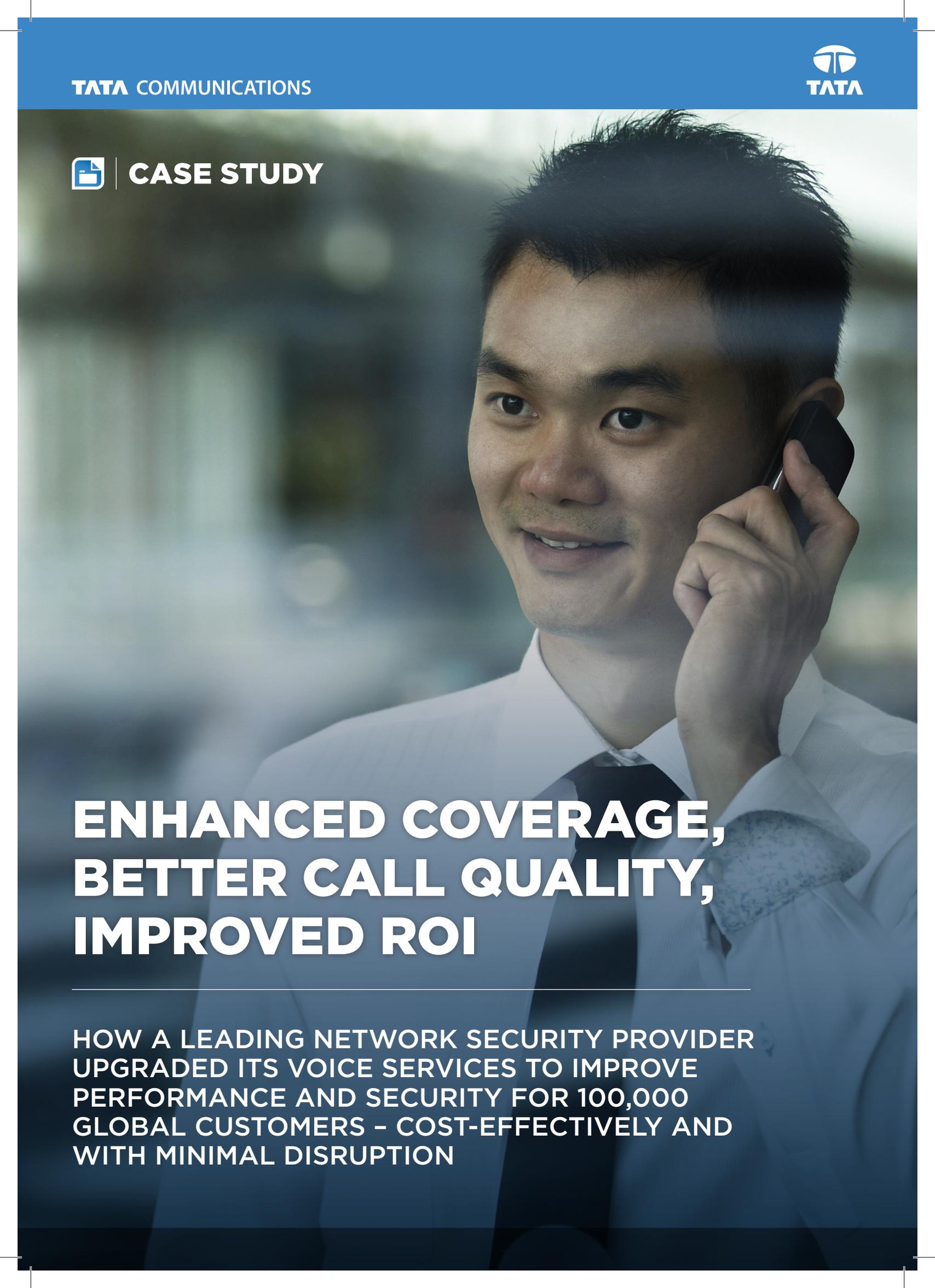


 | **CASE STUDY**



ENHANCED COVERAGE, BETTER CALL QUALITY, IMPROVED ROI

**HOW A LEADING NETWORK SECURITY PROVIDER
UPGRADED ITS VOICE SERVICES TO IMPROVE
PERFORMANCE AND SECURITY FOR 100,000
GLOBAL CUSTOMERS - COST-EFFECTIVELY AND
WITH MINIMAL DISRUPTION**

Background

A major Tata Communications customer leads the global network security solutions segment with offices, support and development centres worldwide. Its innovative technology, ASIC accelerated performance and multi-threat capability have revolutionised the sector to deliver real-time network protection for more than 100,000 customers across the world.

Challenges

Previously, the company had been using expensive services from in-country telecom providers to communicate between various centres and its customers. However, the company wanted a 'Follow the Sun' model so its services team could enable global business operations 24/7/365 and follow best-in-class global workflows and handovers. The Europe team, for example, would then be able to pass on jobs to the US team for subsequent handover to Asia-based colleagues.

For 'Follow the Sun' to work successfully, it's vital to combine global workflows with strong collaboration among employees across different geographies. The company's main challenge was to provide a truly integrated communication infrastructure for its dispersed workforce. It wanted to deploy the best voice solution possible and meet business needs by using toll-free numbers to connect with customers in different geographies and intelligently route the business calls within the organisation.

To resolve real-life issues, our teams need to coordinate and communicate effectively. For this we require a highly reliable, resilient and cost-effective corporate voice solution. It's previously been quite expensive as it's often meant international calls - especially for customers wishing to reach us after business hours."

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Solution

At the same time as approaching Tata Communications, our customer also made contact with other global service providers, regional telcos and in-country incumbent operators. However, Tata Communications' consultative approach to devising a solution offering advanced capabilities encouraged the company to choose its complete Global SIP Connect Service and enter into a strategic partnership.

Global SIP Connect combines high quality of service (QoS) from an MPLS (Multi Protocol Label Switching) based network with a SIP (Session Initiation Protocol) Trunking solution. Feature-rich, it optimises QoS to best suit the business application. For example, Tata Communications' core network prioritises enterprise voice traffic as Class of Service One (CoS1) globally.

Highlights

- **Scales up easily as the customer's business grows**

Compared to legacy options such as TDM (Time-Division Multiplexing), new SIP VoIP (Voice over IP) trunk can be commissioned far more quickly as the process is largely automated. This translates into a successful IP upgrade for the customer's communication services – with minimal business disruption.

- **Intelligent Call Routing (ICR) based on 'follow the sun'**

Incoming calls from various countries are automatically routed for after-hours customer support. ICR is also used to re-route calls in case of overloading in particular regions. A subject matter expert handles every customer, who calls on an International Toll-Free Service (ITFS) or Universal International Free Number (UIFN). This approach leads to high customer satisfaction and improved call experience overall.

- **Stringent service level agreements**

Tata Communications promises and delivers on 'five 9s' service up-time. This means that a customer faces less than a minute of down time per week – the equivalent of just one hour a year.

If the MPLS network goes down, a Public IP network takes over. This means that we have complete redundancy for PSTN access and inter-PBX (Private Branch Exchange) communication."

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Benefits

- **Significant returns on investment**

A single network means the company sees reductions in call costs across the organisation. Automated billing and reporting further reduce the cost of management.

- **Enhanced global coverage and redundancy**

Tata Communications Global SIP Connect enables 24/7/365 service across multiple time zones – supporting ITFS numbers from 110+ countries and UIFN from 45+ countries. Single vendor coverage ensures business continuity and increases efficiency and productivity.

- **Excellent voice quality and rates**

Global SIP Connect combines outstanding service and rates – including toll-free connections – whether communicating with customers or business partners.

- **Full interoperability**

Tata Communications' services support any-to-any voice network architecture. This enables direct PBX trunking, which seamlessly interoperates over SIP trunks for PSTN-based ITFS access.

The true value and ROI, however, comes from the increase in efficiency and better customer experience – thanks to features such as ICR, ITFS and UIFN access to our call centres."

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We get consistent voice quality and performance on a worldwide basis using Tata Communications' MPLS-based VPN, with priority Class of Service (CoS) and Quality of Service (QoS). Its high-level audio means we're able to bridge the distance across offices, enabling effective communication and workflow."

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