

Over-the-Top Players Voice Solutions

How can you drive revenue
from your user base?



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For more information about Over-the-Top Players Voice Solutions, please visit:
www.tatacommunications.com/contact or email 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)

Over-the-Top Players (OTP) are competing with revenue-earning services that fixed and mobile operators are providing, as well as new market entrants, such as social media.

To thrive in today's fast-moving market environment, you need to ensure high-quality services while maintaining aggressive efficiencies on a global scale.

Adopting long-term strategies to grow and monetize your user base is key to driving revenue streams.

Expand global reach and scale

Coverage and Quality of Service (QoS) are critical for you. With the world's largest international next-generation wholesale voice network and a Tier-1 IP backbone, Tata Communications has the expertise to support global operations and future expansion.

Our VTS Prime offering delivers consistent, high-quality termination with broad code coverage to anywhere in the world at competitive pricing.

With VTS Prime you gain:

- Full A-Z coverage in 240 countries and territories
- Multiple routing choices using the best routes available
- 100% routing direct suppliers on fixed and mobile destinations
- Guaranteed CLI delivery to over 230 mobile destinations

Tata Communications continuously invests in routing improvements, including number portability to over 20 destinations. Our industry-leading BestValue Routing™ engine optimizes traffic allocation across multiple supply options adjusting to degradation in quality, to provide stable, cost-efficient routes.

Optimize quality and customer satisfaction

Tata Communications provides a comprehensive approach to optimize the voice quality we deliver to our customers.

To further bolster quality and customer satisfaction, we have taken a stand against fraud and False Answer Supervision (FAS), exemplified by our founding of the Fight FAS Forum.

Aside from ensuring high-quality voice services, we are dedicated to providing a best-in-class customer experience. We understand as an OTP you operate under different business models and therefore we have flexible models to support your unique needs. Our commitment to delivering excellent quality is demonstrated by our unique 24x7 customer service for quality control and measurement as well as service assurance.

Interconnect flexibly

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. We offer five different interconnect models to fit your unique business requirements, and support all common protocols and CODECS.

Tata Communications' VoIPLink™ is a proven service that makes the move to IP interconnection simple and convenient. Our VoIPLink solution provides premium call quality, availability and redundancy, to ensure you deliver a superior customer experience.

Leverage the cost and process efficiencies enabled by VoIPLink to:

- Gain flexible redundancy with multiple interconnection points
- Speed time-to-market with VoIPLink public Internet interconnection options
- Enhance quality and security with private IP connectivity

Develop business models that improve profitability

Gain an edge in today's fast-moving and competitive market by focusing on revenue-generating activities and core business competencies and let us handle the rest with our Strategic Sourcing Solutions. Leverage our network reach, service portfolio and expertise to expand your business while reducing risks and time-to-market for new services.

Leverage our solutions

Address your needs for today, as well as tomorrow.

Strategic Sourcing

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

Local Number Service

City-specific numbers accessible from 45 countries worldwide and covering 210 cities

VTS Prime

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

IPX

Innovative framework for converged data, voice and mobility solutions



Tata Communications' Advantage

Tata Communications understands the unique needs of the OTP segment through our experience connecting major Over-the-Top Players to our network. By partnering with Tata Communications for your growth, you can leverage:

- VoIP expertise stretching back to 1997
- Voice leadership with 40 billion minutes of international wholesale Voice per year
- A range of public and private IP interconnects
- 6th largest Tier-1 IP backbone provider
- 300+ on-net mobile operators globally and 192 voice direct connects