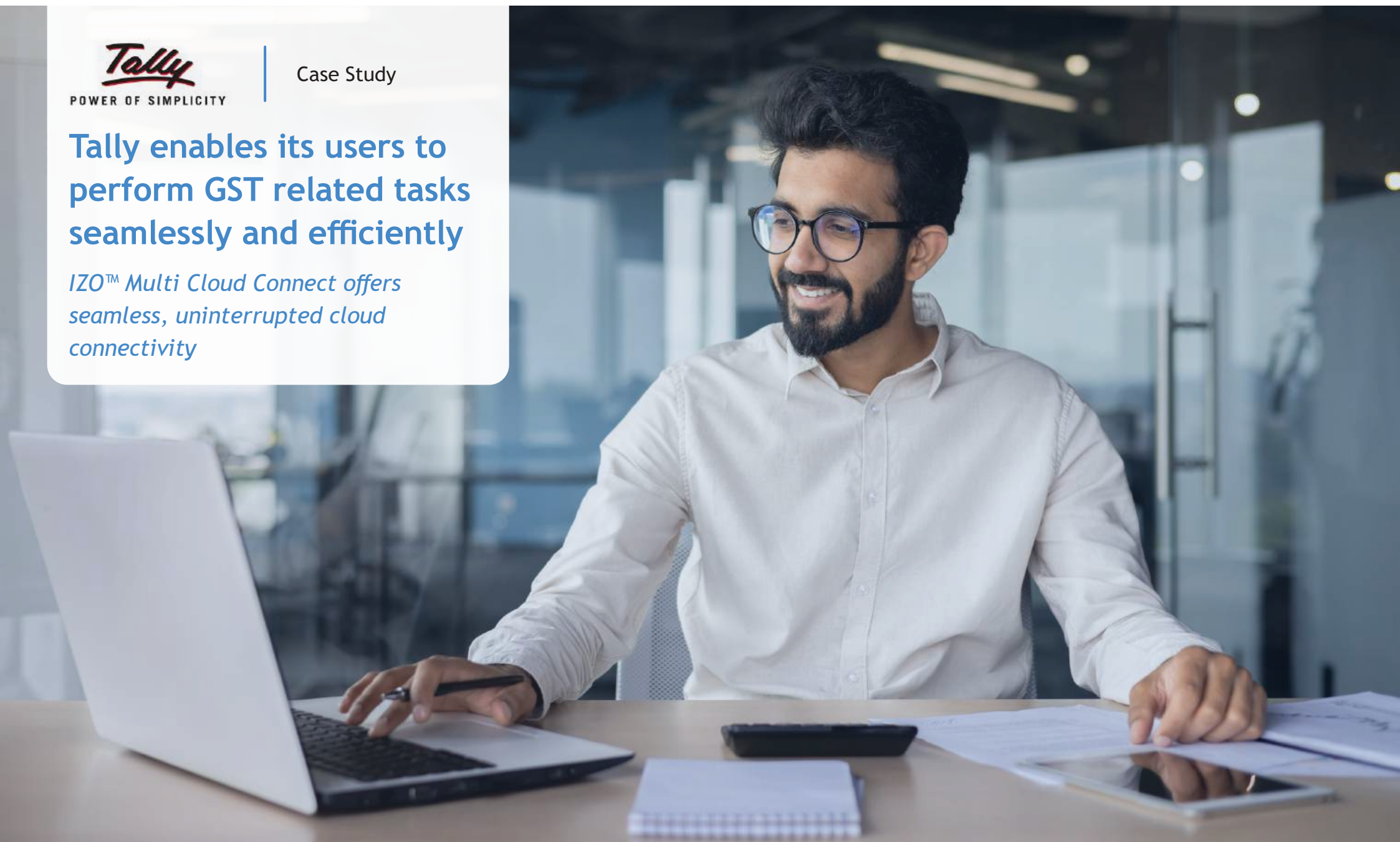




Case Study

**Tally enables its users to perform GST related tasks seamlessly and efficiently**

*IZO™ Multi Cloud Connect offers seamless, uninterrupted cloud connectivity*



# Overview: Scalable and reliable connectivity to improve end user experience

Tally is a renowned provider of accounting software, specifically designed for small and medium businesses (SMBs), widely used in India, parts of Southeast Asia, and the Middle East. As a GST Suvidha Provider (GSP), Tally plays a key role in helping businesses comply with GST regulations by enabling efficient and accurate GST-related tasks. For years, Tally has operated as an on-premises, Windows-based application, offering users an intuitive, agile, and simple user interface. In today's era of hyper connectivity, Tally has added multiple features to enable customers realise seamless connected experiences, thereby adding significantly greater relevance to evolving business needs of the customers.

Over the past several years, Tally has introduced cloud based solutions to offer connected services for its customers. This included leveraging public hyperscalers such as AWS to host key services, allowing customers running Tally software on their laptops and desktops to seamlessly connect to a range of third-party endpoints, including the Goods and Services Tax Network (GSTN) for tax-related processes, banks for financial transactions, and messaging providers like WhatsApp, among others. This integration streamlined essential business operations,

ensuring a smooth and efficient experience for users across diverse platforms. Tally realised that to truly scale and support its transition towards a flawless connected experience, its connectivity infrastructure had to evolve to ensure reliability and business continuity for all its services.

Without a reliable connectivity infrastructure, end users of Tally could face issues like slow or failed GST-related tasks, such as filing GST returns, generating e-way bills, syncing GST data with the government endpoint etc. These disruptions, in turn, could lead to missed deadlines, penalties, and compliance issues for Tally's customer base. Additionally, users may struggle with real-time updates on GSTIN status checks and invoice validations, affecting the accuracy of their transactions and overall business operations. This would ultimately cause operational bottlenecks and a loss of trust in the solution.

**To know more about how Tata Communications played a pivotal role in enabling Tally's cloud transformation, read the complete case study.**



## About Tally

Tally Solutions is a leading technology company that specializes in enterprise resource planning (ERP) software for small and medium-sized businesses (SMBs). Founded in 1986, Tally's flagship product, TallyPrime, provides comprehensive solutions for accounting, finance, inventory, sales, and more. Serving millions of users across over 100 countries, Tally has built a strong network of more than 28,000 partners to deliver exceptional customer support and services. Committed to innovation, the company continually invests in research and development to provide world-class software solutions that empower SMBs to streamline operations and drive growth.





# Overcoming downtime and compliance risks while transitioning to cloud

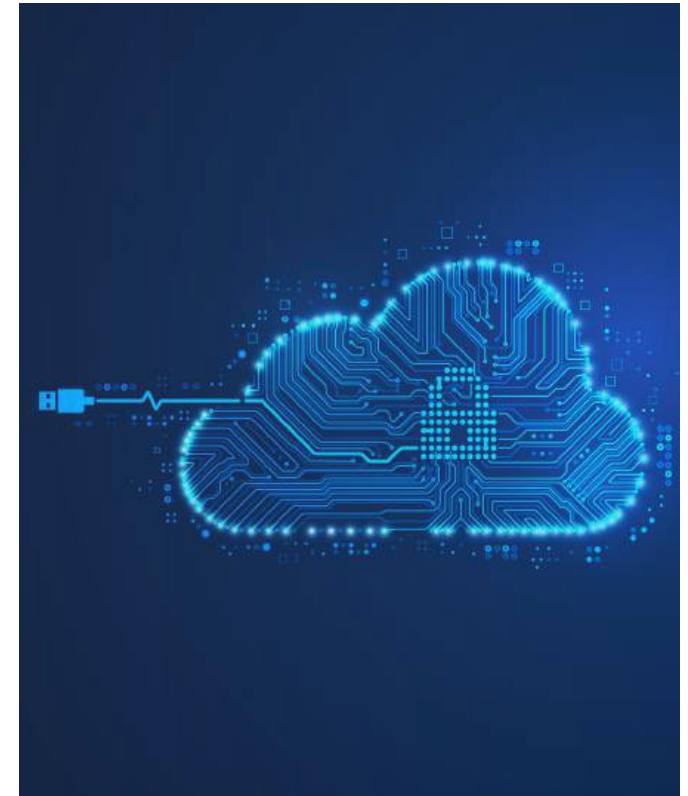
During integration tests, it became evident that the original GSTN connectivity provider's solution was unable to offer a modern and reliable network to meet the needs of GSTN connectivity feature based usage for customers. The connectivity to GSTN was crucial for enabling users to file GST returns, upload invoices, and perform input tax credit reconciliation. The GSTN integration, which involved funneling data from millions of Tally customers to the GSTN endpoints in Delhi and Bangalore as well as handling the return data flow, required a seamless and uninterrupted connection. Without reliable connectivity, Tally risked disrupting business operations for millions of its customers.

Moreover, some of the protocols used by the original provider were found to be incompatible during integration testing with contemporary virtual network infrastructure, further exacerbating the connectivity challenges and preventing seamless integration.

In addition to ensuring high uptime, Tally also needed a solution that could scale with its growing customer base and facilitate a seamless transition from on-premises solutions to the cloud.

*During our evaluation phase, we quickly realised that our existing network infrastructure wasn't up to the task of delivering the consistent, production-grade performance we needed for mission-critical operations. We were still in the process of building our technology stack to connect to the GST endpoints, and fortunately, we hadn't gone live then. It became clear that the existing setup wouldn't cut it, and we needed a more reliable solution.*

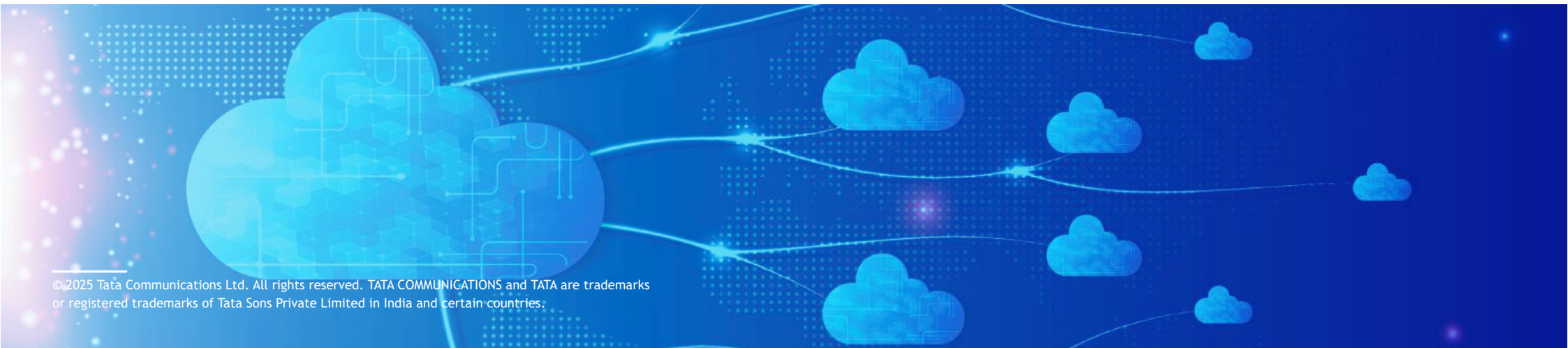
**Shibashis Sen,**  
Head of Cloud Operations, Tally



# IZO™ Multi Cloud Connect offers continuous, secure connectivity

Tally ultimately selected Tata Communications' IZO™ Multi Cloud Connect, as the solution was found to meet all of its connectivity requirements, providing the perfect combination of performance, scalability, and reliability. The solution offered end-to-end network visibility, higher bandwidth capacity, and enhanced security—all essential to support Tally's digital transformation and the increasing demands of its end users.

With its reliable, always-on connectivity, the IZO™ Multi Cloud Connect solution ensured smooth access to critical endpoints, such as GSTN, minimising network disruptions during high-demand periods, and allowing users to perform tax returns, invoices, and other essential GST related tasks seamlessly. With reliable data routing through MPLS and secure transmission via IPsec encryption, the solution ensured that Tally's data remained protected. This setup involved encrypted packets within encrypted packets, providing multiple layers of security during transit and helping Tally maintain compliance with critical regulations.



# Delivering a seamless experience with future-proof capabilities



**High uptime and enhanced performance:** Tally achieved remarkable reliability with almost 100% uptime on its connection and less than 1% packet loss between October and December 2024. Ping times consistently ranged between 15 and 25 milliseconds, ensuring low latency. This high performance allowed Tally to eliminate frequent disruptions, offering users a smooth experience.



**Seamless and secure connectivity:** IZO™ Multi Cloud Connect provided Tally with secure, encrypted connections to essential third-party endpoints such as GSTN. With continuous data transmission from client machines to AWS and onwards to GSTN, Tally ensured that business-critical data remained secure throughout, preventing data breaches and guaranteeing seamless, uninterrupted operations.



**Scalability:** As a GSP, Tally faces significant traffic demands due to the large number of customers accessing GST endpoints which peaks typically around GST filing due dates. Working closely with GSTN officials, Tally was able to

offer significantly higher usage of GSTN APIs for customers compared to other GSPs. With Tata Communications' solution, the company hasn't faced bandwidth constraints that would impact end-user experience, even as the customer base grows. This scalability ensures smooth operations as Tally adds more customers to the network without compromising on performance.



**Future-proofing:** IZO™ Multi Cloud Connect can play a key role in supporting Tally's move towards a multi-cloud strategy transition. The solution's scalability will allow Tally to easily expand across multiple cloud platforms, ensuring growth without being constrained by legacy infrastructure.



## **24/7 business continuity and reliability:**

Customers could access the Tally software and critical services like GST returns at all hours. This uninterrupted connectivity is especially valuable for small businesses with strict deadlines, ensuring that essential tasks are always completed on time without disruption or network downtime.



**Redundancy and risk mitigation:** The built-in redundancy of the solution provided Tally with the ability to quickly recover from potential failures, minimising downtime. Tata Communications' proactive approach to ensuring network reliability meant that Tally could maintain smooth business operations even during unexpected network issues.

As Tally continues to grow and re-architect its solution to be fully cloud-native in the coming years, it remains confident in its partnership with Tata Communications. By adopting Tata Communications' IZO™ Multi Cloud Connect, Tally has not only solved the immediate connectivity challenges of today but has also laid the groundwork for the future of its cloud-based services.

*If I am to recommend Tata Communications' solution to other GSPs or similar organisations, I would highlight their reliability as a key advantage. From the moment we implemented the solution, it worked seamlessly—just as expected. One of the standout features for us is the built-in redundancy in the architecture, which ensures everything operates without issues. Additionally, the ability to easily reach out to the support team and get quick, just-in-time responses has been incredibly valuable. Tata Communications has truly exceeded our expectations in terms of both performance and customer support.*

**Shibashis Sen,**  
Head of Cloud Operations, Tally



## Build your future through a digital customer experience

If you are an enterprise looking to transform the way your customers experience your product, talk to your Tata Communications representative about your company's digital transformation.

- How you can reach your high value customers in the most convenient way?

Transform Now

## About Tata Communications

A part of the Tata Group, Tata Communications (NSE: TATACOMM; BSE: 500483) is a leading global commtech (communications technology) player powering today's fast-growing digital economy in more than 190 countries and territories. Leading with trust, it enables digital transformation of enterprises globally with collaboration and connected solutions, core and next gen connectivity, cloud hosting and security solutions and media services. 300 of the Fortune 500 companies are its customers and the company connects businesses to 80% of the world's cloud giants. For more information, please visit [www.tatacommunications.com](http://www.tatacommunications.com)

Follow us on:

