

# 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**  
**GlobalRapid**

- 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.
- **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.
- **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.



- **Migration Ease:** Zebra relied on Tata Communications’ GlobalRapid cloud voice Global SIP Connect for seamless migration, reducing stress.
- **Enhanced Collaboration:** Tata Communications improved user collaboration experience for Zebra through streamlined processes.
- **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.

~25% Cost Savings

Improved Employee Collaboration

Enhanced global voice capabilities

### 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.