Connecting the most important economic centres in the world – like never before

Global Low Latency Ethernet

www.tatacommunications.com
We recognise the challenges you face with low latency environments

Financial markets are more volatile and frenetic than ever. Stocks, bonds, commodity prices, mergers and acquisitions can change radically - often in a matter of minutes. Every second can literally mean untold profits - or losses to traders and investors. In addition to the furious pace of trading and business transactions, the sun literally never sets on financial or business markets, as worldwide trading centres and markets work around the clock from London, to Hong Kong, to New York.

Then there are the companies running mission critical real-time applications, where every second counts. Companies on slower communications networks potentially see opportunities and business slipping away.

Unfortunately, traditional Low Latency Networks are not designed to keep pace. These networks are built using point to point circuits requiring dedicated connections between sites - for example, London to Hong Kong, with another dedicated connection between London and New York. This lends high costs, inflexibility and complexity to the Low Latency Networks.

Tata Communications Low Latency Ethernet connects six of the world’s most important economic centres: London, Singapore, Tokyo, New York, Chicago and Hong Kong - all cities ranking in the top 10 global financial centres (The Global Financial Centres Index II, March 2012, Long Finance). And Tata Communications is poised to add more cities in major and emerging markets in the months to come.

It offers a choice of bandwidth and topologies - Point to Point, Point to Multipoint and Multipoint like never before, so you can give your business the best fit network within your budget. Backed by SLAs with guaranteed delivery and 24x7 monitoring and support, you can be assured of the quality and reliability of the service you choose.

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Tata Communications introduces the world’s first Low Latency Multipoint Ethernet service

All sites can be connected on a single private network. You no longer need to procure a number of point to point networks.

This derives huge benefits:

- Reduce CAPEX by up to 40%* - sites share equipment, just one port to connect all sites
- Dedicated bandwidth sharing can save you up to 50% per month - now there is no need to over provision each location, you can share the bandwidth with follow-the-sun allocation
- Our service offers unprotected routes, enabling you to better control latency-sensitive applications
- Single SLA covering key parameters with choice of Enterprise SLA option, covering your circuit end to end
- One provider means consolidated billing and single point of troubleshooting, which means reduced operational IT management
- Flexibility to upgrade, downgrade and add sites without service interruptions and CAPEX
- Added security layer protects your data from DDoS attacks

*based on Tata Communications customer implementations
The Business case for Low Latency Multipoint Ethernet

Low Latency Multipoint Ethernet saves costs

Low Latency Multipoint saves time:
You get one network from a single provider which means consolidated billing, a single SLA and one point monitoring and troubleshooting. All versus multiple vendors, different SLAs, billing and complex troubleshooting.

Multipoint greatly simplifies network management and saves time and IT resources for other more productive things. It’s a one-stop shop solution to your day-to-day network management worries.

Low Latency Multipoint guarantees quality and SLAs:
It is backed by Guaranteed “Latency” SLA with continuous latency monitoring and measurement, performed every five minutes. You can access this data by requesting a report.

If the latency on our routes deviates by less than 1% of our committed latency, we refund at least 20% of your monthly charges.

You can also opt for the Enterprise SLA option, which offers complete end-to-end SLA (covering the entire link between your actual sites, not just your providers’ sites).

Low Latency Multipoint Ethernet is highly secure and leverages the very latest technology:
The Low Latency Network uses the cutting-edge Provider Backbone Bridging (PBB). This means our underlying core Ethernet technology adds an additional layer of security to the network packets by encapsulating the entire packet in a layer 2 PBB header. The separation created by PBB protects all your traffic from being impacted by DDoS attacks experienced by a single customer. In addition, multipoint customers get a completely private network, further securing the data that flows between the customer sites.

MEF Certified Multipoint Ethernet that is also MEF awarded:
Our Multipoint Ethernet services are certified by the global independent body Metro Ethernet Forum (MEF). The MEF is a global independent body, which sets compliance standards for service providers. This ensures that our services have passed stringent quality lab tests and comply to the high standards demanded by the MEF. It also means that our Ethernet services will fully interoperate with your existing network providers.

Not only are our services MEF Certified but in 2011 the MEF awarded Tata Communications Multipoint Ethernet as the Best Ethernet Business Service, Asia Pacific and Tata Communications as the Best Ethernet Service Provider, Asia Pacific for the second year in a row.
A customer example

Delivering a Low Latency Multipoint, stable trading network for a large multinational financial firm.

Benefits:

• Ability to share bandwidth - heavy trading traffic patterns occur between London, New York, Chicago and Tokyo with a light load within India. The sites share bandwidth as traffic differs with time zones, significantly reducing the total bandwidth costs

• Enterprise SLA - monitors all off-net and on-net links worldwide - and network performance is accessible via customer web portal for near real-time performance reports

• An unprotected network provides the client with maximum control to manage latency, jitter and bandwidth optimisation

• Tata Communications supports the entire customer requirement - both the connectivity between low latency sites and standard sites in India - a one stop solution with single billing, monitoring and troubleshooting, and complete ease of management.

What the analysts are saying...

“Tata Communications is threatening in the global data WAN market, thanks to strong networks and a comprehensive range and market leading Ethernet”
For more information about our Global Low Latency Ethernet, please visit:
www.tatacommunications.com/vpn/ethernet.asp

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: Tata Communications)