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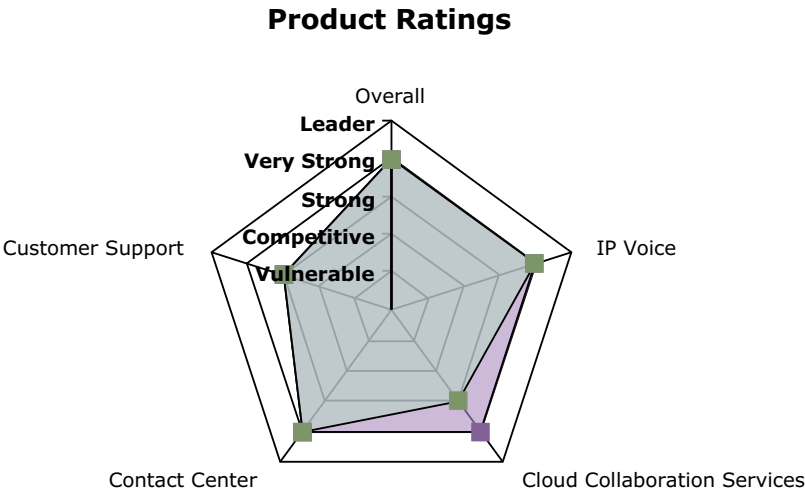
Tata Communications - Collaboration and Communications Services (Global)

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Summary

What's New

• November 2021: Tata announced the launch GlobalRapide, its new integrated managed services for the migration and end-to-end management of unified communications as a service (UCaaS). GlobalRapide helps customers through the entire journey from planning to migration of solutions to the cloud, adoption, management, and measurement.

Product Overview

Product Name	Unified Communications and Collaboration
Description	Tata Communications' Unified Communications and Collaboration (UCC) portfolio includes various collaboration and customer engagement tools and solutions. Cisco and Microsoft are the two major technology partners for Tata Communications, but the company also has partners such as Amazon and Poly to strengthen its portfolio. It also provides APIs and SDKs to enable integration with existing systems. A key strength of Tata Communications is its SIP platform that supports the entire UCC stack and ensures QoS for real-time applications.

Components	Secure Connected Digital Experience: - Secure Connected Digital Workplaces (combining collaboration, connectivity, virtual desktop, and security to enable remote working). - Digital Customer Experience Platform (an omnichannel platform which includes features such as video collaboration API, WebRTC, co-browsing tools, annotation tools, multi-IP-camera integration, email integration, SMS, and CDN integration). • Global SIP Connect: Supports international and domestic voice, data, and video (multi-modal SIP). • Tata Communications UCaaS Cisco Powered Solutions: End-to-end management of Cisco Webex Platform – Meetings, Teams, Devices, and Calling. Tata Communications also supports the private cloud enablement of Hosted Collaboration Solutions (HCS) and Hosted Meetings with Cisco Meeting Server. • Contact Center: Cisco HCS-based contact center InstaCC Global and Cisco Webex Contact Center, a fully managed, cloud-based solution available across 150 countries; and Amazon Connect combining AWS' cloud-based contact center service with Tata Communications' network and voice services. • Enghouse Interactive-based InstaCC • Tata Communications UCaaS Microsoft Teams Solutions: Global managed solutions including Microsoft Teams with Direct Routing, transition from Skype for Business to Microsoft Teams, Tata Communications Connections for Microsoft Teams in India, and Managed Enterprise Connector (enabling enterprise voice for Office 365 cloud). • GlobalRapide offers integrated managed services for migration and automation of UCaaS.
Key Customers	• Bata • Gammon • 3CLogic • Quadmark • State Bank of India • KPIT Technologies • Tata Technologies • Carlsberg • Symrise • Personiv
Key Rivals	• [AT&T](#) • [BT](#) • [Orange Business Services](#) • [T-Systems](#) • [Verizon Global Enterprise](#)

Essential Analysis

Strengths

• Global Voice Leadership: Tata Communications is a leading global voice provider with SIP trunking available in 190+ countries and PSTN replacement in 28 countries with regional redundancy.

Limitations

• Professional Services: Tata Communications has more limited professional services resources to engage customers through consultancy and provide system integration support.

• Cloud-Based Offerings: Tata Communications' focus on UCaaS, global managed services, and its strong capabilities around both Cisco and Microsoft solutions put it in a favorable position as customers accelerate the migration to the cloud driven by COVID-19.

• Platforms: The company is developing platforms and automation/orchestration capabilities to differentiate in the market – for example, Digital Customer Experience and GlobalRapide.

• Range of Vendors: While Tata Communications works closely with Cisco and Microsoft, major competitors offer products from a broader set of partners such as Zoom, RingCentral, Avaya, and Genesys.

• Market Awareness: Tata Communications is driving innovation through digital platforms and services, but the company has yet to develop mindshare in helping customers transform their workplace and customer experience.

Current Perspective

VERY STRONG

Tata Communications has very strong cloud-based UCC offerings covering collaboration and contact center solutions. The current health crisis has driven the demand for cloud-based UCC solutions, and the addition of GlobalRapide is a timely move to help customers migrate their on-premises solutions to the cloud for hybrid working. The company's offerings are mainly based on Cisco and Microsoft, and it is a certified Cisco Lifecycle Advisor as well as a Gold Microsoft Partner. A key differentiator for Tata Communications is its ability to support MNCs with its global network and strong SIP trunking offering.   In particular, the company supports Direct Routing for Microsoft Teams and it is also an early partner for the vendor's Operator Connect program. It has also integrated Cisco Webex Calling with its global voice platform.

Combining Cisco, Microsoft, and capabilities from several other technology partners, Tata Communications is now developing solutions that are more aligned to customers' business objectives. GlobalRapide leverages digital tools to enable the audit process (existing bandwidth capacity, hardware, access points, etc.) to be completed in a matter of hours and to provide customers visibility into usage, performance, quality of service, and troubleshooting. Its Secure Connected Digital Experience (SCDx) consists of Secure Connected Digital Workplace, which supports remote agents and employees working remotely; and the Digital Customer Experience platform, which provides an omnichannel CX solution that supports different industry-specific use cases. For example, in retail, its 'Store at Home' solution delivers a more personal experience for online shoppers leveraging video-based interactions, co-browsing with an associate, and call conferencing with store managers or billing executives to assist customers. The company is also developing CPaaS capabilities which will embed communications into enterprise communications and customer engagement workflows and drive further differentiation in the market.

However, enterprises are looking at workplace and CX transformation, not just the UCC solutions. Tata Communications does not have strong professional services to engage customers across different lines of business and plan their workplace and CX transformation. Competitors are also developing new capabilities such as data analytics, chatbots, and CPaaS to deliver differentiated offerings. Tata Communications already has some of these capabilities or is developing them behind the scenes. However, the company needs to raise market awareness at the global stage since many enterprises see Tata Communications as a global network carrier and communications provider but not a digital platform

company.

Competitive Recommendations
Provider

• Professional Services: Tata Communications needs to strengthen its professional services, especially if it wants to engage customers in more complex, business-oriented solutions.

• APIs: While Tata Communications is developing CPaaS capabilities, it should consider providing turnkey solutions that enterprises can readily deploy for various use cases (e.g., click-to-connect and virtual agent).

• Partnership: Tata Communications should partner with system integrators and consulting firms to offer its UCC solutions as part of a digital transformation initiative.

Competitors

• Orange Business Services: Orange can point to its engagements with customers through consulting including a persona analysis – understanding the requirements of different roles. The consulting services also include integration work and customization of existing solutions. Orange also applies DevOps and Scrum-based methodology to speed up implementation.

• Vendor Support: While Cisco and Microsoft are two leading cloud collaboration providers, competitors should consider others in the market such as Zoom, Google, Citrix, RingCentral, Slack, and more. This is to give customers more options based on their requirements and to gain differentiation in a competitive market.

• NTT Ltd.: The company can counter Tata Communications with its strong partnerships with both Cisco and Microsoft. It can also point to its advisory and transformation services for workplace and CX, as well as its communications lifecycle management service to counter GlobalRapide.

Buyers

• Remote Working: Enterprise should note that Tata Communications has combined its UCC with connectivity (VPN and NetFoundry) and VDI to enable different use cases including remote SaaS access and work from home.

• Customer Experience: Enterprise customers should explore the Digital Customer Experience platform, which offers a rich set of features and functionality to improve customer and employee experience. Tata Communications has use cases targeted at retail, automotive, IT/ITES, BFSI, and the travel, transportation, and hospitality sectors.

• Cloud Migration: Enterprises looking for a technology partner to implement UCaaS and manage both the cloud-based solutions and legacy solutions can evaluate Tata Communications' GlobalRapide. With GlobalRapide, Tata Communications is offering customers a more efficient way to migrate their legacy UC to the cloud and overcome many challenges for global businesses that have operations in multiple counties (e.g., local regulations and support).

Metrics

IP Voice

Rating	Very Strong
Platform(s)	Managed VoIP Global SIP Connect
Geographic Reach	Global SIP Connect: 14 voice PoPs located in the U.S., Canada, Europe, India, Hong Kong, Singapore, and Australia
SIP Trunking Availability	SIP trunking available in 190+ countries; SIP outbound in 26 countries
PSTN Breakout Availabilty	Full PSTN replacement in 28 countries
Supported Direct Connect Services	Direct Routing for Microsoft Teams; Operator Connect for Microsoft Teams
Access Options/Redundancy	MPLS/ExpressRoute, global SIP trunking available in 190+ countries, and PSTN replacement in 28 countries. Tata Communications offers a multi-modal SIP solution, which lets the same SIP trunk carry all collaboration traffic, including video. This solution enables customers to set up point-to-point video calls – including B2B video sessions – using SIP to connect with each other directly instead of going through a bridge
Pricing Structure	Pay-as-you-go and multi-year contract options available; volume-based discounting
Features	End-to-end management of premium internet bandwidth bundled with voice termination. 24x7x365 proactive customer support.
Security/Encryption	Call security and emergency handling via tracking hoax calls and masked IP address. SRTP/TLS encryption.
Contract Length	Multi-year contract
SLAs	99.99% reliability for centralized PSTN; voice quality part of SLA, typically an R-factor of >3.8 (for G.729 codec)

Handset Options	Optional – depends on the final solution and customer preference. A variety of handsets supported through its GlobalRapide offering.

Cloud Collaboration Services

Rating	Very Strong
UC Platforms	UCaaS Microsoft Teams – Meetings, Callings, Messaging, and Devices Cisco Webex Platform – Meetings, Calling, Teams & Devices Cisco Hosted Collaboration Solutions: Cisco CUCM and CMS
Geographic Reach	Services are available globally supported by the following PoPs: Skype for Business: 4 PoPs located in Singapore, India, the UK, and the U.S. Webex CCA: 3 PoPs (bridges) located in the U.S., EMEA, and APJ (Singapore & HK for redundancy) Dedicated Collaboration Solutions: Dedicated cloud nodes in 40+ data centers
Video/Web/Audio Conferencing Platforms	Yes, part of the Cisco Webex and Microsoft Teams offerings
Online Events Broadcasting Platform	Yes, part of the Cisco Webex and Microsoft Teams offerings
Team Collaboration Platforms	Yes, part of the Cisco Webex and Microsoft Teams offerings
Managed Telepresence	Tata Communications' Video Managed Service provides bridging, registration, and remote management of video conferencing endpoints whether they are immersive telepresence or HD video conferencing equipment. The service covers deployment, infrastructure hosting and bridging, scheduling, call launching, concierge services, and reporting.
Mobile Support	All services – Microsoft Teams, Webex CCA-SP, and Cisco Webex Teams/Meetings are integrated with mobile.
Pricing Structure	Pay-as-you-go and multi-year contract options available
Contract Legth	Multi-year contract

CPaaS	Work-in-progress; CPaaS capabilities embedded in Digital Customer Experience platform
APIs	N/A

Contact Center

Rating	Very Strong
On-Premises Platform(s)	N/A
On Premises Geographic Reach	N/A
Cloud Platform(s)	InstaCC Global is a Cisco HCS-based hosted contact center service. Amazon Connect allows customers to enhance their customer engagement using AWS' AI and automation tools, while enjoying consistent experience through centralized support and unified service levels. Tata Communications also offers Webex Contact Center and Enghouse Interactive-based InstaCC.
Cloud Solutions Geographic Reach	Services are available globally supported by the following PoPs: InstaCC Global: 4 PoPs located in Singapore, India, the UK and the U.S.
Inbound/Outbound Voice Availability	ITFS in more than 115 countries
Inbound/Outbound Messaging Availability	Globally through agreements with more than 400 mobile network operators
AI	Leveraging AI capabilities from vendors including Cisco, Microsoft, and AWS
Omnichannel/Multichannel Support?	Yes
Chatbot Support?	Yes

Customer Support

Rating	Strong

Sales Strategy	Tata Communications sells direct to its customer base, but it also works with partners – services providers, advisory firms, and system integrators – to offer its UCC solutions. As a challenger with limited professional services resources, Tata Communications is ready to work with partners that offer workplace transformation solutions but need a technology partner for the UCC solution. One of Tata Communications' key selling points is its modular, cloud/consumption-based service which offers customers a flexible approach to roll out UCC solutions. This includes offering co-branded and white-label options for partners to take the services to the market. Tata Communications is also making an attempt through its SCDx portfolio to offer solutions that are aligned to industry verticals and horizontal use cases, focusing on business outcomes instead of selling UCC technologies
User Training/User Adoption Services	Tata Communications' GlobalRapide helps customers through the entire journey including planning, migration of solutions to the cloud, adoption, management, and measurement.
User Portal	GlobalRapide offers a single pane of glass for visibility into usage, performance, quality, and troubleshooting. This also addresses the requirements around security, fraud, and compliance.
Professional Services	Tata Communications is expanding its services capabilities under GlobalRapide to help customers through different stages of their migration of UC&C to the cloud. While the company has standardized UCaaS offerings, GlobalRapide extends the services to customers' legacy systems. It helps to consolidate multiple vendor solutions (including those that are not offered by Tata Communications) into one service management construct.
Type of Partner Status Achieved	This is covered under Tata Communications' audio and web conferencing and hosted meetings (Cisco Meeting Server) unified conferencing. Additionally, Microsoft Skype for Business Neptune – High Potential Partner. Telepresence, IPT and InstaCC Global services are all 'Cisco Powered.' Cisco Master Services Partner Cisco SaaS ATP Partner Cisco Lifecycle Advisor

	Microsoft Gold Partner AWS Advanced Consulting Partner Microsoft's launch partner for Skype Operations Framework (SOF), Direct Routing for Microsoft Teams, and Tata Communications Connections for Microsoft Teams in India
Consultancy	GlobalRapide provides services to help customers plan their migration to the cloud.
Integration Support	N/A