UNIFIED COMMUNICATIONS & COLLABORATION

In creating a UC strategy for the future, global enterprises too often find themselves limited by the past. As your business moves forward, bringing together different islands of communication – across platforms, software and endpoints – can be costly and complicated.

The solution? Our UCC portfolio offers modular services that enable your organisation to leverage existing assets while deploying a future-proof UC strategy. The result? A globally consistent, seamless experience.

ANY PLATFORM. ANY WAY. ANY TIME. ANYWHERE.

UNIFIED COMMUNICATIONS – ON YOUR TERMS

# WE'VE TAKEN UNIFIED COMMUNICATIONS TO A NEW LEVEL

Building and deploying a global UC strategy across multiple platforms and legacy systems is difficult and complicated. The real challenge is sustaining that strategy into an unpredictable future. Is your strategy flexible enough to adapt to new business environments and market opportunities? Will your applications work across multiple vendor platforms, both inside and outside the enterprise with clients, partners and suppliers?

To answer these questions and realise the real promise of UC, one needs to look beyond the application layer. Then you can leverage existing assets to execute a globally consistent and vendor-independent strategy that successfully embraces the future.

As the largest international voice carrier with over 1600 service provider partnerships and a global, Tier-1 IP network which carries 24% of world's internet traffic, we have the world-class technologies and infrastructure in place ready to serve you. We can provide you with a consistent, seamless global connectivity, communication and collaboration experience. And we can help you implement your UC strategy across disparate technology platforms, software and end points. Through our modular portfolio of global voice, unified conferencing, managed services, cloud contact centre and real time communication APIs, we make your UC strategy work for your enterprise regardless of your starting point.
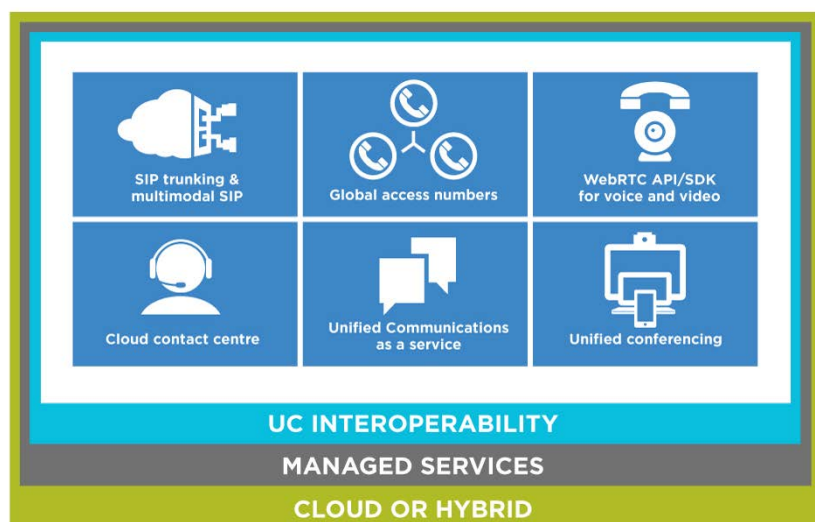
Modular approach
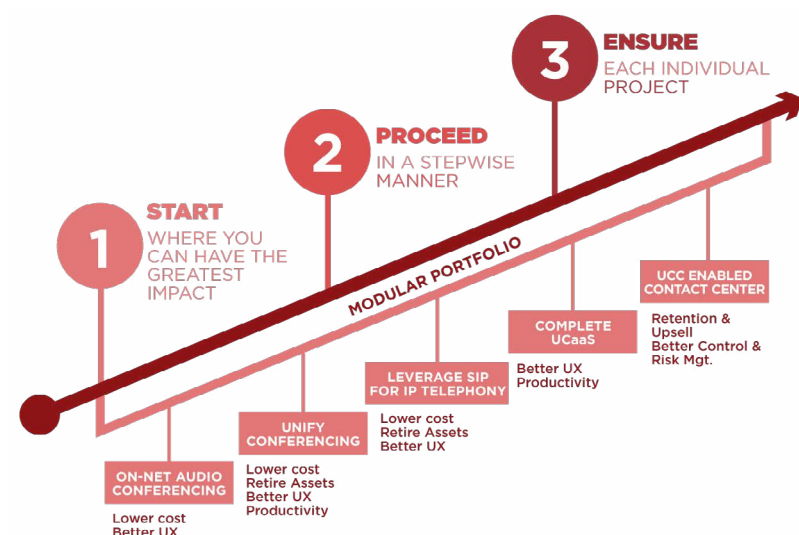
Stepwise strategy

GLOBAL SIP CONNECT™

Consolidate and manage your voice services with a single management view

No need to deal with multiple SIP and legacy telecom suppliers, networks and regulations everywhere you have business around the world. With Global SIP Connect™, you work with just one supplier that provides all your global on-net and off-net voice services.

Global SIP Connect™ seamlessly links your enterprise to the world with our state-of-the-art global IP network handling all of your voice needs. You deal with just one provider worldwide, making your network simpler and easier to manage – and more cost efficient.

We consolidate all your PSTN connections and UC licences – and put all your voice and video on a single line. With a single, global view of your entire network, you enjoy greater control, lower costs, outstanding reliability and increased functionality.

Global SIP Connect™ is also Microsoft® Skype for Business certified and enables you to make local and long distance calls to points all around the world.* Users can also easily connect both inside or outside the enterprise using Direct Inward Dialing (DID) numbers.* Better still, Global SIP Connect™ enables you to improve customer service by easily establishing help desks on toll, toll-free, and local numbers.

An innovative industry first, Global SIP Connect with multimodal functionality transports enterprise video collaboration traffic on SIP trunks, eliminating complexity in provisioning bandwidth in virtual private networks and internet circuits. It unifies voice and video services traffic on a single network access link with optimal quality of service on a pay-per-use model.

Why we're your best SIP choice

- Experienced. We're the world's No. 1 wholesale international voice provider, facilitating 50% of the world's roaming traffic.

- Economical. We can reduce your costs up to 55% on both domestic and international calling.*

- Connected. Our systems integrate with more than 1600 carriers, 785 mobile providers and over 700 VoIP operators.

- Scalable. We have expansive reach in 100+ countries (ITFS), 45+ countries (UIFN), 57 countries and 300 cities, plus full PSTN replacement services in 19 countries including DID/DDI/national and emergency calling.

"Our research shows that SIP trunking has become one of the major ingredients for multinational corporations who are consolidating and centralising their global voice and IP Telephony assets and moving towards unified communications. Services like Tata Communications' Global SIP Connect portfolio are addressing these requirements, as well as the need for a global voice backbone network for global reach."

— MIKE SAPIEN
Principal Analyst, Ovum Research

JAMVEE™ UNIFIED CONFERENCING

Revolutionising collaboration for global enterprises

When people work well together, great things happen. So when an organisation enables its people to collaborate how they want, wherever they want, the effect on its productivity is exponential. Tata Communications' jamvee™ unified conferencing solution makes this possible. Offering best-in-class video and audio conferencing, competitive web collaboration and full conference control, jamvee™ allows users to connect and share, any way and anywhere.

- Drive faster, more creative problem-solving and productivity by enabling your people, customers and suppliers to collaborate freely via audio, video and web channels

- Interoperable – jamvee™ interoperates with Cisco, Microsoft® Skype for Business and all standards-based video conference points so you can truly capitalise on their collaborative potential.

- Better ROI – jamvee™ allows you to continue leveraging your existing investments in desktop applications, extending meetings to internal and external stakeholders that include telepresence and video conference endpoints.

- Diverse access – collaborating via Virtual Meeting Rooms (VMRs), jamvee™ allows users to access the conference via video, web or audio. It has comprehensive on-net conferencing with local numbers and toll-free access, plus PSTN dial out support

# CISCO WEBEX® CLOUD CONNECTED AUDIO, POWERED BY TATA COMMUNICATIONS

Global leaders deliver personal meetings in the cloud

Today's worldwide marketplace means that more teams rely on virtual connections, with employees spread across branches and regional sites. We want to work anywhere, anytime and – and with the rise in BYOD – from any device. The challenge for enterprises lies in delivering a communications strategy that's consistent – and global.

Cisco WebEx® Cloud Connected Audio (CCA) is your cost-effective solution for a seamless audio experience. Leveraging our leadership in global voice, CCA extends on-net and off-net audio to your WebEx® meeting to deliver fully integrated audio, video and web conferencing – across any device.

Whether you're an existing WebEx® customer, or are yet to adopt a WebEx® service, Tata Communications delivers a seamless audio bridging solution. You'll benefit from:

- A standardised, world class collaboration experience across unified audio, web and video conferencing that empowers employees and drives productivity

- Unrivalled, worldwide reach and reduced audio conferencing costs with our leading voice solution: Global SIP Connect™

- Reduced administrative overheads through eliminating traditional audio conferencing costs

- A cloud-based subscription-as-a-service (SaaS) offering that eliminates on-premise equipment and increases scalability, with automatic, seamless updates
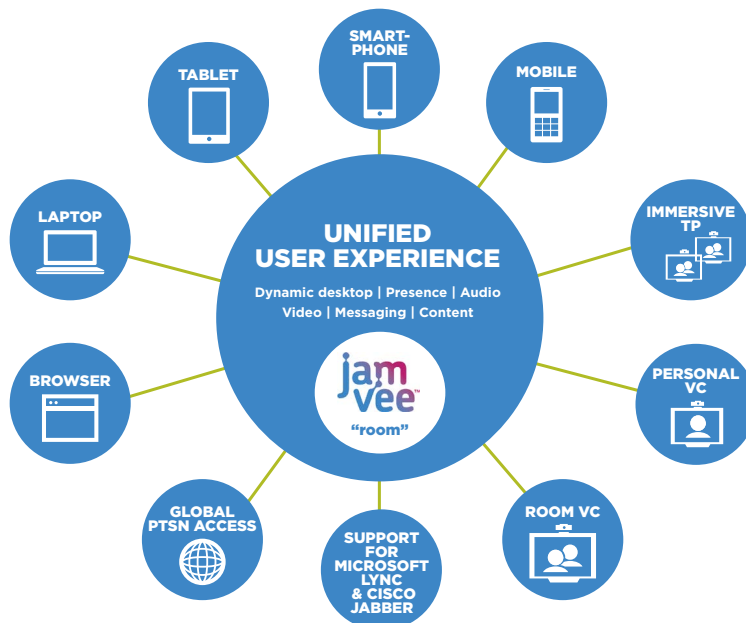
Jamvee™ is an innovative, cloud-based service that enables collaboration between internal teams, customers, partners and suppliers, anytime, from a computer, tablet, smartphone, browser, or standards-based video system.

UNIFIED COMMUNICATIONS AS A SERVICE

Designed to work the way that you do

We understand that you've invested substantial time, money, talent and training into your computing and communication infrastructure. When you bring new UC solutions into your business, they must work with what you already have. That's why we build our UC solutions to integrate and work with best-of-breed solutions from industry leaders such as Microsoft® and Cisco.

Our global UC services on the Microsoft® Skype for Business platform provide a versatile solution including conferencing, online meetings, instant messaging, voice, video and more. It's also the best way to implement Skype for Business across your business and around the world.

- Modular and flexible implementation: Our state-of-the-art infrastructure lets us roll out your Microsoft® Skype for Business hosted deployment at any pace you require – locally or globally – with expert migration planning, modular UC building blocks, training programs, usage reporting and more.

- Cloud provider of choice: We are the only provider that has a global infrastructure with Microsoft® Skype for Business nodes deployed across three continents and four regions.

- A world-class, end-to-end implementation: Our service runs over our Tier-1 global network backbone and through our world-class Tier-4 data centres, assuring you of the highest levels of performance, scalability, resilience and reach, with 24/7 NoC and SoC support.

- Fully managed solution. We handle everything for you 24/7 – our advanced network monitoring and management tools, and integrated and uniform SLAs enabling you to meet your specific business requirements.

Partners in Unified Communications with Cisco

Through our consolidated platform for Managed Cisco UC Services, we provide you with greater control and productivity. Our modular Managed UC for IP Telephony, telepresence and video is delivered through a cloud-based IaaS (Infrastructure as-a-Service) and gives you flexibility, as well as scalability. It also mitigates risk for your existing UC investments – leaving your team to focus on your core business.

- Modular flexibility. Our UC modular building blocks provide a solution that fits your unique business needs. You can now support participants from a variety of end points including Telepresence, VC rooms and standard IP phones.

- Integrated solutions. We've designed all our solutions to both stand alone and work together. Our video services module complements our other UC deployments such as Microsoft® Skype for Business and fully integrates with our jamvee™ conferencing service.

- End-to-end turnkey solutions. We focus on improving your productivity – not on increasing your workload. Our modular solutions are ready to use upon implementation.

- Fully managed service. We provide expert helpdesk support for rooms, desktops and clients leaving you free to focus on your business

INSTACC GLOBAL™

The best-in-class, cloud-based, on-demand contact centre solution

Delivering superior customer service is critically important for every enterprise. But building, managing and maintaining a contact centre is time consuming, costly and diverts CAPEX away from your core business.

Dealing with multiple vendors such as telcos, OEMs, application providers and system integrators is complicated and wastes time and money. Not only that, each vendor provides a different level of service resulting in an inconsistent experience for your customers. The result is lower functionality and efficiency – and a level of service that frustrates customers.

The answer is InstaCC Global™, our cloud-based, on-demand solution that lets you quickly, easily and economically establish contact and call centres on demand without significant up-front costs. It includes valuable features such as outbound and omni-channel communications, automatic call distribution, predictive dialing, real time and historical reports, call recording, and quality and monitoring systems.

- Global Contracting & Unified SLAs. Get end-to-end SLA for physical transport, network, voice, data centre and contact centre applications.

- Superior end-customer experience. Enjoy a reliable and efficient cloud-based solution that provides a state-of-the-art physical transport infrastructure, a global MPLS network, and leading-edge voice, data centre, and contact centre applications.

- Unparalleled control. Customers benefit from full control of performance, visibility of the outsourced contact centre, as well as knowing when and where to direct calls based on its performance.

- Fast start-up and time to market. Your contact centre is up and running in record time with modular, pre-integrated services that let you quickly and easily open new offices – and scale capacity up or down as needed.

- Modular, pre-integrated solutions. Choose from a wide range of the latest application modules, bundled together in one package so you can deploy contact centre technology virtually anywhere in the world at a moment's notice.

- Outstanding savings. With a minimal up-front investment, zero maintenance, and pay-as-you-go pricing, monthly costs are predictable, manageable, and lower across the board. Our customers typically cut their Total Cost of Ownership by approximately 30%*.

- Integrated carrier grade SLA. Get end-to-end SLA for physical transport, network, voice, data centre and contact centre applications.

INDIA

EUROPE

NORTH AMERICA

APAC

INTEGRATED CARRIER GRADE SLA

Physical Transport

MPLS

SIP voice

Data Centre Infra
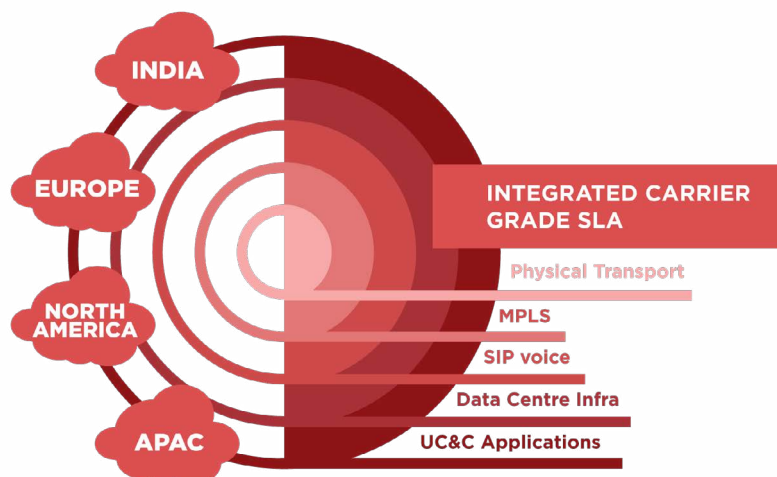
UC&C Applications

Global service delivered from our hubs across 4 continents

A holistic perspective on UC: unique global capability – from applications to infrastructure

CLICK2RTC™

The innovative, contextual, cloud communication solution that lets you easily build web and mobile apps with powerful and dynamic RTC features

More and more consumers and businesses are using mobile devices to connect, communicate and collaborate. They're texting, sending instant messages, and sharing photos and videos. It's 'real time communication'. That's why apps are fast becoming the primary way to engage with customers, prospects and even employees. It's also why enterprises worldwide are rushing to find the best way to create WebRTC apps.

While there are different paths to WebRTC, there's only one way that gets you there faster, easier, and more economically on a global scale: Click2RTC™ from Tata Communications.

Built in the cloud, Click2RTC™ gives you a market-leading platform for embedding real-time communication features in your web and mobile applications. Through our global network and contextual cloud communications platform, you can quickly and easily create richer, more productive collaborations between you and your customers through your website and mobile applications.

- Increase customer engagement and loyalty. Provide a better and more engaged experience for your customers with visual collaboration.

- Build your brand and drive revenue. Enhance your website and apps with visual engagement and powerful communications capabilities to help differentiate your brand.

- Get reliable, global coverage. As a global leader with Tier 1 network and real time platforms around the world, we provide you with the reach and scalability you need.

- Rapid deployment. A comprehensive suite of JavaScript, iOS and Android APIs/SDKs, and templates lets you deploy apps worldwide quickly.

Find out more at www.Click2RTC.com

According to Disruptive Analysis WebRTC report, by 2019 over 6 billion devices (tablets, smartphones, PC and other devices) will support WebRTC and there will be more than 2 billion business-related WebRTC users.

Innovative, energetic, agile and collaborative

We believe there's a better way to do things than the legacy-bound methods of the past. It's a viewpoint and commitment that is demonstrated every day in our corporate culture. Our fresh, innovative thinking is focused on helping our customers become more competitive to take advantage of today's amazing opportunities for growth.

Built on a solid financial and ethical foundation

Over the last decade, we've grown to become a leading provider of A New World of Communications™ for enterprise customers and service providers worldwide. Headquartered in Mumbai and Singapore, we're a global company with extensive experience in both developed and emerging markets. Today, we generate $3.2 billion in revenue and have more than 8,000 employees at work serving customers in 38 countries.

Connect with a proven global leader

Today, with 77% of our revenue generated outside India, we are truly a global provider of communications solutions. In fact, we are the world's number one provider of international wholesale voice services, facilitating over 53 billion minutes per year – 1 in 10 voice calls globally.

Our global expertise is well recognised. We are the 2014 Frost & Sullivan Asia Pacific Data Communications Service Provider of the Year and, for the third year in a row, a Leader in Gartner's Magic Quadrant* for Global Network Service Providers.

RECENT AWARDS

Leader in Gartner's Magic Quadrant for Global Network Service Providers, for three years in a row (2014, 2015, 2016)

Frost & Sullivan UcaaS product line strategy award, for the second year in a row

Frost & Sullivan Hosted Contact Centre Service Provider of the Year, for the fourth year in a row

OUR GLOBAL UC CAPABILITY

DC & SIP POPs   **Jamvee POPs**   **Skype for Business POPs**   **InstaCC POPs**
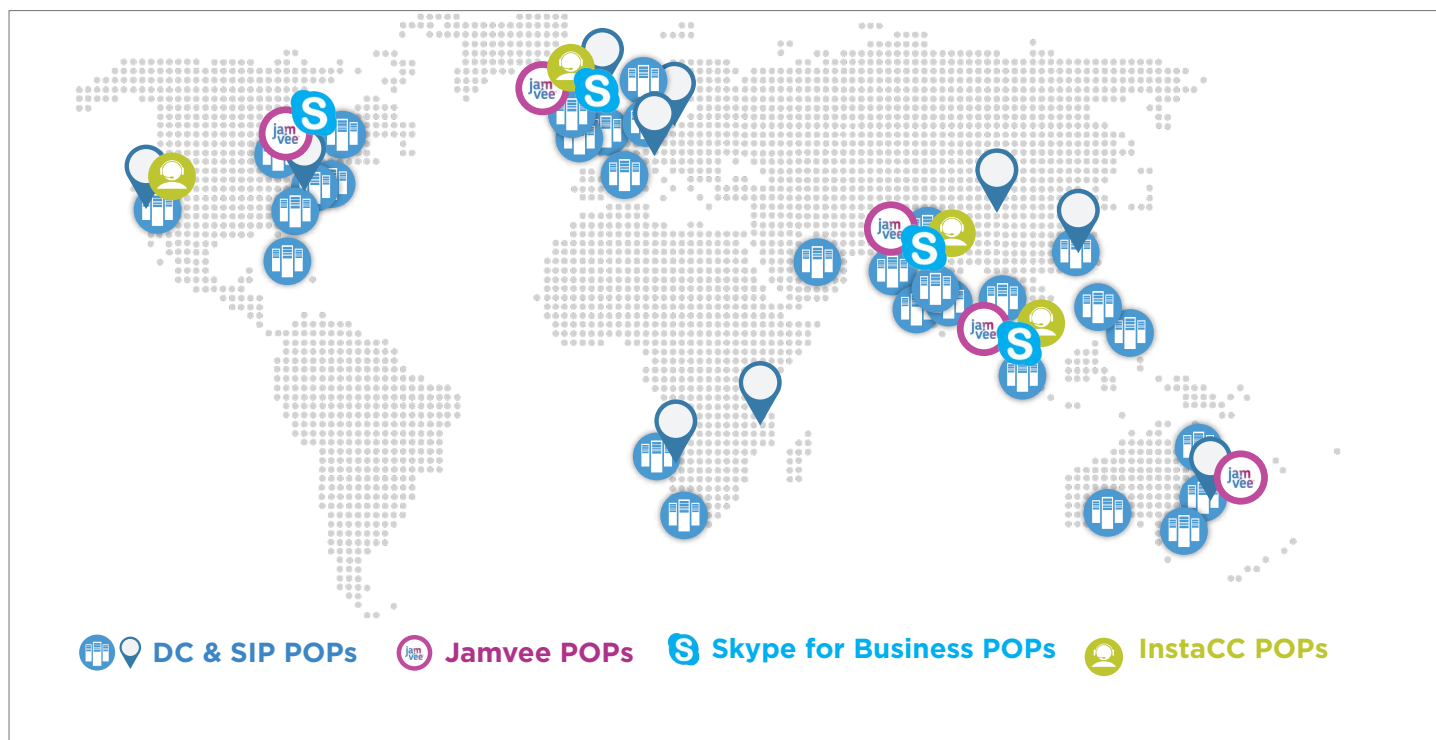
*Source: Gartner, Inc "Magic Quadrant for Network Services, Global" by Neil Rickard, Bjarne Munch, January 14th 2016. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organisation and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

For more information about our regional capabilities around the world, please visit www.tatacommunications.com

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