

## TATA COMMUNICATIONS GLOBALRAPIDE MICROSOFT TEAMS DIRECT ROUTING REVOLUTIONIZES GLOBAL COLLABORATION FOR ZEBRA TECHNOLOGIES

## **Customer Overview**

Headquartered in Illinois, USA, Zebra Technologies is an innovator at the edge of enterprise with solutions and partners that enable businesses to gain a performance edge. Zebra's products, software, services, analytics, and solutions are used to intelligently connect people, assets, and data to help their customers in a number of industries make business critical decisions.



## **TATA** COMMUNICATIONS **Gl@balRapide**

- Tata Communications Microsoft Teams Direct Routing and Global SIP Connect
- Seamless Collaboration: Enabling smooth collaboration among 10,500 employees across 55 countries posed a hurdle.
- Business Challenge
- **Telephony Integration:** Despite Microsoft Teams deployment, employees could not make/receive calls within Teams, prompting a need for Teams Direct Routing.
- **Simplifying Infrastructure:** Zebra wanted to streamline communication without adding complex Session Border Controller (SBC) infrastructure.
- **Cost-Effective Transition:** As Microsoft calling plans neared renewal, Zebra sought budget-friendly solutions while retaining functionality.



- **Pioneering Partnership:** Tata Communications, global launch partner for Microsoft Teams Direct Routing, offers the expertise sought by the client.
- Value Proposition
- Global PSTN Country Coverage: Empower Microsoft Teams users across 31 countries with Cloud SBC-enabled enterprise cloud voice, replacing PSTN seamlessly.
  - Highly Available & Scalable Architecture: Dual redundant SBC pairs within each region (APAC, EMEA, Americas, India).
  - SIP Services Excellence: Able to provide numbers for Domestic Voice, ITFS, NTF/DTF and LNS globally. Access to cost-effective freephone numbers in 110+ countries through our extensive carrier network of over 1600 carriers.
  - **Tailored Tariffs:** Benefit from destination-based call tariffs, ensuring optimal cost management and exceptional connectivity.
  - Business

Impact

• Enhanced Collaboration: Tata Communications improved user collaboration experience for Zebra through streamlined processes.

 Migration Ease: Zebra relied on Tata Communications' GlobalRapide cloud voice Global SIP Connect for seamless migration, reducing stress.

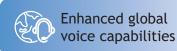
- Integration Simplified: Zebra eased complex voice systems integration with Microsoft Teams.
- Global Phone System Advancement: Zebra gained complete Microsoft Teams and Office 365 phone capabilities globally.
- **Cost-Efficiency:** Zebra achieved 25% savings with Tata Communications' Global SIP Connect vs. conventional PRIs.
- **Strategic Savings:** Zebra cut costs by shifting from Microsoft calling plans to competitive Tata Communications pricing.







Improved Employee Collaboration



## Deal Details:

Deployment: The deployment followed a phased approach, beginning with the US, UK, Canada, and Western Europe, culminating in the expansion to the APAC region.

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