



## INTISARI

Perusahaan asing yang ingin berinvestasi di luar negeri semestinya telah mengumpulkan informasi perihal potensi pasar dan pesaing yang akan dihadapi di negara yang dituju. Dan hal yang paling penting dipersiapkan adalah sumber daya tenaga ahli profesional yang ditunjuk untuk menjalankan operasional bisnisnya tersebut. Penulisan ini bertujuan untuk menganalisa sejauh mana kemampuan pimpinan manajemen PT Tata Consultancy Services Indonesia mengembangkan bisnis berbasis jasa teknologi informasi untuk mendukung visi dan misi perusahaan induknya sekaligus menjalankan nilai-nilai korporasi grup Tata Consultancy Services di Indonesia.

Analisa strategi manajemen menggunakan pedoman teori Strategi Korporasi dan analisa perilaku personil manajemen menggunakan pedoman teori 7 kerangka model McKinsey.

Kata kunci: visi, misi, strategi manajemen, *Delivery Center*, *Offshore*, *Onshore*, tenaga berkeahlian teknis, perilaku.



## ABSTRACT

A foreign company who wants to expand their business in other country should already have information such as market potential and competitor analysis in the country they are targeting. And the most important preparation is to select the person who will lead daily business operation. This research objective is to analysis personal leadership of Country Head of PT Tata Consultancy Services Indonesia in leading the business base on information technology services in order to support vision and mission of its parent company including to conduct corporate values of Tata Consultancy Services in Indonesia.

The analysis of management strategy is using corporate strategy theory and the analysis of resource behavior is using 7s Framework model of McKinsey.

Keywords: vision, mission, Management strategy, *Delivery Center*, *Offshore*, *Onshore*, technical resources, behavior.