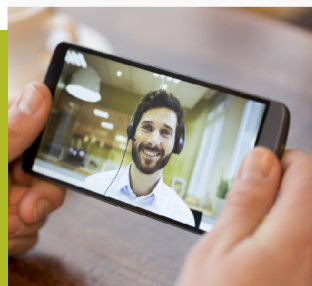


TAKE THE TRUSTED ROUTE TO **UNIFIED COMMUNICATION** **AND COLLABORATION IN** **INDIA – AND BEYOND**

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



At a glance

- Why cloud-based collaboration is on the rise
- The opportunities – and challenges – for CASPs
- Unlocking growth in India with a compliant voice partner
- Introducing the Tata Communications portfolio

Demand for cloud-based collaboration is on the rise

The ongoing shift to cloud-based unified communication and collaboration has been accelerated by the global pandemic. India has fundamentally moved to a hybrid workplace model, with cloud-based collaboration providing the foundations for our new normal. With cloud adoption increasing over the last few years, so the need for cloud application and service providers (CASPs) who can provide cloud-based UCaaS, CCaaS and CPaaS solutions has grown.

The opportunity – and the challenge

CASPs now have a major play in the international market and are seeking ways to enter India – home to many large, medium and small enterprises, across IT, ITeS, BPO, BFSI and more. Global multinationals with a major base in India must ensure that their employees within India and across the world can communicate and collaborate efficiently to deliver success. They're looking for a globally compliant UCC provider who can meet these requirements.

And that's where the challenge for CASPs looking to leverage the growth in cloud-based UCC comes in. They need to couple a PSTN calling solution with their cloud communication services – but they don't have the necessary license to offer telecom services in India. What's more, this isn't their core business, and it's an issue they really don't want to deal with.

Establishing the overall infrastructure and regulatory understanding to offer their services in India will cost both time and money. CASPs 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.

What's more, even if a CASP has an entity and license to offer services in India, it's almost impossible for their channel partners to get one. This can collapse the complete business model through which the CASP has been offering services globally.

The single-partner solution

CASPs 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 CASP free to focus on building their application service offering. This could see the telecom partner enable the CASP's services in the Indian market – or operate under a resell model.

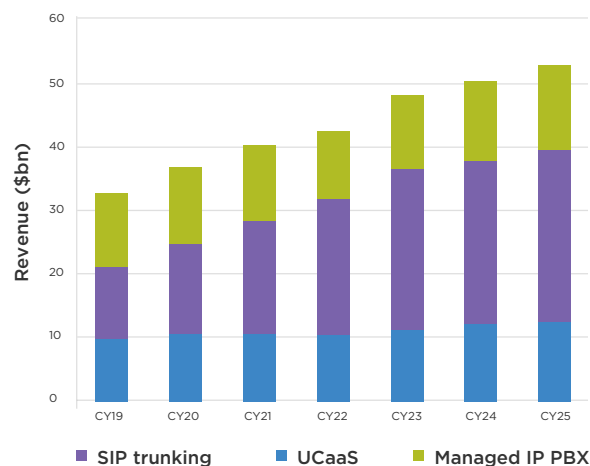
Whichever way they proceed, international CASPs entering India must ensure all services offered to customers are within the scope of the license granted, and that they do not violate any specific regulatory rules laid down by TRAI.



Global Business VoIP service revenue posted 12% growth in CY20, reaching \$37bn. In 2020, the overall UC service market grew at a CAGR of 7.3% from CY20 to CY25 with revenue reaching \$52.3bn in CY25.”



Business VoIP service revenue by segment



Sources : Business VoIP and UC Services Market Report, 2021 Analysis

The complexity question for CPaaS & CCaaS providers

- CSPs do not have entity and license in India to offer telecom services and do not want to get into this, as it is not their core business
- These providers do not have complete understanding of the regulations and the overall infra required to provide services. It would take time for them to build this overall infra and offer solution in this market which will cost them delay in GTM.
- CSPs offer their services via channel partners, even if the CSP has an entity and license to offer services in India, their channel partners won't have it and it is virtually impossible for their partners to get the license. This would collapse the complete business model of which the CSP has been offering services globally.

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, CSPs have a one-stop-shop solution to deliver unified communication and collaboration experiences in India for their customers, and around the world.

Introducing the Tata Communications portfolio

Tata Communications acts as a gateway to the Indian market, with regulatory-compliant services. Now, with a **UL VNO license** we can offer a full suite of cloud communications services to 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)

Tata Comm partner with UCaaS players to offer managed, secure, resilient and compliant offerings, to enable enterprise to 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.



Contact Centre as a Service (CCaaS)

Tata Comm partner with cloud-based contact centre solutions to offer fully managed solution offering to enterprise, helping them to lower TCO and enhance experiences, with easy scalability and flexible billing options.



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.

Why Tata Communications is the preferred partner for CASPs in India



Accelerated portfolio

- Enable consistent India service with Global SIP Connect Voice
- Accelerate your collaboration and contact centre roadmap through our portfolio and relationships
- Leverage our relationships and One Tata approach to accelerate CASP agreements



Centralised connectivity

- Visibility, control and reporting for connectivity both on-net and off-net
- Your customers benefit from minimised infrastructure, with a centralised trunk to cloud replacing multiple trunks
- Faster reach and better solution control



API and portal

- B2B service APIs with cloud readiness and integration to CASP platform
- White-labelled portal and systems for immediate GTM with complete UCC offer



Performance and service management

- Monitoring of network quality and reporting on KPIs, SLAs and network statistics
- Level 2/3/4 outsourcing with cloud and integrated services



Analytics

- Fraud prevention and services, and configurable API/ portal
- Analytics and reporting for cost and performance optimisation



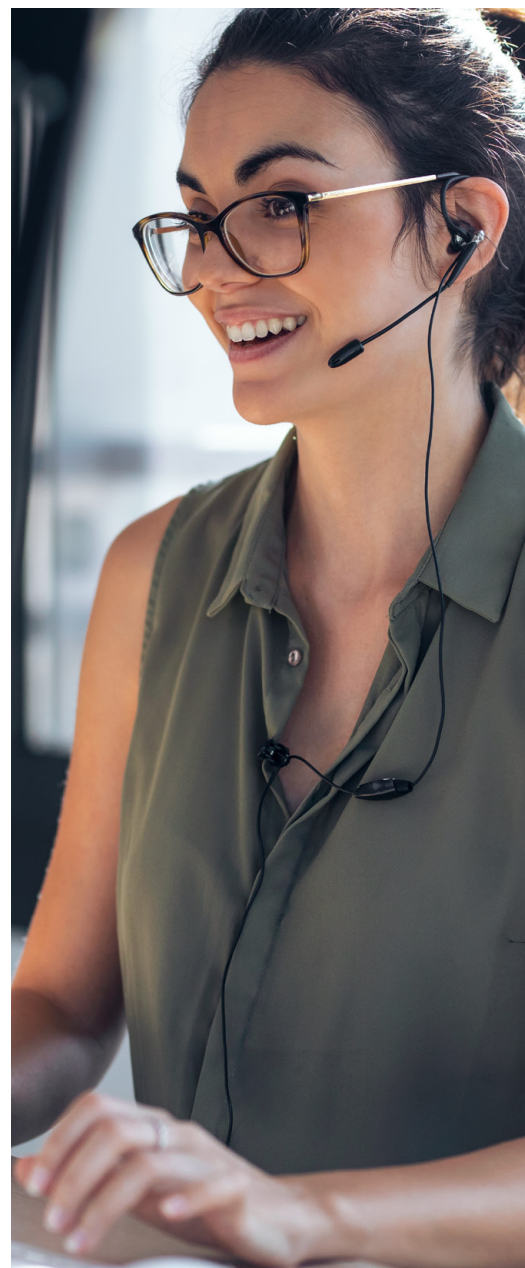
Single Pane of Glass

- Management of integrated customer experience across complete solution
- Single pane of glass for end-to-end view across the overall solution
- Proactive monitoring and alerts to address faults before they impact service



GTM Enablement

- One-time integration effort with CASPs
- Consistent global solution and coordinated strategy for faster readiness and maximum adoption
- Maximum GTM support and competitive pricing from partners through One Tata approach



Our partnership model at a glance

Combined Portfolio

- Unified portfolio strategy leveraging our investments in platform, tools and partner relationships
- Accelerates roadmap, minimises development costs and drives scale



Proposed Partnership for India market



Coordinated GTM

- Aligned segmentation strategy with Tata Communications targeting large enterprises with existing enterprise accounts
- Joint One approach with CASPs to maximise GTM support

The Tata Communications difference

Partnering with a world-class telecom firm means becoming part of an offering like no other. Here's what sets us apart:



Global reach – we have a worldwide presence with operations in every continent and an extensive network infrastructure.



Flexibility and ease – our range of solutions are coupled with implementation expertise to ensure a smooth journey.



Lowest TCO – our scale allows us to offer great value benefits to customers and partners alike.

Meet the voice leaders...

- **World's first** multimodal capability on SIP trunks
- **Seamless global experiences** for end customers and partners thanks to our direct delivery
- **API-enabled** functionalities across the board
- **UCC** transformation enabler
- **Qualified for excellence** with key industry and third-party certifications

15 billion+

International voice minutes per year

1600+

carrier relationships

785

mobile operator relationships

700

VoIP providers

110+

countries with ITFS, a global best

45+

countries with UIFN service

30

countries and counting with domestic call handling

300+

countries with call termination

300+

cities, across 65 countries, with LNS reach

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

Contact us



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