"In the tech and innovation space, talent is a clear differentiator. One of the ways we manage risk is to focus on talent and building leadership capability."

Richard Jardim
EVP and Chief Information Officer, Technology, Infrastructure and Innovation, CIBC

"Data is the lifeline of all organizations. You need it to make decisions on how you move the business forward. To this end, data risk, which is only second to cybersecurity in terms of top organizational risks, needs to be a key consideration for companies looking to implement GenAI."
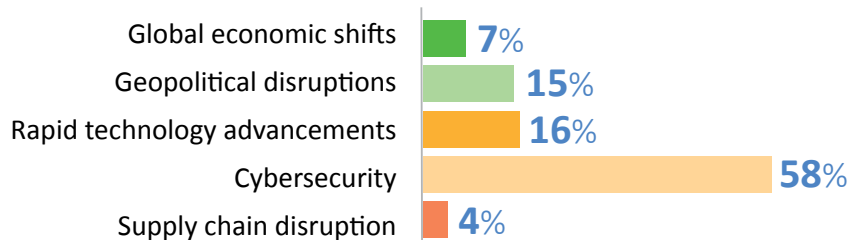
Melanie Kolp
SVP and Chief Technology Officer, Strategy, Data, and Innovation, Nationwide

"When you are a CFO, you have a responsibility for the entire company—to represent the risks that the company is facing externally. Risks are moving faster and faster and new ones are appearing. However, each one represents a new business opportunity."

Xavier Heiss
Chief Financial Officer, Xerox

Poll question: Which risk facing the enterprise keeps you most awake at night?

Risk	Percentage
Global economic shifts	**7**%
Geopolitical disruptions	**15**%
Rapid technology advancements	**16**%
Cybersecurity	**58**%
Supply chain disruption	**4**%

Winning With Adaptability:
A Fireside Chat With Jaguar TCS Racing

In all-electric racing, every second counts

Mitch Evans and James Barclay from Jaguar TCS Racing face extreme pressure every time they're at the racetrack. Combining technology like AI, cloud, and digital twins with a mindset of adaptability, Jaguar TCS Racing has experienced tremendous success, emerging as the victorious team in the 2024 ABB FIA Formula E World Championship.

Culture, resilience, and learning from the days you aren't successful, is more important sometimes than the learnings you can take from the days you win.

James Barclay
Team Principal, Jaguar TCS Racing and Managing Director, JLR Motorsport

Formula E has a massive point of difference compared to any other category, and that's obviously to educate people on electric mobility, sustainability, and climate change.

Mitch Evans
Driver #9, Jaguar TCS Racing

Innovation Amid Perpetual Change:
A Fireside Chat With Shadman Zafar

Taking innovation from the lab to enterprise implementation

Making big bets on innovation can be a powerful strategy for organizations to stay ahead of the curve during times of perpetual change. These bold moves have the potential to foster adaptability, reshape industries, create new markets, and cement companies as leaders in emerging fields. Shadman Zafar recommends leveraging small language models tailored to enterprise data and building teams with a solid grasp of neural networks to scale AI across the enterprise and inspire problem-solving innovation.

> Every enterprise has the challenge of today, tomorrow, and the next quarter…at all levels, take time to talk about innovation, not as in 'we need to innovate,' but 'where are the problems in the marketplace and how should we solve them?' And innovation will emerge.

Shadman Zafar
Co-CIO, Citi

Readiness in the Era of AI and Continuous Change: Insights From Academia

Exploring the impact of AI as it permeates all aspects of society

From ethics to geopolitics, AI presents multifaceted opportunities and challenges for business and society at large. Addressing the dual nature of AI—both its promising prospects and inherent risks—are critical to building societal trust.

"One thing that we all agree on is that AI, GenAI is going to have a profound and unprecedented impact on knowledge work—more so than mobile phones and the internet."

Dr. Harrick Vin
Chief Technology Officer, Tata Consultancy Services

"People who are using AI are very well-educated. This means that there is a lot of untapped potential in different organizations and within society. We need to build bridges to increase access to AI for all communities so that we don't have a digital divide within organizations or society."

Dr. Sarah Kreps
Director of the Tech Policy Institute, Cornell University

"As a society, we should not worry so much about academics supporting short-term interests of industrial progress, but encourage academics to be eccentric, crazy people."

Dr. Zachary Lipton
Chief Technology/Science Officer, Abridge and Raj Reddy Associate Professor of Machine Learning, Carnegie Mellon University

Poll question: What benefit from academic partnerships is most important to you?

Benefit	Percentage
Recruiting talent	35%
Continuous learning	18%
Access to cutting-edge research	35%
Access to subject matter experts	12%

Art of the Possible: The Future of AI-Human Collaboration

How to integrate AI into the workplace to help people thrive

Integrating AI into the workplace has been and will continue to be challenging. But it has vast potential to improve employee and company performance. Emphasizing employee education, inclusivity, and strategic partnerships are important ingredients for successful AI implementation.

"We're going to have to be really thoughtful and very intentional about how we help our employees use AI technology and its solutions, wherever they may be within the organization."

Jane Possell
EVP, CIO, Analytics, Operations, CNA

"GenAI can unlock the potential of unimaginable productivity, but also career growth. Investing in employees and providing them opportunities to grow their talents and nurture their passions will help companies gain success amid constant change."
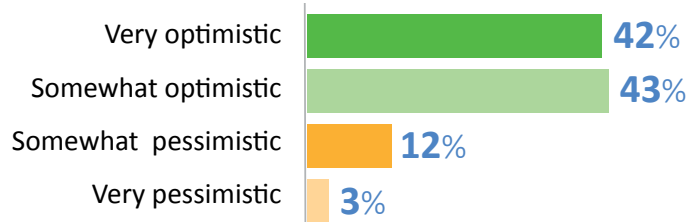
Jennifer Smith
EVP and Chief Technology and Operations Officer, Zions Bancorporation

"You cannot have a culture of continuous improvement on tools like AI if you don't have a culture of data. Everybody in the organization must understand that good data quality will result in good outcomes."

Richard de Lange
Senior Vice President – IT Eaton Corporation

Poll question: How optimistic are you about the future of AI-human collaboration?

Very optimistic	**42**%
Somewhat optimistic	**43**%
Somewhat pessimistic	**12**%
Very pessimistic	**3**%

A Fireside Chat With Lindsey Vonn

Crashing and falling are part of the journey in sports, business, and life

With multiple Olympic medals and World Cup championships to her name—as well as devastating crashes—Lindsey Vonn is an authority on overcoming obstacles to achieve goals. During an intimate conversation with TCS Summit co-host Stephanie Mehta that traversed her illustrious skiing career, Vonn underscored the values of patience, grit, and taking one step at a time to foster success.

'' That's what it takes to succeed. To continuously try, to continuously move forward. ''

Lindsey Vonn
*Olympic Gold Medal Skier;
New York Times Bestselling Author*

Top TCS Summit Takeaways

1. Delivering on true innovation and digital transformation imperatives requires companies to **build an ecosystem of deep, trusted partnerships.**

2. AI will continue improving, and it will impact business and society in powerful new ways, underscoring the need for **accurate data and ethical guardrails**.

3. Future-ready organizations must engineer a **strong data estate**, implement organization-wide strategies that **promote adaptability**, and invest in **continuous training** and upskilling.

4. **A people-centric culture** is essential to building resilience and adaptability into an organization. By listening to employees, focusing on their needs, and integrating diverse talent and perspectives, organizations will be equipped to navigate change with confidence.

5. Developing AI competencies **can't be a one-size-fits-all** approach. Different techniques are needed for workers of varying ages, expertise, and roles to ensure that employees across the organization have foundational AI skills that will help them thrive and grow.

6. According to a poll of attendees, **recruiting talent and access to cutting-edge research are the most important benefits of academic partnerships**. They can help executives consider diverse perspectives to foster ethical and effective innovation.

7. While there are many paths to delivering business value from AI, the most successful organizations **educate their workforce, align diverse groups of stakeholders**, and remain laser-focused on the desired business outcome before and during implementation.

8. Given the economics of AI adoption, businesses that **focus on use case selection and ROI models** will be better positioned to succeed with value-driven implementations.

9. Risk management in today's world means going beyond traditional cybersecurity. To truly protect an enterprise, **a comprehensive strategy** should include everything from data quality and retention to recruiting diverse talent and upskilling employees.

10. Crashing and falling are part of the journey in sports, business, and life. The key is to **get back up and keep trying**, demonstrating the importance of resilience and determination.