TATA COMMUNICATIONS GLOBALRAPIDE CLOUD COLLABORATION

1. INTRODUCTION

Historic shift to Cloud Unified Collaboration (UC) accelerated by global Pandemic has moved to a hybrid model of a workplace with Cloud-based Collaborations being looked at and being used to migrate to the new norm, Throughout the last couple of years, the adoption of cloud has increased and so has the need for Cloud Collaboration.

2. INDUSTRY CONTEXT

COVID-19 has forced organizations to question how we work rather than where we work, the composition of the workforce has changed due to COVID-19

As per omdia IT enterprise survey,2021 report, how the workforce is aligning to the following work style on a permanent basis.

20.4%
Will be primarily home or remote based with minimal time in the office

32.2%
Will be permanently based in an office working at a dedicate desk

23.7%
Will work in a hybrid fashion, with at least two days a week away from the office

23.7%
Will be permanently based in a single, deskless work location (i.e. hotdesk)

Source: Omdia IT Enterprise Insights Survey 2021 (Sample Size: 4,757)   **©2021 Omdia**

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

Figure 1: Business VoIP service revenue

● SIP trunking   ● UCaas   ● Managed IP PBX
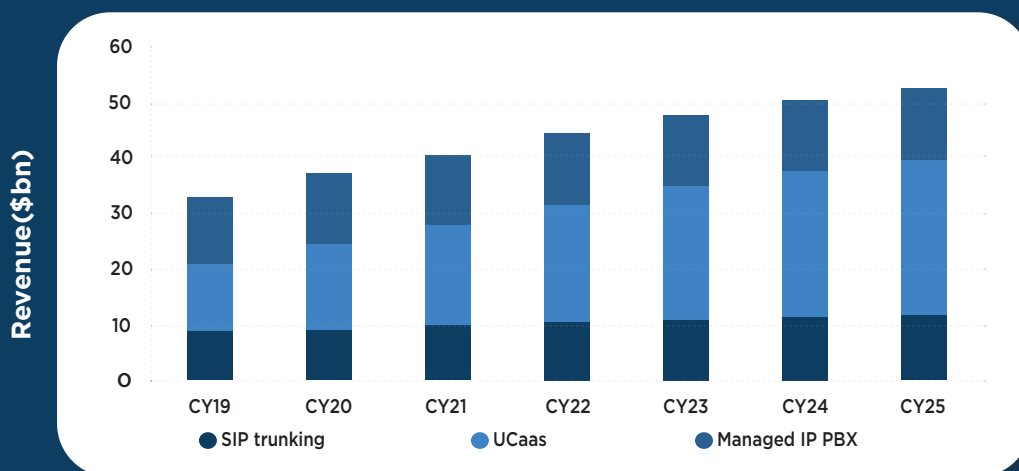
Revenue by segment Revenue($bn)

3. CUSTOMER CHALLENGES

With the business dynamics change due to the pandemic, the critical business challenges faced by enterprises are:

Need for a single service provider that can provide end to end cloud collaboration solution at a global scale – calling, messaging, meeting, sharing, access network and PSTN dialling.

Enabling a hybrid workforce organization-wide that can work from an office, work from home and work from anywhere.

Need for a point solution that can provide a seamless and unified experience to the office and mobile workforce.

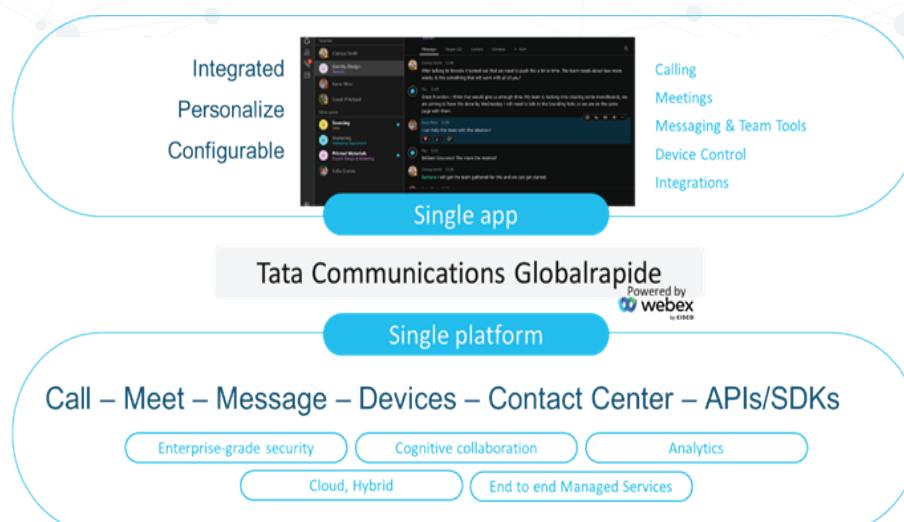Manage and predict costs to budget and plan investment properly.

Protect investment already made on premise-based equipment like phones, video devices and voice gateways.

Have a secure collaboration solution where media and signalling are encrypted till the handsets/endpoints.

4. TATA COMMUNICATIONS GLOBALRAPIDE – A SINGLE PLATFORM TO POWER CONNECTIONS TODAY THAT TRANSFORMS BUSINESS TOMORROW

Powered by Cisco Webex technology, Tata Communications Globalrapide is a Cloud Collaboration platform that combines phone calls, messaging, sharing, video conferencing, and PSTN into one unified platform

Integrated
Personalize
Configurable

Calling
Meetings
Messaging & Team Tools
Device Control
Integrations

Single app

Tata Communications Globalrapide
Powered by webex

Single platform

Call – Meet – Message – Devices – Contact Center – APIs/SDKs

Enterprise-grade security | Cognitive collaboration | Analytics
Cloud, Hybrid | End to end Managed Services

Tata Communications Globalrapide is a complete, seamless collaboration experience

Combining calling, meeting, messaging, sharing, PSTN through one easy to use and secure app

Provide secure enterprise performance from a cloud provider you can trust

Include seamless elevation of calls to meetings

Offers exceptional control of your cloud environment, through a centralized single-pane-of-glass administrative experience

Integrated with intelligent audio and video devices suitable for any workspace

Comes in multiple deployment options – cloud-only or hybrid

Meet your workforce productivity needs with One app

Calling
Calling capabilities such as intelligent, routing, hold / retrieve, IP Phone control
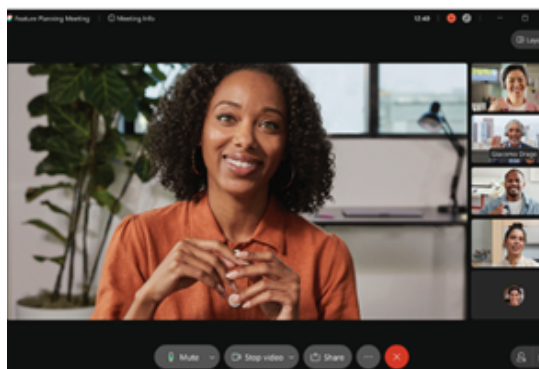
Meetings
Full-feature Webex Meetings UX

Messaging
Persistent chat with capabilities such as reactions and threading

Enterprise-grade security
Integration with DLP; Cisco Cloud Lock-ready or 3rd-party CASB integration

Wireless pair and share
Pair/share wirelessly with Webex video devices to join meetings or share content

Integrations
Simplify and accelerate workflows by integrating business application directly into the app

Centralized management
Control Hub: single pane of glass to deploy, manage and support the app

Tata Communications Globalrapide offers a seamless and unified feature experience to users irrespective of their work location – office, home or on the way. The users can use a single app for all collaboration workloads – CUG or PSTN calling, voice or video meeting, messaging, file sharing, presentation, whiteboard, presence, scheduler etc. Tata Communication Globalrapide is available globally across the Americas, Europe and Asia-pacific region including India and China and is very suitable for global MNCs.

Tata Communication Globalrapide bundles end to end managed services that provide enterprises

with a seamless migration/transformation from their existing estate to the Tata communications Globalrapide platform. Tata communications Globalrapide supports enterprises throughout their transformation journey with services such as as-is state assessment, migration planning, site deployment, user adoption, measure, and lifecycle management. Our in-house consulting experts will audit your business and collaboration requirements and help develop a transformation strategy that compliments your organisation's goals and objectives.

Assess
- Current state
- To-be state
- Plan

Migrate
- Without disruption and risk

Deploy
- Collaboration services
- Devices and applications
- Ensure interoperability

Adopt
- Training
- Change management

Manage
- Support for change, incident and problem management

Measure
- Performance and service availability
- Quality of support service

5. HOW CAN TATA COMMUNICATIONS GLOBALRAPIDE IMPROVE YOUR BUSINESS INTERESTS?

Employee Experience

- One number access to anybody
- Mobile presence to manage inbound calls
- Easily elevate calls to meetings and add media as needed
- Simplified directory to more quickly find and connect with SMEs and key contacts

Operations | Processes

- Keep mobile workers engaged, with office-like connectivity anywhere
- Add flexibility to WFH policies, to attract and retain top talent

IT Experience

- IT gains detailed, interactive analytics dashboards with insights on feature usage, adoption, call quality and more for all mobile and on-site workers

6. TATA COMMUNICATIONS GLOBALRAPIDE PLANS

a. Basic Plan

The plan includes domestic PSTN minutes bundled with DID per user. The domestic PSTN plan is offered to enterprises using Cisco's calling solution 1) Webex Calling or 2) UCM Cloud purchased directly from SI/VAR or Cisco. Tata Communication PSTN offer is natively integrated with these Cisco platforms providing a quick setup time. Tata Communications is one of the top 4 providers globally that can offer PSTN for Webex Calling or UCM Cloud on a global scale.

The Basic plan is available in 28 countries

Australia	New Zealand	Germany	Sweden
Austria	Poland	Hong Kong	Switzerland
Belgium	Portugal	Ireland	Thailand
Canada	Romania	Italy	United Kingdom
Czech Republic	Singapore	Malaysia	USA
Denmark	South Korea	Netherlands	Japan
France	Spain	Hungary	Mexico

Multiple packages are offered to enterprises as part of the Basic Plan to choose from:

a. **Pay as you go (PAYG) –** enterprises can pay as they use/consume the domestic outbound & inbound PSTN services.

b. **Domestic 50 –** includes 50 minutes of domestic outbound voice usage, unlimited inbound voice usage and dedicated DID/Telephone Number per user. Domestic outbound Voice usage is pooled across the users per country. The plan is suitable for enterprises with low domestic outbound PSTN usage.

c. **Domestic 100 -** includes 100 minutes of domestic outbound voice usage, unlimited inbound voice usage and dedicated DID/Telephone Number per user. Domestic outbound Voice usage is pooled across the users per country. The plan is suitable for enterprises with low to medium domestic outbound PSTN usage.

d. **Domestic 250 -** includes 250 minutes of domestic outbound voice usage, unlimited inbound voice usage and dedicated DID/Telephone Number per user. Domestic outbound Voice usage is pooled across the users per country. The plan is suitable for enterprises with medium to high domestic outbound PSTN usage.

e. **Unlimited domestic -** includes unlimited* minutes of domestic outbound & inbound voice usage and dedicated DID/Telephone Number per user. The plan is suitable for enterprises with high domestic outbound PSTN usage.

All above packages include:

- Local, national landline and mobile calls
- Emergency services, lawful intercept and fraud prevention

b. Control Panel Plan

The plan offers end to end managed cloud collaboration solutions including calling, meeting, messaging and domestic PSTN calling. The cloud collaboration is powered by Cisco multi-tenant Webex technology. The plan is suitable for SMB enterprises that have less than 1000 users per region. Users will have OTT access to all collaboration features – calling, meeting, messaging, PSTN calling from a single app. In the plan, Tata Communication will bundle its domestic PSTN services in 28 countries. For other countries, Tata Communication will support the Customer's local provider PSTN via a local voice gateway.

The plan includes managed services such as existing estate assessment, Cloud planning & migration, regulatory guidance, tenant creation, user onboarding, 24x7 service desk, user training, service availability, reporting and tenant monitoring, The plan includes, optionally, voice recording and emergency 911 services for regulatory compliance.

Currently, the Control Panel plan is offered in the following 85+ countries:

| Sell in countries/ regions				Branch Office Only Countries
• Argentina	• Estonia	• Malta	• Spain	• Algeria
• Australia	• Finland	• Mexico	• Sweden	• Angola
• Austria	• France	• Netherlands	• Switzerland	• Azerbaijan
• Bahamas	• Germany	• New Zealand	• Taiwan	• Benin
• Belgium	• Ghana	• Nicaragua	• Thailand	• Bosnia & Herzegovina
• Bolivia	• Greece	• Norway	• Ukraine	• Egypt
• Brazil	• Guatemala	• Panama	• United	• Kenya
• Bulgaria	• Honduras	• Paraguay	• Kingdom	• Macau
• Canada	• Hong Kong	• Peru	• United State	• Montenegro
• Chile	• Hungary	• Philippines	• Uruguay	• Morocco
• Colombia	• Iceland	• Poland	• Vietnam	• Nigeria
• Costa Rica	• Indonesia	• Portugal		• Republic of North
• Croatia	• Ireland	• Puerto Rico		Macedonia
• Cyprus	• Israel	• Romania		• Serbia
• Czech Rep	• Italy	• Saudi Arabia		• Sir Lanka
• Denmark	• Japan	• Singapore		• Tunisia
• Dominican Re-	• Latvia	• Slovakia		• Turkey
public	• Lithuania	• Slovenia		
• Ecuador	• Luxembourg	• South Africa		
• El Salvador	• Malaysia	• South Korea		

c. Lifecycle Plan

The plan offers end to end managed cloud collaboration solutions including calling, meeting, messaging and domestic PSTN calling. The cloud collaboration is powered by Cisco dedicated instance Webex technology. The plan is suitable for large enterprises that have more than 1000 users per region. Users will have OTT or MPLS or SDWAN based access to all collaboration features – calling, meeting, messaging, PSTN calling from a single app. In the plan, Tata Communication will bundle its domestic PSTN services in 28 countries. For other countries, Tata Communication will support the Customer's local provider PSTN via a local voice gateway.

The plan includes managed services such as existing estate assessment, Cloud planning & migration, regulatory guidance, tenant creation, user onboarding, 24x7 service desk, user training, service availability, reporting and tenant monitoring. The plan includes, optionally, voice recording and emergency 911 services for regulatory compliance.
Lifecycle Plan is offered globally across NA, Europe and APAC including India and China.

This plan includes advanced management tools from Tata Communications bundled with the cloud collaboration solution such as Self Service Portal and Intelligent Collaboration Monitoring.
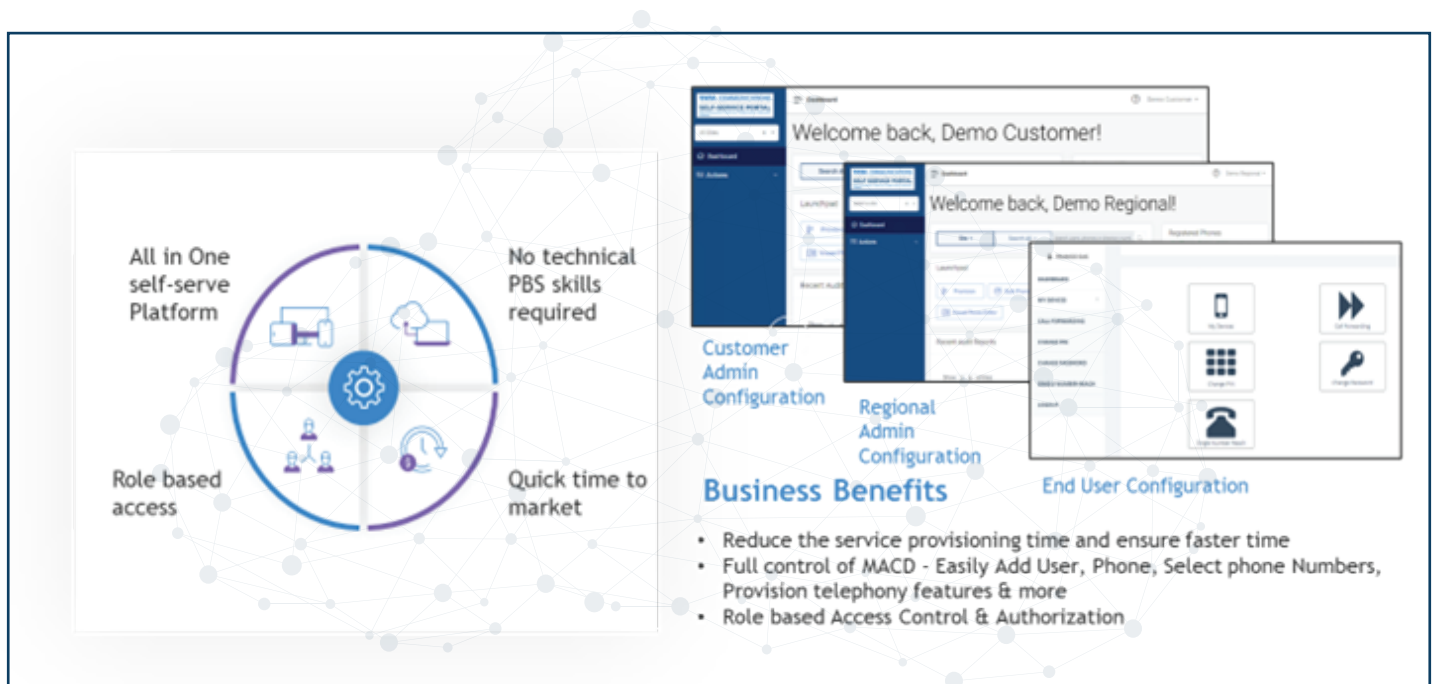

Figure Self Service Portal

Self Service Portal is a browser-based configuration and management tool, that customer admins can use to self-manage their user, phone number or device-related changes. Such as add/delete user, add/delete/manage phone numbers, add/delete/manage phones etc. Customers can customize the configuration jobs and can also schedule or perform bulk configurations as per their convenience.

Key features included as part of the Self-Service Portal are:

- Role-based access management

- High availability design

- Multi-cluster support providing Single Pane of Glass for provisioning (MACDs)

- Site-based provisioning for users, devices, lines etc.

- Realtime directory number management

- Rollback, schedule, email provisioning activities

- Single search provides a 360-degree view of users, devices and lines.

- Detailed audit trail available
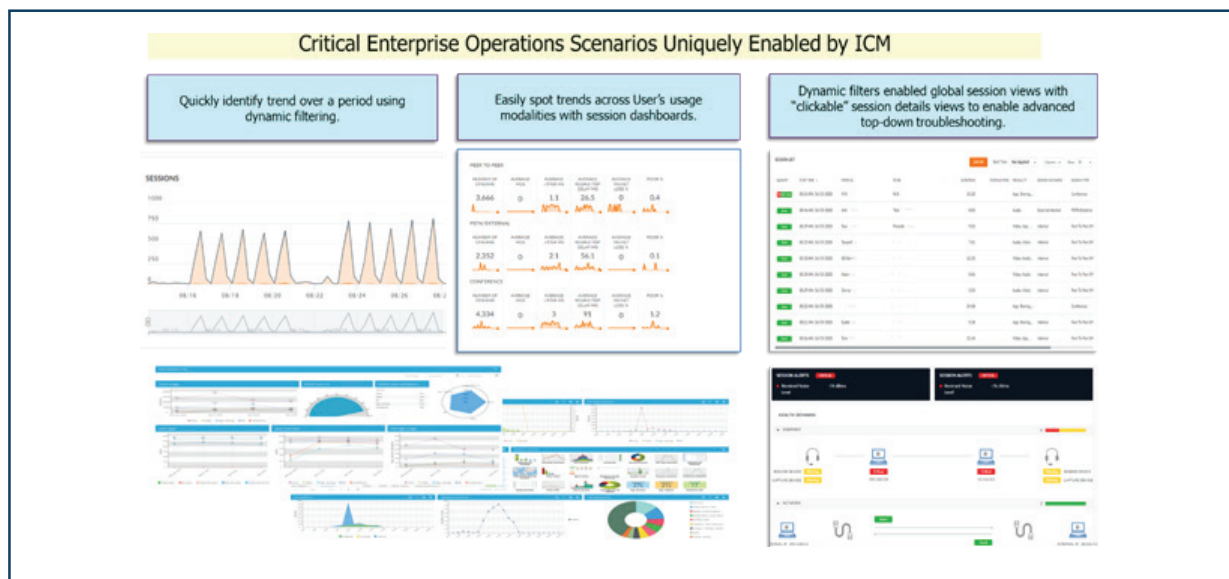
Figure Intelligent Collaboration Monitoring (ICM)

ICM is browser-based, easy to use, advanced troubleshooting, monitoring, analytics and reporting tool for a superior UC experience for your organization. ICM offers the following:

- Intelligent Monitoring: A visual representation of all the functions for monitoring

- Dashboards: real-time network performance and status display

- Reporting: Advanced reporting to assess device performance, resource utilization, network assessment, call quality

- Automated Service request gener ation Integration to our Service desk

Key features included as part of ICM are:

- Proactive call quality monitoring – with loction-based dashboards

- Simple call record reporting – one view of all records for a given period

- Powerful call record filtering – easily find the details you need

- Simple troubleshooting – dig down into issues with calls and conferences

- Customizable reports

- Automatic email reports – get the insights you need, when you need them

- Compatible with PowerBI – so you can enjoy powerful data analysis

- Quality control – real-time alerts on PSTN call quality

7. SUCCESS STORIES -GLOBAL AIRLINES' SUCCESS STORY

UNIFIED CLOUD CALLING TRANSFORMS GLOBAL AIRLINE'S COMMUNICATION LANDSCAPE

CUSTOMER OVERVIEW

The customer is an International Airline which operates over 1,500+ flights weekly (including 90 pure cargo flights) to 100+ cities across Asia, Europe, North America, and Oceania.

Carrying over 20 million passengers and 5000+ tons of cargo, the carrier is one of the largest airline in the world in terms of revenue passenger kilometres (RPK) and freight revenue ton kilometres (FRTK)

DEAL DETAILS

Deployment Region
Malaysia and Singapore (Phase 1)

Size
60 Users (Phase 1), growing to 10,000 users in subsequent phases

SOLUTIONS

Webex Calling by Tata Communications

BUSINESS CHALLENGE

- The Airline's original setup had multiple PBXs (Private Branch Exchanges) each serving its region (country). It had no means of providing an effective unified collaboration medium, nor the ability to support work from home (WFH)
- This set-up also meant that they must manage their communication systems separately thus wasting resources, duplicating efforts and yet not being able to communicate/collaborate effectively
- The customer was on the lookout for service providers offering a unified and centralised Cloud Calling solution which would allow all their employees to effectively collaborate and communicate, regardless of country/region, working locations, especially in this Covid era, where work from home (WFH) became the new normal
- A seamless collaboration experience including calling, messaging, meetings, voice mail was needed.

OUR USP

- Webex Calling by Tata Communications is a managed Cloud Calling solution powered by Cisco Webex technology and incorporates enterprise-grade Cloud Calling / PBX platform, OTT / Internet-based access / connectivity with domestic / international PSTN / Voice minutes bundled
- The Cloud Calling solution includes domestic PSTN replacement services for Malaysia and Singapore users
- In addition to the IP Phones, the users were offered unified soft-client for Laptops and Smartphones. On the unified app, users could avail messaging, space/room, presence, calling, meeting, desktop and file sharing, and voice mail functionalities
- Tata Communications is one of the top five service provider with the ability to provide end-to-end solution including a Cloud Calling platform, managed services, access network and domestic/international PSTN globally

BUSINESS IMPACT

- Effective, borderless communication and collaboration boosted employee productivity and enhanced the Airline's operational efficiency
- Smooth transition to Work from Home ensured Business Continuity even during peak pandemic
- Centralised management and simplified platform reduced wastage of resources and effort duplication allowing employees to focus on core business activities
- The single provider set-up significantly reduced cost
- Uptime of 99.99% translated to non-disruptive user experience
- Cloud Calling solution with global coverage was the right fit for the Airlines' upcoming plans to move their employees in US, Europe and APAC to Cloud

Why Tata Communications?

Our differentiators

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

Lowest TCO
Our scale allows us to offer great valuebenefits to customers and partners alike

Flexibility and ease
Our range of solutions are couple with implementation expertise to ensure a smooth journey with us.

Leading partner
One of 4 partners globally that can offer end to end Cloud Calling solution with global coverage across regulated & non-regulated countries

Why we lead the voice market?

World's first multimodal capability on SIP trunks

UCC transformation enabler

Seamless global experiences for end customers and partners thanks to our direct delivery

Qualified for excellence Industry certifications

API-enabled functionalities across the board

Recognised With 3rd party certifications

32+ Bn international voice minutes per year

45+ Countries with UIFN service

1600+ carriers we have relationships with Mobile: **785** operators

28 countries and counting with domestic call handling and **300+** countries with call termination

VoIP: 700 providers

300+ cities, across **70** countries with LNS reach

110+ countries with ITFS,a global best

TATA COMMUNICATIONS

An award-winning Partner

★ 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
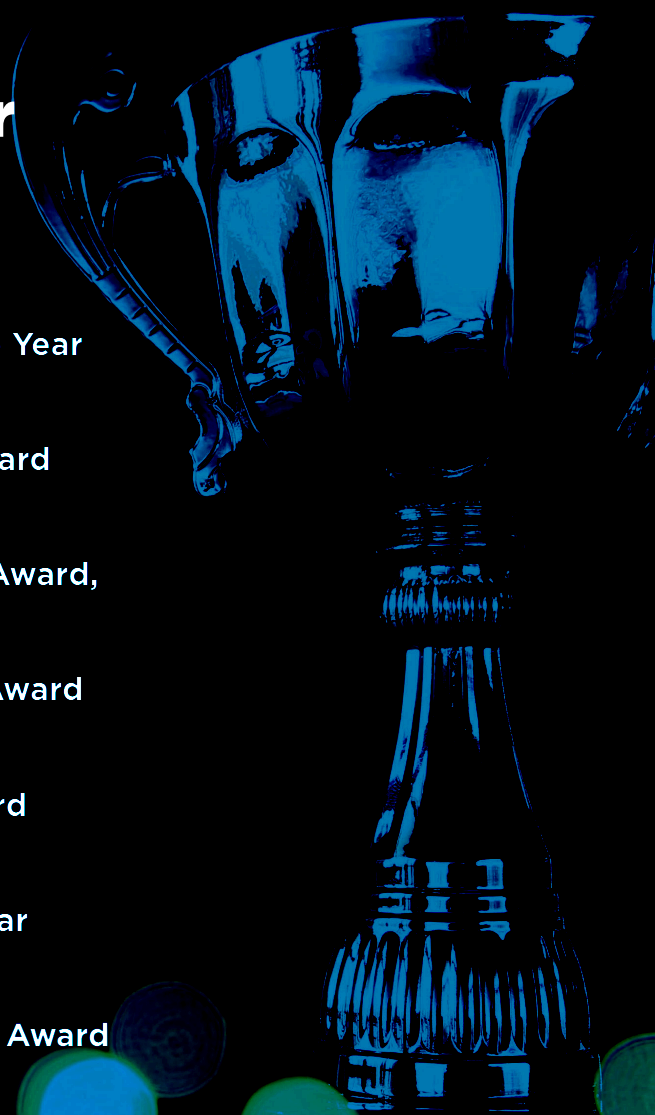
FOR ALL YOUR VOICE AND COLLABORATION NEEDS TALK TO
TATA COMMUNICATIONS

[CONTACT US]