



CASE Wiz – Season 2
Contest Note

CASE Wiz Season 2 - Contest Note

Introduction

Business scenario is changing every day. To stay ahead in the business companies have to do a lot of research and undergo transformation. In today's world the Digital 5 Forces 'Big Data and Analytics', 'Mobility and pervasive computing', 'Social media', 'Artificial Intelligence and Robotic' and 'Cloud computing' play a key role in bringing in the transformation within a company.

TCS is a leading player in IT sector providing solutions using new age technologies for Re-imagining business. It is helping its global customers to simplify and transform their business using to stay ahead in the competition.

The CASE Wiz – Season 2 is an inter college competition aims to give MBA students from premier institutes an exposure to kind of real world business challenges and kind of role an IT company can play to stay competitive in industry.

The contest

CASE Wiz season-2 will be open for 1st and 2nd year students.

Theme of the contest is “Re-imagination / Simplification of business using digital 5 forces”.

The contest will be hosted on social collaboration platform of TCS for students fraternity called “Campus Commune” All stages of the contest right from registration to submissions will happen through campus commune. Campus Commune not only shares knowledge with students but also helps them to collaborate with other students and SMEs in the industry through its different activity centers. Path is <https://nextstep.tcs.com> > Campus Commune > Click on CASE Wiz banner. First time login to Nextstep portal will need to fill in basic details to generate a valid CT reference number.

The competition will have a team structure. Each team will necessarily have 2 members. Participants will have to form their team in Campus Commune. A participant can be part of only one team.

2nd year students will have an option to choose their domain. There will be 2 separate case studies on the theme for 2nd year students, one in Manufacturing domain and other in Telecom domain. Each business unit will have its own rounds of submission and Grand Finale. Thus for 2nd

year students there will be separate winning teams for both Manufacturing – ITG domain and Telecom domain.

Registrations and team formation for the contest will begin first. In case of 2nd year students, once the team formation is done, they will have to choose their domain.

Synopsis on the case study will be available on campus commune for reference while choosing the domain during registration phase. Once the registration phase is over detailed case studies will be available on Campus Commune.

Participation

Students from below accredited CAT1 institutes only are eligible to participate in the contest.

- IIM Ahmedabad (PGP course)
- IIM Bangalore (PGP course)
- IIM Calcutta (PGP course)
- IIM Lucknow (PGP course)
- IIM Kozhikode (PGP course)
- IIM Indore (PGP course)
- SP Jain institute of Management and Research (PGDM Course)
- XLRI (BM course)
- NITIE (PGDIE and PGDIM course)
- Jamanalal Bajaj Institute of Management (MMS course)
- Xaviers Institute of Management (PGDM course)
- Great Lakes institute Management (PGPM course)
- MDI, Gurgaon (PGPM)
- Faculty Management Studies (MBA course)
- Indian institute of Foreign Trade (MBA International business)
- ISB (PGP)

Eligibility Criteria

- Students from premier B-Schools in India mentioned above can participate in the contest
- 2nd year students with HR specialization are not eligible to participate

Participation Guidelines:

- The contest will be conducted through TCS's students collaboration platform "Campus Commune"
- Interested students will have to **register** on TCSL NextStep for taking part in the contest. A CT Reference # is mandatory for participating in the contest.
- There will be team participation for the contest. Team formation will be done on Campus Commune
- After registration begins, all interested participants will be required to visit the contest on Campus Commune for forming the teams.
- Participants need to confirm their participation in the contest by clicking on "Yes" and agreeing to terms and conditions
- Each team should choose a team name and the team leader.
- During registration, the team leader should nominate self as the Team Leader and also Nominate another team member. It is the responsibility of the nominated team members to accept the nomination/invitation.
- In case a team member rejects a nomination, the Team Leader will be able to send a new request to another registered member from same institute.
- The team will be formed after the nominated member accepts the nomination.
- The Team Leader will be the point of contact for further communication with respect to the contest, and will be responsible for updating the respective team member.
- Team members should be from the same batch / year of passing and should be from the same institute
- Team may be from the same discipline or inter-disciplinary.
- Team members have to remain constant throughout the contest. Swapping of participants within teams is not allowed and will lead to disqualification of the respective team.
- Students will have to submit their analysis within stipulated time frame for each round
- TCS will make provide accommodation for the finalists who will need to come for the finals. Finalists will need to travel to the venue for the Grand Finales. TCS will reimburse fare upto AC II tier. Finalists will have to submit original tickets for reimbursement.
- Plagiarism is strictly prohibited. Online search engines may be used as reference, but copy pasting directly from the internet is highly discouraged.

Contest structure

There will be 3 rounds in the contest for both 1st year and 2nd year.

- **Round 1:** In the first round participating teams are required to submit blue print of the case study in prescribed format on Campus Commune before or on date of submission.

Blue print submitted by the team will be evaluated by a team of experts. Top 20 teams across the country will be adjudged as winners of round 1 based on evaluation parameters.

- **Round 2 (Semi Final):** Participants are required to submit the detailed analysis of the case study in the prescribed format before the dead line. Top 5 teams will be announced as winners of Round 2
- **Round 3 (Grand Finale):** Grand Finale will be conducted in one of TCS facilities. Winning teams will have to come to the venue for presentations. TCS will take care of their accommodation and travel.

(In case of case studies for 2nd year students, there will be separate submissions for Manufacturing and Telecom)

Guidelines to submit case study

Participants are expected to submit analysis / solutions for Round 1 and Round 2 on-line in standard templates. There will be separate templates for Round 1 and Round 2 submissions. The templates for submission will be available on Campus Commune.

Prizes for 2nd year students

Case Study for Manufacturing – ITG group

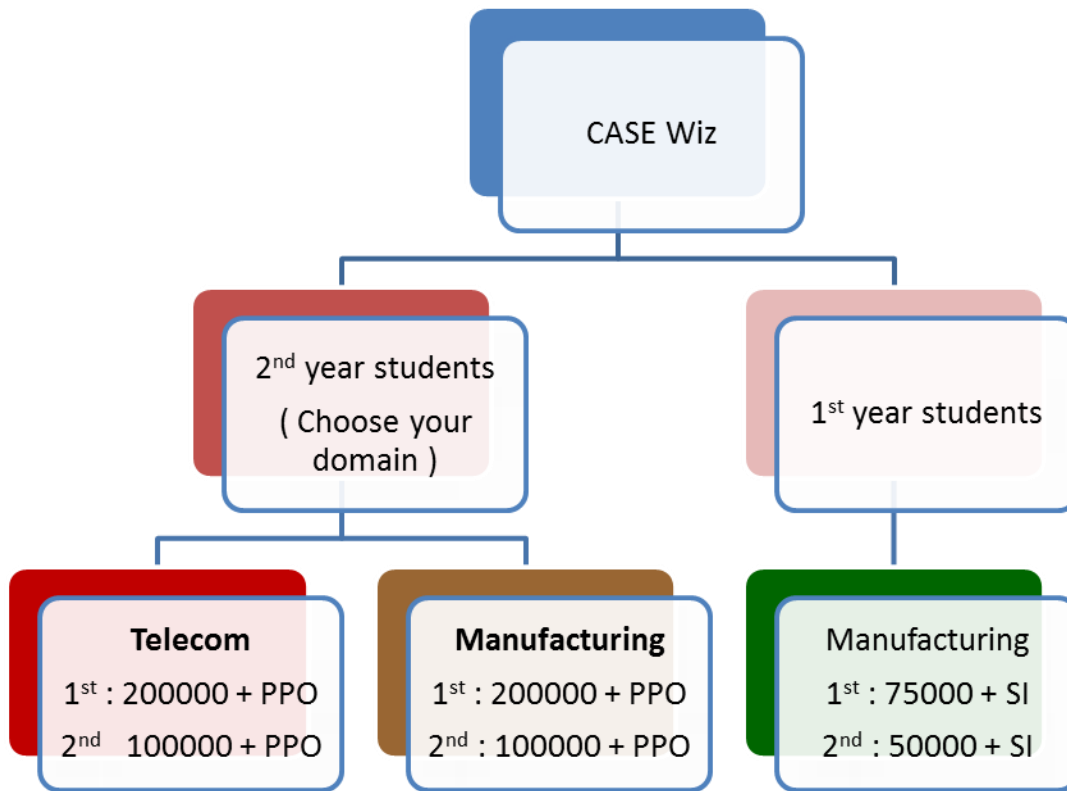
- 1st Prize: INR 2,00,000 + PPO
- 2nd Prize: INR 1,00,000 + PPO
- Certificate of appreciation to remaining 3 finalists

Case Study for Telecom group

- 1st Prize: INR 2,00,000 + PPO
- 2nd Prize: INR 1,00,000 + PPO
- Certificate of appreciation to remaining 3 finalists

Prizes for 1st year students (For Manufacturing – ITG group only)

- 1st Prize: INR 75,000 + Summer Internship
- 2nd Prize: INR 50,000 + Summer Internship
- Certificate of appreciation to remaining 3 finalists



Important Dates

Registration starts : 28th July

Registration closes : 3rd August

Submission for Round 1 : 17th August

Results of Round 1 : 31st August

Submission of Round 2 : 10th September

Results of Round 2 : 17th September

Round 3 (Grand Finale) : Last week of September

(There could be slight change in dates. Any change in dates will be communicated to the participants)

Terms and Conditions

By entering the contest, each team and its members thereof confirms and agrees to the following terms and conditions:

- The participants acknowledge that the solution submitted will be an original work created solely by him / her, and that the solution does not infringe on copyrights, trademarks, moral rights, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim, or interest in the solution.

- The solution must not contain content where any person/s would be required to undertake actions that is inappropriate, indecent, obscene, violent, hateful, tortuous, defamatory, slanderous; that promotes racism or hatred against any group or individual or that promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age; or that is unlawful, in violation of or contrary to the laws or regulations in the state or province where the application is developed.
- The participants acknowledge that they are the sole author of the solution and that it is their original work.
- The participants have not licensed or disposed of any rights in the solution that would conflict with any of TCS use (if any).
- Participants who have submitted their solution is either the copyright owners of the component parts of that work or are posting the work under license from a copyright owner or otherwise as permitted by law. TCS does not claim ownership rights in your works or other materials posted by you.
- For the sole purpose of enabling TCS to make your solution available through TCS portal you grant TCS a non-exclusive, royalty-free license to reproduce, distribute, re-format, store, prepare derivative works based on, and publicly display your content. You agree not to distribute any part of the portal other than your content in any medium other than as permitted in these Terms and Conditions.
- Display or publication of any entry on a TCS website does not indicate the participants will be selected as a winner. TCS will not be required to pay any additional consideration or seek any additional approval in connection with such use.
- By entering this Contest, all entrants agree to release, discharge, and hold harmless TCS from any claims, losses, and damages arising out of their participation in this Contest or any Contest-related activities. TCS assumes no responsibility for any error, omission, interruption, deletion, defect, or delay in operation or transmission; communications line failure; theft or destruction of or unauthorized access to Contest entries or entry forms; or alteration of entries or entry forms.
- TCS reserves the right, at its sole discretion, to cancel or terminate the Contest, at any time it deems fit and proper. No claims or representations shall be entertained in this regard.
- TCS reserves the right to relax any of these restrictions if permitted by law before the start of the Qualification Round.
- All contestants must have access to the Internet, a valid postal address, and a valid email address in order to enter the contest.

- TCS reserves the right to verify eligibility and to adjudicate on any dispute at any time. TCS will be the sole authority to decide the winners of the contest and decision of TCS will be final and binding on all the contestants.
- At no point of time during the contest should internal stakeholders attempt to influence the events/ flow of the contest by way of guidance, pep up/ technology/ business case specific sessions for students in any institute participating for the contest. TCS team will ensure complete compliance to all guidelines enclosed in this document.

Indemnifications

You fully indemnify and hold us (Tata Consultancy Services Limited) harmless for and against all damages, losses, and costs that might be caused by:

- Your failure to comply with the terms of the above agreement
- Third party claim(s) of their rights and IPR being violated/effected by your article(s) submitted to us.

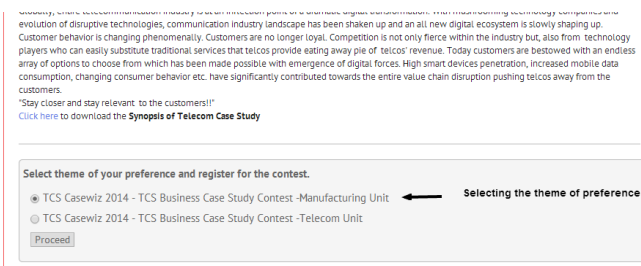
Steps to be followed in Campus Commune

CASE Wiz season -2 is a team event. Each participant will have to first register on Campus Commune and then form a team.

Each team will have a team leader and a team member. Only team lead will have access to submit evaluation. However both team lead and team member will have access to the case study.

Before forming a team, both members should decide who will be the team leader. Below are the steps to be followed in Campus Commune for team formation.


For Team Lead





The screenshot shows a registration page for the TCS Casewiz 2014 contest. At the top, there is a paragraph of text about the evolution of disruptive technologies and the communication industry landscape. Below this, there is a link to download the Synopsis of Telecom Case Study. The main part of the page is a form titled "Select theme of your preference and register for the contest." It contains two radio button options: "TCS Casewiz 2014 - TCS Business Case Study Contest -Manufacturing Unit" and "TCS Casewiz 2014 - TCS Business Case Study Contest -Telecom Unit". A red arrow points to the first option, with the text "Selecting the theme of preference" next to it. At the bottom of the form is a "Proceed" button.


In case of 2nd year student select your domain first and apply for the contest on the landing page.

Contest Starts: 23 Jul 14 Contest Ends: 15 Sep 14 All times are in (India Standard Time)

**Phase 1:Participant Registration & Team Formation**
Starts: Wed Jul 23 2014 23:30 Hrs Ends: Thu Jul 31 2014 23:30 Hrs
No. of members per team: 2
[Register](#)
Registering for the contest

**Phase 2 :Case Synopsis Submission Round**
[Click to View Round Details](#)
Start Date: Fri Aug 01 2014 14:30 Hrs End Date: Wed Aug 06 2014 01:30 Hrs

**Phase 3 :Case Presentation and Solution Submission Round**
[Click to View Round Details](#)

**Phase 4 :Grand Finale**
[Click to View Round Details](#)
Start Date: Mon Sep 15 2014 14:30 Hrs End Date: Mon Sep 15 2014 23:30 Hrs

Contest - Registration

TCS Casewiz 2014 - TCS Business Case Study Contest -Manufacturing Unit

CT Number: ct_casewiz_student3

College: IIT - Bombay

Email: casewiz_student3@gmail.com

Mobile No: +91 9841460891

[Register](#)

Related Links

[Contest Page](#)
[Contest Community](#)
[Terms and Conditions](#)
[Rules and Regulations](#)

TCS Confidential

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Contest - Team Formation

If you are a team lead

Please ensure that all your team members register for the contest before you create the team.

You can form your team only with candidates from your college.

Click on button below to start the team formation process.

Form Team Now

Team lead forming the team

If you are a team member

You are now registered for the contest.

Please wait for your team lead to send you an invite

[Back to Contest Page](#)

Contest - Team Formation

TCS Casewiz 2014 - TCS Business Case Study Contest -Manufacturing U

[Become a Team Lead](#)

Team Member Instructions:

To become team lead click on this button.

TEAM LEADERS WOULD INVITE YOU TO JOIN THEIR TEAMS. PLEASE CHECK YOUR **INBOX** FOR PENDING INVITATIONS.

Step 1

Invitations

You have not received any invitations from team leads to join their teams
If you are a team member, ask your Team lead to create the team and send invites to you

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Note

Team members please wait until you get invite from your Team lead.

Contest - Team Formation

TCS Casewiz 2014 - TCS Business Case Study Contest -Manufacturing Unit

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Team Lead Instructions

IF AND ONLY IF ALL THE TEAM MEMBERS HAVE
CONFIRMED THEIR RESPECTIVE INVITES, THE TEAM
IS CONSIDERED TO BE **CONFIRMED** FOR THE
CONTEST.

Step 4

[I have read the instructions](#) [Cancel](#)

Team Lead Disclaimer:

By opting to become a Team Leader, you would not be receiving team member invites from any other Team Leader. Please click "I Understand" to continue

[I Understand](#) [Cancel](#)

Create your Team

Enter your Team Name:

← Create team by giving the team name

[Submit](#)

Invitations

You have not received any invitations from team leads to join their teams
If you are a team member, ask your Team lead to create the team and send invites to you

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Note

Team members please wait until
you get invite from your Team
lead.

Contest - Team Formation

TCS Casewiz 2014 - TCS Business Case Study Contest -Manufacturing Unit

Team Name: **Team 1** Your Role: **Team Lead** Team size: **2**. You can invite 1 member to join your team.

[C](#)

Drag your team member from the left column and drop in the right column

C



Casewiz Student4

CT_CASEWIZ_STUDENT4

← Team lead adding the member to his team

Drop here

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Note

Incase you are unable to find your
team members listed, check the
following

- 1) If your team member has
registered for the contest
- 2) If your college name and that of
your team members is the same
(In Nextstep)
- 3) Use the helpline link to connect
with campus commune team if
there are any other issues

Contest - Team Formation

TCS Casewiz 2014 - TCS Business Case Study Contest -Manufacturing Unit

Team Name: **Team 1** Your Role: **Team Lead** Team size: 2. You can invite 1 member to join your team.

Drag your team member from the left column and drop in the right column

Drop here

Casewiz Student4
CT_CASEWIZ_STUDENT4

Team lead invited a team member

Continue ->

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Hi Casewiz Students (1 point)

Create New My Items My Profile People Communities (1) Helpline Exit

Contest - Team Formation

Confirm your team members

Casewiz Student4 Available

[Confirm Team Members](#) [Go Back To change team members](#)

Click to confirm the team members

For a team member

Customer behavior is changing phenomenality. Customers are no longer loyal. Competition is not only fierce within the industry but, also from technology players who can easily substitute traditional services that telcos provide eating away pie of telcos' revenue. Today customers are bestowed with an endless array of options to choose from which has been made possible with emergence of digital forces. High smart devices penetration, increased mobile data consumption, changing consumer behavior etc. have significantly contributed towards the entire value chain disruption pushing telcos away from the customers.

"Stay closer and stay relevant to the customers!"

[Click here to download the Synopsis of Telecom Case Study](#)

Select theme of your preference and register for the contest.

☒ TCS Casewiz 2014 - TCS Business Case Study Contest -Manufacturing Unit
 ☐ TCS Casewiz 2014 - TCS Business Case Study Contest -Telecom Unit

Proceed

Selecting the theme of preference

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2nd Prize: INR 1,00,000 + PPO
Certificate of appreciation to remaining 3 finalists
Contest Owner: Dilip Murugesan K

Contest Starts: **23 Jul 14** Contest Ends: **15 Sep 14** All times are in (India Standard Time)

Phase 1: Participant Registration & Team Formation
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No. of members per team: **2**
[Register](#)
Registering for the contest

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[Click to View Round Details](#)
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Phase 4 :Grand Finale
[Click to View Round Details](#)
Start Date: **Mon Sep 15 2014 14:30 Hrs** End Date: **Mon Sep 15 2014 23:30 Hrs**

Instructions

TCS Casewiz 2014 - TCS Business Case Study Contest -Manufacturing Unit

CT Number: ct_casewiz_student4

College: IIT - Bombay

Email: casewiz_student4@gmail.com

Mobile No: +91 9841460892

[Register](#)

Team member registering for the contest

Contest Owner: Dilip Murugesan K

Contest Starts: **23 Jul 14** Contest Ends: **15 Sep 14** All times are in (India Standard Time)

Phase 1: Participant Registration & Team Formation
Starts: **Wed Jul 23 2014 23:30 Hrs** Ends: **Thu Jul 31 2014 23:30 Hrs**
No. of members per team: **2**
You have completed the registration successfully.
[Form/Confirm your team](#)

Phase 2 :Case Synopsis Submission Round
[Click to View Round Details](#)
Start Date: **Fri Aug 01 2014 14:30 Hrs** End Date: **Wed Aug 06 2014 01:30 Hrs**

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[Click to View Round Details](#)

Phase 4 :Grand Finale
[Click to View Round Details](#)
Start Date: **Mon Sep 15 2014 14:30 Hrs** End Date: **Mon Sep 15 2014 23:30 Hrs**

Instructions

Hi Casewiz Student4 (1 point)
Create New
My Items
My Profile
People
Communities
(2)
Helpine
Exit

Contest - Team Formation

TCS Casewiz 2014 - TCS Business Case Study Contest -Manufacturing Unit [Become a Team Lead](#)

Team Member Instructions:

NOTE: INVITES CAN BE VIEWED FROM YOUR CAMPUS COMMUNE INBOX OR IN THE CONTEST PAGE.

Step 4

Invitations

You have got invite from the following teams.

Team Name: **Team 1** Team Lead: **Casewiz Student3**

Casewiz Student3 has invited you to join his/her team for the contest TCS Casewiz 2014 - TCS Business Case Study Contest - Manufacturing Unit

[Accept](#) [Reject](#) about 4 minutes ago

Team member accepting the invite from his team lead

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Note

Team members please wait until you get invite from your Team lead.

Contest - Team Formation

TCS Casewiz 2014 - TCS Business Case Study Contest -Manufacturing Unit

Team Name: **Team 1** Role: **Team Member** Team Lead: **Casewiz Student3**

Team Formation Status: **Confirmed**

Team Members:

Casewiz Student4

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