MIGRATING TO
UNIFIED COLLABORATION
AS A SERVICE
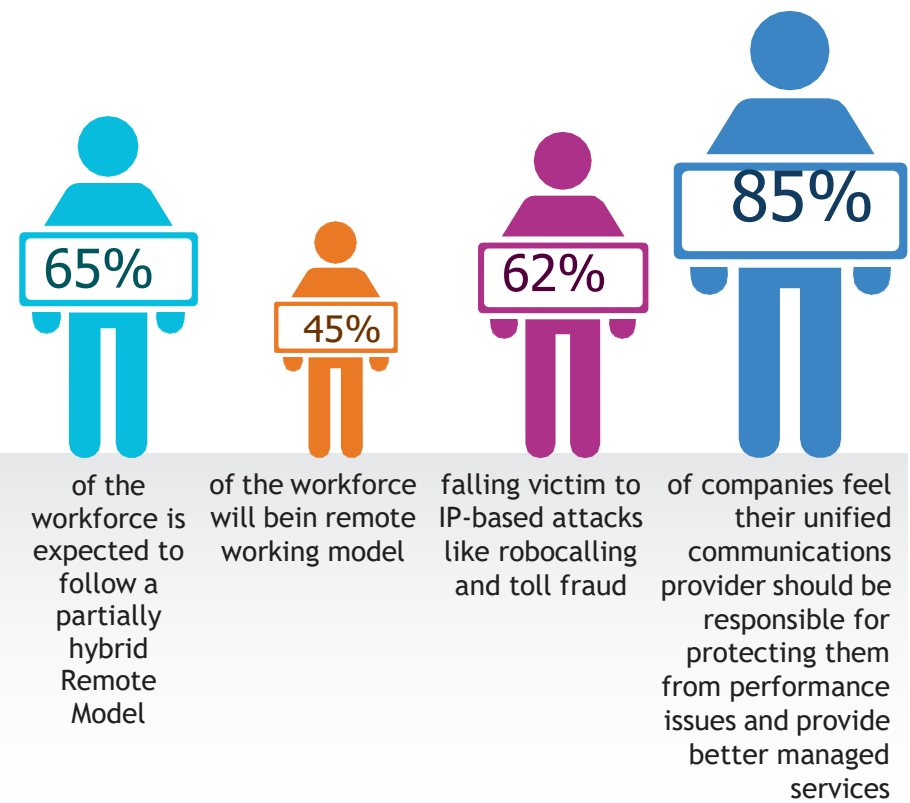
At a glance

The changing Unified Collaboration landscape

In this world of digital transformation, the pandemic has taken enterprises on an accelerated journey towards unified communications and collaboration. From the initial respond phase – where businesses sought ways to enable secure, remote work, almost overnight – to the ongoing adaptation of business models to focus on value, we are now entering the rebuild stage - where companies can begin to focus on new opportunities as well as the growth and the wellbeing of a productive, remote workforce.

While the critical peak of the global pandemic may be behind us, the new-look hybrid and diverse workforce is here to stay. Enterprises are now turning their attention to the'unified' element of collaboration - adapting to the complexity of real-world operations and a fast-growing digital demographic, to deliver a universal experience across modes of connectivity, locations and devices. In the new normal, meetings and discussions occur across applications and collaboration must increasingly straddle physical and digital spaces.

65%	45%	62%	85%
of the workforce is expected to follow a partially hybrid Remote Model	of the workforce will bein remote working model	falling victim to IP-based attacks like robocalling and toll fraud	of companies feel their unified communications provider should be responsible for protecting them from performance issues and provide better managed services

At a glance

Challenges to successful migration to cloud

Implementing a cloud-based collaboration solution is complex and elaborate. You will need to minimise disruption to your current business processes while migrating to the new system. It is important to also consider future strategy and plans, so that the new system can accommodate business expansion seamlessly.

1	2	3	4	5	6
ASSESS	MIGRATE	DEPLOY	ADOPT	MANAGE	MEASURE
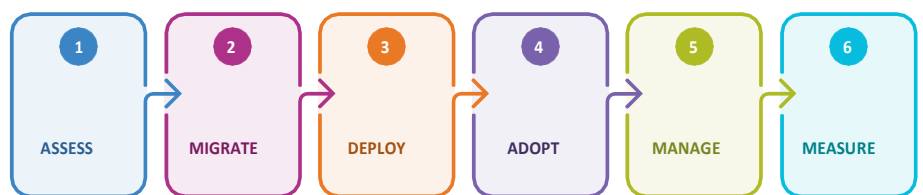
A successful migration requires a well-planned approach across stages

Complexity of migrating

As part of assessing the current environment of collaboration technology in your organisation and the roadmap, consider several aspects. Many firms, particularly large ones, have a complex telephony system and a large install base, with multiple vendor contracts across regional borders. It is a complex process toevaluate the manifold managed services providers, service integrators, telephony providers, end-point device manufacturers and video endpoints for conferencing. Cloud migration without a proper assessment of existing network infrastructure, bandwidth capacity, hardware, access points, security vulnerabilities and proper migration roadmap runs the risk of migration failure - leading to a waste of resources. This is magnified several-fold when you considerthat service providers enterprises will need to assess licensing, set up, configuration and support of the solution too. Organisations who try migrating solo fight an uphill battle, sometimes overlookingadoption and change management, thus impacting their ROI in the long run.

Migrating legacy systems

Enterprises typically use a myriad of legacy telephony systems implemented over the years - sometimes without clarity over asset location and ownership terms. It can be incredibly difficult to unravel this and transition to a new UCaaS platform. The paincontinues when trying to assess what features will - or will not - mapto the new system. Legacy skills are another area of concern. Your in-house teams may have decades of experience in telephonyengineering; however, they may lack expertise in configuring acloud-based solution.

Integrating voice, video and interoperability

Organizations that have invested heavily in telephony and video conferencing may want to integrate old with new, as you take a phased approach to migration. This is incredibly challenging if you do not possess the necessary voice and video expertise. The situation is further complicated by the need to work with various telephony service providers to set up, configure and support both their legacy telephony as well as voice services. You will also be required to integrate video conferencing from multiple providers. Additionally, if you work with a managed service providerto support these systems, the integration and coordination required becomes extremely complex.

Lack of monitoring capabilities

Companies often miss out on capturing granular data, historical information and the analysis needed to monitor and diagnose problems at all levels. These include monitoring your unified communications environment for calls and meetings, as well as interactions across network paths, applications, end points and session border controllers (SBCs). An advanced monitoring tool can support a single view into these elements and translate the data into meaningful insights, thusdriving strategic actions.

Regulatory challenges in global deployment

Voice/calling is subject to local regulations, with some countries being firmer than others. India and China have very specific regulations that are enforced rigorously. The European Union regulates the cloud, with the need for local data residency and compliance with Global Data Protection Regulation (GDPR). Not allUCaaS providers are equipped to deal with the complex regulatoryenvironment required in different parts of the world.

Lack of security to suit the modern workplace

The increasing complexity of the UC&C environment has elevatedsecurity risks through the multiple channels, devices, applicationsand users with different functions and profiles that are in use. In addition, the increased data residency in the cloud exposes enterprises to security threats. Robust security solutions are nowneeded to ensure security across the intricate UC&C web - else enterprise confidentiality may be compromised.

Employee adoption

A collaboration platform is only effective if employees derive valuefrom it. Many organisations overlook adoption and training of the workforce, investing in resources that are not experienced in using the collaboration tools. The roll-out can get impacted if users see their productivity impacted by the change and do not know how toleverage collaboration tools or platforms in their day-to-day work.

What may start as a simple task - like messaging a co-worker orjoining a meeting - becomes complex and can impact business.

Providing ongoing support

After the initial migration, administration of the systems is an important part of the process. Managing tenants, workloads, the phone system, legacy PBX systems, video systems, end-point devices and various service providers can soon become overwhelming. You need visibility of your system and usage, along with constant monitoring, in order to support and manage a successful collaboration set-up of services and devices they have tosupport and manage.

At a glance

Successful unified collaboration, migration and deployment - The Tata Communications GlobalRapide Way

Tata Communications presents Tata Communications GlobalRapide: aunified platform for managed communications and operational excellence

GlobalRapide simplifies migrations, achieves multi-vendor support, bridges communication gaps and improves operational efficiencies with automation.

Simplified user experience

Through an automated setup for provisioning, PBX assessment andmigration, procurement & management of SBCs and onboarding through a self-serve/fully managed web portal, GlobalRapide simplifies your user experience without compromising on security. You have a better control to perform business critical functions in asingle click, reducing the total provisioning and onboarding time to just few hours and helps you on faster time to market, without spending on management platforms or skilled resources to run theplatforms.

Global management experience

GlobalRapide provides gap analyses and assessments on networks and risks. These identify performance sensitive workloads and ensure a better user experience. Experts advise on the steps to follow during the migration journey in order to prioritize integrationrequirements. Tata Communications has global experience in managing migration and supporting predictable, consistent collaboration across platforms. As a single provider for your UC needs, Tata Communications GlobalRapide creates a smooth migration path so that you can avoid a rip and replace strategy and remove complexity, integration issues and the problems of a multi-vendor environment.

Enhanced interoperability

Tata Communications has partnerships with some of the largest end-point devices, room system providers and cloud video interopproviders to enable best-in-class meeting experiences. With the capability to supply, install and monitor licensed devices in severalcountries, your migration partner helps you drive workplace technology evolution and enables seamless experiences across regions and environments.

Advanced quality of monitoring

Tata Communications provides a unique, best-in-class Intelligent collaboration and monitoring tool for easy accessibility and visibilityinto various elements of network, voice, end customer SBCs and endpoints for monitoring usage, performance, quality and troubleshooting. This results in enhanced performance via single-pane-of-glass landscape with reliability and visibility. You getthe confidence to rely on and adopt the solution.

Employee adoption & change management

Tata Communications helps you maximize service adoption and change management through data driven insights; and track progress on skills and outcomes, providingpersonalized and organizational analyses of usage with our SaaS training and adoption platform for optimal outcomes.

Carrier management support

Tata Communications will provide initial triage support for 3rd Party SIP Providers for the countries where we do not provide domestic voice services. We will work with your local supplier anddrive issues on your behalf, so that you need not work with multiple suppliers.

Advanced security & compliance

Tata Communications addresses fraud and security with a comprehensive AI-enabled Fraud-Prevention-as-a-Service offeringacross all services - including fraud prevention APIs, detection andalerting. The internally designed intelligent security and fraud management system enabled for all interconnected customers reports fraud, subscriber traffic management and activity monitoring, while the fraud prevention API and portal allows the automated management of alerts and blocks. User-friendly APIs enable you to use extensive crowd intelligence to detect maliciousIP intrusion and cyber threats.

Tata Communications has a strong track record in managing deployment in regulated emerging growth markets, with regulatoryapproved services. This frees you to focus on your core business.

At a glance

Tata Communications - Your migration partner

Tata Communications GlobalRapide helps enterprises address global UCaaS deployments at scale, leveraging current investments while delivering the latest technologies, through:

✓ **Owned Global infrastructure & SIP**: Consistent QOS & price advantage with wholly owned Tier 1 IZO™ SDWAN network and Global SIP Connect Service

✓ **#1 International Voice Carrier**: PSTN replacement in 28 countries, serving 176 countries and territories

✓ Proficiency in **Security & Compliance**

✓ **Expertise**: Certified Specialists in CCIE, ITIL service voice, video, MS CCNA & SIP school, Communication Experts

✓ Awarded Frost & Sullivan managed UCaaS provider of the year 2020

✓ Global Microsoft Gold Partner to enable direct routing for global voice requirements

In conclusion

Tata Communications GlobalRapide offers managed services, global connectivity, telecom experience, local expertise, advanced security and regulatory compliance to bridge the gap and deliver fully compliant unified communication services.

So, you're primed to move forward with confidence in our digital-first world.

Sources

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TATA COMMUNICATIONS

About Tata Communications

Tata Communications is a leading global Digital Ecosystem Enabler that powers today's fast growingdigital economy. The company's customers represent 300 of the Fortune 500 whose digital transformation journeys are enabled by its portfolio of integrated, globally managed services that deliver local customer experiences. Through its Network, Cloud, Mobility, Internet of Things (IoT), Collaboration and Security services, Tata Communications carries around 30% of the world's internet routes, connects businesses to 60% of the world's cloud giants and 4 out of 5 mobile subscribers.

The company's capabilities are underpinned by its global network. It is the world's largest wholly owned subsea fibre backbone and a Tier-1 IP network with connectivity to more than 240 countriesand territories. Tata Communications globally delivers a superior, always-on experience. We are maintaining a Leader position in the Gartner Magic Quadrant. Plus, reassuringly, we are a Cisco 'Gold Standard UC Experience' partner globally, so you need not look any further. We have your business covered.

One Partner: Single point of accountability with a carrier-grade experience and optimised delivery, thanks to our global managed services. Anywhere in the world.

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

Contact us