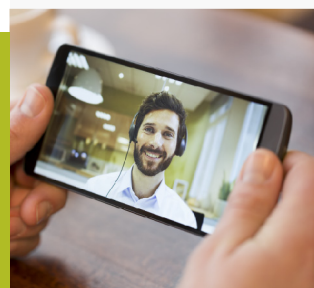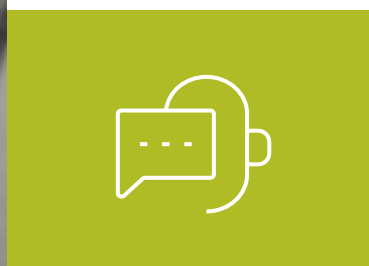# HARNESS UNIFIED COMMUNICATION AND COLLABORATION IN INDIA AND THE GLOBAL MARKET

With regulatory-compliant domestic and international calling and UC solutions from Tata Communications

At a glance

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Navigating the future of enterprise collaboration

India is a critical market for global enterprises, and their success rides on their ability to deliver seamless communication and collaboration for employees and clients around the world. As a result, many enterprises are moving to cloud-based UCaaS and CCaaS solutions powered by – or based on – a SIP Trunk to meet their domestic and international PSTN calling needs. This has become even more pressing with today's increasingly disparate workforces, as businesses rush to enable our new work-from-anywhere reality and a communication stack built on the cloud.

Recent OSP guidelines released by the Department of Telecommunications are also freeing more enterprises to embrace the cloud. But they face significant challenges in their journey to adopt these cloud-based solutions and provide unified user experiences to internal and external stakeholders.

The complexity question for enterprises

Establishing the overall infrastructure and regulatory understanding to offer their services in India will cost both time and money. Enterprises inevitably find themselves looking to partners to deliver their services, but working with multiple providers increases the complexity of business-critical functions like support, onboarding and provisioning, and makes maintaining a consistent user experience almost impossible.

In order to deliver a consistent user experience across India and the rest of the world, enterprises are turning to a single provider that can ensure easier implementation, fewer integration issues, simpler management and greater visibility – with the necessary license and assurance that all regulatory requirements have been met.

The regulatory hurdles in India

Enterprises want to couple a PSTN calling solution to their cloud communication solutions. However, they do not have the required license to enable telecom services in India, and as this is not their core business, it's an issue they really don't want to deal with. Similarly, gaining the required regulatory understanding and building the overall infrastructure to enable their services in India will cost in both time and investment. Enterprises look to partners to deliver their services, but working with multiple providers increases the complexity of business-critical functions like support, onboarding and provisioning, and makes maintaining a consistent user experience almost impossible.

Enterprises need a trusted advisor with experience deploying solutions in the highly regulated Indian market, with the necessary license. The right partner can take care of the complex PSTN piece, leaving the enterprise free to focus on building their application service offering.

Enterprises are looking for a telecom partner with whom they can enable their services or via which they can resell their services.

> Gartner Forecasts India Public Cloud End-User Spending to Total $4.4 Billion in 20211"
>
> **- Gartner Forecasts (April 2011)**

Unlock growth in India with a compliant voice partner

Tata Communications now has a **UL VNO license** in India, enabling us to offer domestic calling services with the same quality and flexibility our customers have come to expect internationally. By partnering with Tata Communications, enterprises have a one-stop-shop solution to deliver unified communication and collaboration experiences in India, and around the world.

How enterprises can simplify operations and reduce costs with unified communications

The ask

A multinational IT company offers its services to clients around the world, including in India. With a large IT delivery centre in India running development and support services, the firm needs to adopt a unified communication and collaboration suite to enable more efficient communication between employees and clients.
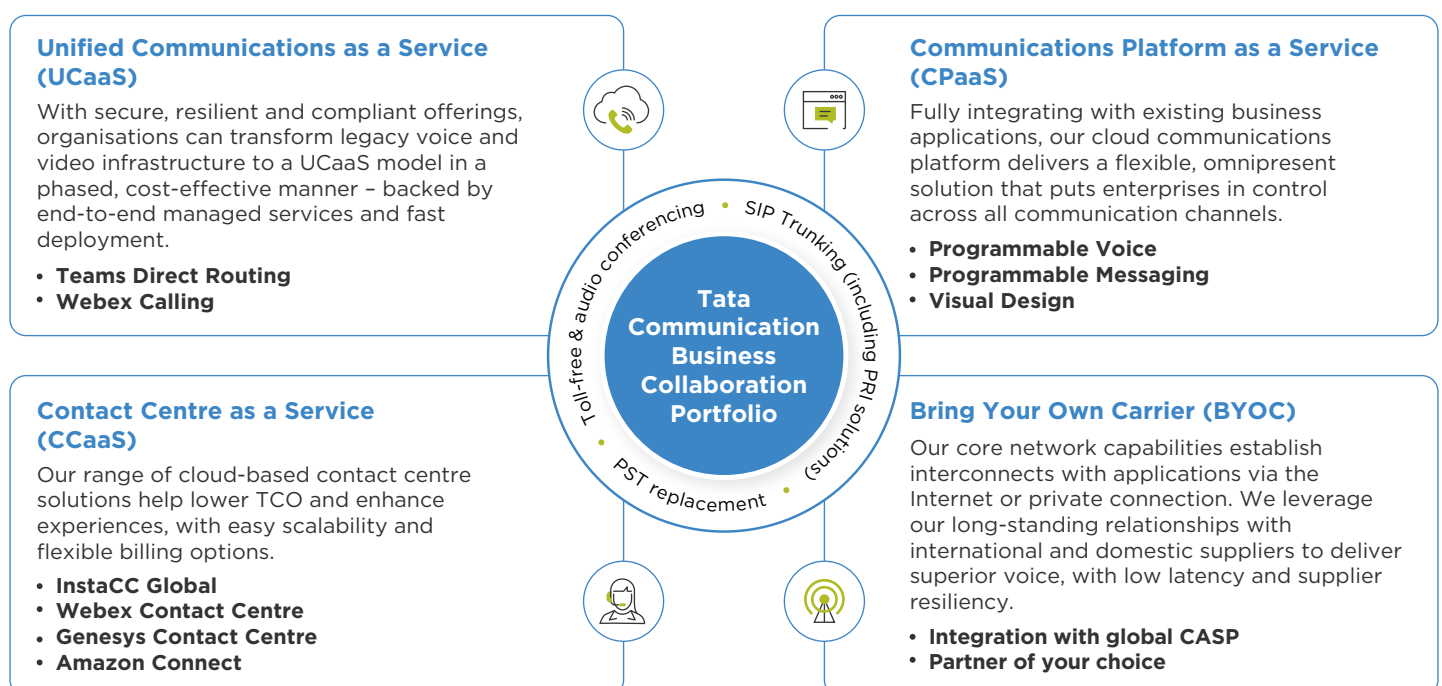
The solution

By partnering with Tata Communications, which has both the necessary UL VNO license and a wider suite of business collaboration services, the enterprise can deliver seamless calling services within India, and internationally. Now users can enjoy the same experience, no matter where they're based – and it's all through a single service provider that saves cost, eliminates complexity and maintains unified SLAs, supported by a portal and APIs to ensure digital customer experiences.

Introducing the Tata Communications platform portfolio

Tata Communications acts as a gateway to the Indian market, with regulatory-compliant services. Now, with a **UL VNO license** we are one of the few global service provider who can offer a full suite of cloud communications services to India domestic and international customers.

It's all part of a comprehensive UC portfolio that enables seamless collaboration and communication on a global scale, along with India. Our Global SIP Connect streamlines voice and video with unmatched reliability, scalability and cost efficiency. While toll-free and audio-conferencing solutions offer the much-needed flexibility for today's new ways of working.

Unified Communications as a Service (UCaaS)

With secure, resilient and compliant offerings, organisations can transform legacy voice and video infrastructure to a UCaaS model in a phased, cost-effective manner – backed by end-to-end managed services and fast deployment.

- **Teams Direct Routing**
- **Webex Calling**

Communications Platform as a Service (CPaaS)

Fully integrating with existing business applications, our cloud communications platform delivers a flexible, omnipresent solution that puts enterprises in control across all communication channels.

- **Programmable Voice**
- **Programmable Messaging**
- **Visual Design**

Contact Centre as a Service (CCaaS)

Our range of cloud-based contact centre solutions help lower TCO and enhance experiences, with easy scalability and flexible billing options.

- **InstaCC Global**
- **Webex Contact Centre**
- **Genesys Contact Centre**
- **Amazon Connect**

Bring Your Own Carrier (BYOC)

Our core network capabilities establish interconnects with applications via the Internet or private connection. We leverage our long-standing relationships with international and domestic suppliers to deliver superior voice, with low latency and supplier resiliency.

- **Integration with global CASP**
- **Partner of your choice**

Toll-free & audio conferencing · SIP Trunking (including PRI solutions) · PST replacement

Tata Communication Business Collaboration Portfolio

Why Tata Communications?

Strong track record: we have proven expertise in managing deployment in highly regulated, emerging markets – including India – with regulatory-approved services. With complexity taken care of, our customers are free to focus on their core business.

Global scale: as one of the world's only leading voice provider offering India Domestic Services, our Global SIP Connect enables organisations to streamline their global voice, video communication and collaboration with unmatched reliability, scalability and cost efficiency.

Optimised spend: we help customers realise significant cost savings and rapid ROI through flexible billing models, an industry-leading rate structure and on-net connectivity to top UCC cloud providers.

Built-in security: with our comprehensive, AI-enabled Fraud-Prevention-as-a-Service offering, including fraud prevention APIs, detection and alerting, and portal.

Simplified administration: through an automated end-user and admin portal and APIs.

15 billion
voice minutes per annum travel on our network – that's 1 in 7 calls

1600
service provider relationships

30%
typical savings when customers choose our SIP over conventional PRIs

95%
of customer incidents proactively monitored

An award-winning partner

- ★ **2022 Roco wholesale voice Tier 1 Operator of the year**
- ★ **2022 Asia communication award Wholesale operator of the year**
- ★ **Enterprise Telecom Service Provider – Large Enterprise Segment Award** (five-time winner)
- ★ **Unified Communications Service Provider of the Year Award** (third consecutive year)
- ★ **Enterprise Data Service Provider of the Year Award** (11-time winner)
- ★ **Managed Security Service Provider of the Year Award, Telco** (second consecutive year)
- ★ **Managed Video Services Company of the Year Award** (second consecutive year)
- ★ **SDWAN Service Provider of the Year Award** (third consecutive year)
- ★ **Managed Multi-Cloud Service Provider of the Year Award** (third consecutive year)
- ★ **Cloud Interconnect Service Provider of the Year Award** (second consecutive year)
- ★ **Best Security Solution for Fraud Prevention as a Service** (FPaaS) at Carriers World Awards, 2019

For all your voice needs, talk to Tata Communications:
www.tatacommunications.com/contact-us/contact-sales-solutions

For more information, visit us at www.tatacommunications.com