

# Strategic Sourcing

## How can you optimize your voice business performance?



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For more information about Strategic Sourcing, 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)

As the market shifts towards IP and mobile, and international voice traffic growth slows, carriers are seeking new ways to expand their business and profitability.

Enable the critical efficiencies you need to grow and thrive in today's competitive market with Tata Communications' Strategic Sourcing Solutions. Establish a win-win partnership with us that will enable you to outperform your competitors and maximize your voice business potential.

Our flexible, comprehensive strategic sourcing service portfolio allows you to maintain control of your customer interactions while we provide the tools, traffic management, back-office capabilities and expertise that give you the opportunity to streamline costs and capitalize on new opportunities.

## Focus on Your Core Business

By choosing strategic sourcing solutions from Tata Communications, you can help free your business of the cost and burden of deploying and managing complex technology, allowing you to focus on your core capabilities while pursuing new market opportunities. Partner with us to:

- Minimize exposure to a high-risk, low-margin business
- Improve time-to-market and end-user experience
- Reduce capital expenditures on network infrastructure and traffic management tools
- Embrace new revenue streams to drive future growth

## Leverage Our Leadership

Leverage our network reach, service portfolio and expertise to streamline your international voice business while reducing risk. You will reap the benefits of:

- Industry-leading tools and investments that speed access to the most advanced and efficient routes, markets and services
- Proven expertise in successfully delivering on multiple sourcing partnerships
- Superior-quality services to improve your customers' experience and differentiate your offering

## Future-proof Your Business

Secure the advantages of solutions and platforms that will keep you on the leading edge of the transition to convergence and Long-Term Evolution (LTE).

Benefit from our Next-Generation global network, our VoIP heritage, and our five interconnect models from TDM to private IP to public IP to IPX. By leveraging our assets, experience, and continual enhancements, you can seamlessly manage your IP transition without the need to invest in costly network upgrades.

## Tap into Best-in-Class Capabilities

Benefit from our highly redundant and reliable networks, continuous routing improvements, continual customer experience enhancements and industry-leading antifraud initiatives. Among the features that give Tata Communications a leadership in these areas are:

- A unique BestValue Routing™ engine that performs real-time predictive and corrective routing adjustments
- Portability-corrected routing to over 20 destinations
- Streamlined trouble-ticket and fault resolution process at every customer touchpoint
- Continued investment in our Customer Zone portal upgrades

## Leverage our solutions

### Optimize Your Business through Strategic Sourcing Solutions

#### Managed Termination

- Optimized routing through Tata Communications' global network as the supplier for all, or selected, destinations

#### Customer Aggregation

- Leverage Tata Communications' network to connect all your customers regardless of interconnect technology, protocols and geography
- Manage your business while Tata Communications provides efficient back-office tools, pricing, billing and reporting systems

#### Supplier Aggregation

- Inbound aggregation, in which Tata Communications becomes the sole or preferred aggregator

#### Virtual PoP - Infrastructure as a Service (IaaS)

- Next Generation switch infrastructure to help you expand or set-up new Points-of-Presence
- Manage your wholesale services by leveraging our best-in-class tools and get access to the advanced capabilities of your choice

#### Platform as a Service (PaaS)

- SIM Bypass
- Voice Trading Toolkit



## Tata Communications' Advantage

As the world's leading international wholesale voice carrier with more than 40 billion minutes of wholesale international traffic per year, we have relationships with more than 1,600 carriers worldwide, to deliver unparalleled reach and powerful economies of scale. By partnering with us, you can leverage our expert support and implementation team and benefit from years of accumulated experience.