

## Cable Company Voice Solutions

How can you maximize revenue from your existing assets and customers?

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For more information about Cable Company Voice Solutions, please visit:  
[www.tatacommunications.com/contact](http://www.tatacommunications.com/contact) or email [marcom@tatacommunications.com](mailto:marcom@tatacommunications.com)

### About Tata Communications

Tata Communications is a leading global provider of a new world of communications. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers.

The Tata Global Network includes one of the most advanced and largest submarine cable networks, a Tier-1 IP network, with connectivity to more than 200 countries across 400 PoPs, and nearly 1 million square feet of data center and colocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services, leadership in global international voice, and strategic investments in operators in South Africa (Neotel), Sri Lanka (Tata Communications Lanka Limited) and Nepal (United Telecom Limited).

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India and its ADRs are listed on the New York Stock Exchange. (NYSE: TCL)

Your customer relationships are your greatest business advantage. Maximize their value by offering high-quality voice services to your business and retail base.

Tata Communications' portfolio of voice solutions and best-in-class routing and termination offer the easiest route to grow new revenue and customer loyalty. Our partnership models provide end-to-end revenue solutions that help you optimize the value of your network investments.

## Concentrate on Your Core Business

Streamline your voice business model and increase efficiency with a single provider, backed by 15 years of VoIP expertise. With simple, turnkey deployment, you can focus internal resources on more strategic tasks and gain a competitive edge.

### Our strategic sourcing partnerships enable you to benefit from:

- Enhanced resource and CAPEX efficiencies for your international voice business
- Routing expertise and voice traffic management tools
- Reduced exposure to the traditionally low-margin, high-risk international voice termination business with A-Z route outsourcing
- Consultative approach to optimize revenue from inbound termination

## Optimize Call Quality and ROI

Maintain and grow your customer base with premium international call quality and routing at competitive prices.

### Our VTS Prime offering provides these key benefits:

- End-to-end, high-quality termination at competitive rates
- 100% routing to direct suppliers on fixed and mobile destinations
- Guaranteed CLI delivery to over 230 mobile destinations
- Retail quality of service statistics including NER, ASR, congestion and CLI delivery
- Worldwide code coverage and a diverse supplier base
- Proactive QoS monitoring and 24/7 Premium Customer Support

Take advantage of our continuous routing improvements, including number portability to over 20 destinations, on our industry-leading BestValue Routing™ engine. Our BestValue Routing engine optimizes traffic allocation across multiple supply options adjusting to degradation in quality, to provide stable, cost-effective routes.

## Maximum Flexibility, Minimal Complexity

To support service differentiation and innovation, Tata Communications offers the widest range of interconnection options, from TDM, to private IP, to public IP to IPX. Five different interconnect models to meet your unique business needs.

Tata Communications' VoIPLink™ is a proven service that makes the move to IP interconnection simple and convenient. VoIPLink provides premium call quality, availability and redundancy to ensure a superior customer experience. Leverage the cost and process efficiencies enabled by VoIPLink and take advantage of:

- Reduced OPEX over TDM ports
- Faster time-to-market with a public interconnection option
- Flexible redundancy with multiple interconnection points
- Enhanced quality and security with private IP connectivity
- Support for all common protocols and codecs including HD Voice, with the ability to transcode as required

## Leverage our full solutions suite

### Voice Solutions

Tap into our premium quality voice solutions to drive customer loyalty and improved ROI

#### Strategic Sourcing

Comprehensive voice partnership solutions provide access to best-in-class tools and economies of scale

#### VTS Prime and VTS

Connect to the best quality with best-in-class routing and termination to over 240 countries and territories

#### International Toll-free Services

Leverage our coverage of 100 countries for your conferencing, calling card, call center or business support offerings

#### VoIPLink™

Flexible interconnection options and support for common protocols and codecs enable you to simply realize the efficiencies of IP-based connectivity

#### Local Number Service

Support local number calling in the widest range of destinations

### Data Solutions

Leverage our global network for optimal service and reach in today's IP-enabled marketplace.

**IPLC**

**IP Transit**

**Managed Security Services**



## Tata Communications' Advantage

As the largest international wholesale voice provider, backed by the financial strength and global reputation of the Tata Group, we have the depth and breadth of experience to enable you to grow your portfolio and revenue streams. Partner with us and take advantage of assets that include:

- Redundant and reliable infrastructure
- VoIP expertise since 1997
- 6<sup>th</sup> largest Tier-1 IP backbone provider
- Mobile business relationship with 300+ on-net mobile operators and 192 voice direct connects
- Voice leadership with 40 billion minutes of International Wholesale Voice per year
- Largest and most advanced submarine cable in the world
- 1,700 petabits of IP traffic carried per month