

Scandinavian Airlines (SAS) selects Tata Consultancy Services as its Strategic IT Partner

- *Five year deal is part of larger initiative to improve competitiveness at the SAS group*
- *Cloud based solution to bring significant efficiencies and simplification across the technology stack*
- *Multi-year, multi-million deal to make SAS more competitive for the new digital wave*

Stockholm/Mumbai, September 10, 2013: Tata Consultancy Services (BSE: 532540, NSE: TCS), the leading IT services, consulting and business solutions organization, announced that it has been selected by, SAS Scandinavia's leading airline, to help transform and optimize its IT processes, applications and infrastructure. TCS will implement its proprietary cloud based solutions to simplify and standardize the SAS IT landscape. The initiative is a part of the SAS "4 Excellence Next Generation" strategy, aimed at improving competitiveness of the SAS Group. Through this partnership, SAS will also tap into TCS' Aviation and Digital Innovation Labs to develop solutions addressing the needs of the new digital consumer.

"We are very pleased to enter into a long-term partnership with Tata Consultancy Services, a proven supplier of global expertise in technology and experience in the aviation industry. It is a significant step that will enable SAS to achieve significant goals within the "4 Excellence Next Generation" strategy. TCS has built a strong reputation as a partner that drives simplification and business enablement. This agreement will strengthen our long-term competitiveness and enable new digital solutions to drive growth." says **Hans-Petter Aanby, CIO of SAS Group**.

Amit Bajaj, Head of North Europe at TCS said, "TCS is pleased to be selected as a strategic partner in SAS' transformation journey to address the new paradigm in the aviation industry, which is characterized by intense competition and demanding customers who are increasingly going digital." He added, "Having recently being selected for several transformational engagements such as TDC in Denmark, Posten in Norway, Nokia in Finland and SAS in Sweden and the Nordic region at large, TCS has emerged as a clear partner of choice for Nordic companies looking to reinvent themselves in this new digital age."

Present in the Nordic region since 1991, TCS has continuously invested in the market locally to deliver consistent results to its customers. TCS' Nordic operations comprise over 5500 professionals working across Sweden, Finland, Norway, Denmark and Iceland, servicing leading Nordic companies. Its scale of operations has doubled since 2010 in the region with significant increase in local hiring. TCS had been

selected as the Nordic leader in Customer satisfaction across various surveys for the fourth consecutive year.

“TCS is one of the rare companies that have been able to manage an excellent rate of growth, while retaining its customer satisfaction levels at the highest levels. Their ability to perform consistently has led to customers rating them at the highest level in the Industry in the Nordic region and across Europe. It hence comes as no surprise that many Nordic firms are selecting them as a partner to drive their crucial transformation initiatives.” **Said Jef Loos, Head of Sourcing - Europe at Whitelane Research.**

About Scandinavian Airlines

SAS Scandinavian Airlines is Northern Europe’s leading airline with more than 1100 daily departures to 136 destinations in Scandinavia, Europe, the U.S. and Asia. SAS offers a wide range of innovative travel solutions in order to make customers’ travel as time efficient and smooth as possible. SAS has a world class punctuality as one in five most punctual airlines in the world for the fourth year in a row. For more information, please see: www.sasgroup.net.

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an [IT services](#), [consulting](#) and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of [IT](#), [BPO](#), [infrastructure](#), [engineering](#) and [assurance services](#). This is delivered through its unique [Global Network Delivery Model™](#), recognised as the benchmark of excellence in software development. A part of the Tata group, India’s largest industrial conglomerate, TCS has over 277,000 of the world’s best-trained consultants in 44 countries. The company generated consolidated revenues of US \$11.6 billion for year ended March 31, 2013 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit us at www.tcs.com.

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