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GANAPATHY SUBRAMANIYAN, CIO, AEGIS

AEGIS MEETS CRITICAL LONG-TERM DATA ARCHIVING COMPLIANCE NEEDS FOR ITS GLOBAL CLIENTS WITH TRUSTED CLOUD-BASED STORAGE

IZO™ CLOUD STORAGE OFFERS HIGHLY RELIABLE, AVAILABLE AND SECURED OBJECT STORAGE WITH PAY-AS-YOU-GO PRICING FOR FULL FLEXIBILITY

CASE STUDY | AEGIS
CATEGORY | CLOUD SERVICES



OVERVIEW AND RESULTS

Aegis delivers critical customer experience management services and tools for over 150 global clients. To meet their compliance requirements, the company is required to securely archive critical contact centre voice recordings for as long as seven years. However, its localised in-house infrastructure could no longer meet those ever-growing storage needs.

Rather than incur significant capital expenditure for a storage system refresh, Aegis turned to Tata Communications. With IZO™ Cloud Storage the company now enjoys:

- Reduced capital expenditure and operating costs estimated at **60 per cent** over a five-year period by replacing its in-house storage infrastructure
- Significant savings from pay-as-you-go billing
- Increased scalability to quickly meet future storage needs

Additionally, storage environment availability of **99.999 per cent** is supported **24/7/365** by the Tata Communications services team to maintain critical archiving performance.

About AEGIS

Aegis is a leading global business services provider focused on customer experience management services and tools. With 46 locations in nine countries and 40,000+ employees, the company delivers customer-facing services including contact centres, business analytics and CRM for a wide range of industries including financial services and healthcare. It manages half-a-billion customer interactions annually on behalf of 150 clients. For more information see www.aegisglobal.com.

CHALLENGE

Many global companies outsource vital customer-facing services to trusted third parties. Headquartered in India, Aegis provides critical contact centre business services and tools to such firms, enabling them to cost effectively market and cross-sell products while enhancing customer loyalty.

A vital Aegis service is its ability to archive call recordings for highly-regulated clients. It must meet compliance requirements by securely retaining those call recordings for at least seven years. Historically, it relied on a decentralised in-house infrastructure consisting of 10 network-attached storage platforms at local Aegis offices. This had many drawbacks:

- Time consuming to manage, the 10 separate platforms each required separate licensing, maintenance, and backup – reducing the efficiency of the Aegis IT team
- There were scalability challenges in terms of expensive purchase and support for backend applications and uncertainty of storage hardware delivery timelines to address growth
- The decentralised system couldn't guarantee the data availability and access reliability Aegis needed to meet its customers' demanding SLAs

Aegis analysed the purchase of new in-house storage infrastructure to centralise its 10 platforms. It found that would have cost hundreds of thousands of dollars to buy and support over a five-year period.

Ganapathy Subramaniyan, CIO at Aegis, says: "When Tata Communications suggested the IZO™ Cloud Storage solution, we chose this low-cost model for its reliability, flexibility and security."

INTEGRATED TEAM FOR FAST, SEAMLESS DEPLOYMENT

A team of product and solutions people at Tata Communications worked closely with Aegis IT personnel to gain insight into the current and future archive storage requirements. A proof-of-concept tested the team's recommendations. Fully satisfied with the results, Aegis replaced the 10 legacy storage platforms with a fully-managed IZO™ Cloud Storage solution based in a resilient Tata Communications data centre in India.

Existing voice recording applications were quickly transitioned using a Virtual Gateway Device, while legacy voice recording data was migrated to the new infrastructure for long-term archiving. That **entire transformation** (to migrate 20TB) took only **eight weeks**, during which period the business ran smoothly without any glitches.

"My team was highly impressed and satisfied with the deep understanding the Tata Communications people gained of our business, which resulted in the seamless deployment of IZO™ Cloud Storage," says Ganapathy. "We first contracted for 20TB of storage capacity but that has already grown to meet new archiving demands."

INTEGRATION AND SCALABILITY TO MEET EVER-CHANGING DEMANDS

Flexibility was key for any new solution. Aegis can now meet growing storage requirements as and when needed with IZO™ Cloud Storage. Client-based voice recording activity is unpredictable; it can grow at almost any time. Aegis must have the flexibility to meet changing demands with additional capacity as unanticipated needs transpire.

"With our old system, we would have had to estimate growth and capacity requirements, which is relatively difficult," says Ganapathy. "We would then order new servers and wait for delivery, deployment and testing, which could take up to 10 weeks. Moreover, we would have to upgrade all 10 platforms, which would be labour intensive and time consuming."

Today, however, things are different. Should additional storage be required, the Aegis IT team simply picks up the phone to place a scale-up order with Tata Communications.

Ganapathy says: "Recently we placed an order for five extra terabytes of storage. With Tata Communications IZO™ Cloud Storage, the additional capacity was available almost immediately. This allows us to meet the ever-changing demands to satisfy our archiving SLAs for important global clients."

Tata Communications IZO™ Cloud Storage with its customisation and third-party software integration capability also helped Aegis seamlessly integrate its world-renowned Verint call recording solution. Designed for call centres and trading rooms to store data, this helps organisations address compliance, sales verification and dispute resolution challenges.

"Our IT organisation now spends little time on maintenance because we rely on Tata Communications to do what's required. Their servers are always on and performing, which means we can sleep at night."

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FULLY MANAGED WITH ASSURED AVAILABILITY

With IZO™ Cloud Storage, average uptime is **99.999 per cent** while low latency means voice recordings are delivered to the archive storage environment in record time. Security is all-embracing, ensuring vital data is always protected.

Since IZO™ Cloud Storage is fully managed by Tata Communications' professional engineers, ongoing administration of archive storage by the Aegis IT team is now non-existent.

“Our decision to deploy IZO™ Cloud Storage means we've been able to divert scarce IT staff resources to other tasks,” says Ganapathy. “Our IT organisation now spends little time on maintenance because we rely on Tata Communications to do what's required. Their servers are always on and performing, which means we can sleep at night.”

PAY-AS-YOU-GO MODEL ASSURES FINANCIAL BENEFITS

While cost was not the primary reason for choosing IZO™ Cloud Storage, Aegis is nonetheless enjoying significant savings. The company has already avoided new infrastructure costs of **60 per cent over a five-year period**. Aegis no longer incurs power, cooling or maintenance expenses and the easy-to-manage IZO™ Cloud Storage environment requires very few IT staff resource.

Instead, all those overheads have been replaced with a low cost pay-as-you-go model, which delivers outstanding financial benefits.

“We have spent much less by choosing Tata Communications than if we had refreshed our in-house infrastructure,” says Ganapathy. “Its flexibility means we are always future-proofed. In five years' time, our archiving needs could grow to sixty or eighty terabytes. But we purchase only what we need from Tata Communications.”



SOLUTION

In choosing IZO™ Cloud Storage, Aegis gets a storage platform that is highly reliable, 24/7/365 available with secured access, benefiting from relentless global infrastructure investments made by Tata Communications.

A common Internet file system (CIFS) enables voice recordings to be shared and archived in the cloud. Data is automatically copied across multiple storage zones for full redundancy and security. Tata Communications also provides fully-managed virtual firewalls to secure gateways and communications networks against cyber-threats. Point-to-point Tata Communications Internet Connectivity – a must for optimal always-available networks characterised by ultra-low latency – has also been deployed.

Key to this exceptional performance is the full-service commitment provided by Tata Communications. Over 300 IT professionals deliver unbridled 24/7/365 support to the cloud storage infrastructure. Therefore, if an issue should strike unexpectedly, the Tata Communications support team immediately expedites a solution.

“Tata Communications support services are the best there is,” says Ganapathy. “They respond quickly if there's an issue. Responses are instantly escalated to ensure our data is always safe. With Tata Communications IZO™ Cloud Storage we're confident of meeting demanding client archiving SLAs.”

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RELIANT ON RENOWNED TATA COMMUNICATIONS SERVICE QUALITY

Before moving to IZO™ Cloud Storage solution, Aegis had used Tata Communications global MPLS connectivity services for several years and has always been satisfied by its commitment to reliable, secure high performance. With high regard for Tata Communications, the company plans to continue the partnership for the foreseeable future.

Ganapathy concludes: “Our experience with Tata Communications has been one of immense success and has built strong bridges between us. We benefit by fully meeting our clients’ compliance requirements, while seeing significant financial savings. We know we can easily scale to meet future needs while relying on global support from the Tata Communications service organisation.”

IZO™ CLOUD STORAGE FROM TATA COMMUNICATIONS

Tata Communications IZO™ Cloud Storage is an integrated cloud backup suite that gives customers end-to-end visibility and complete control of vital storage resources with cost-effective predictable pricing. This flexible solution is characterised by fast scalability to meet unanticipated additional data storage capacity requirements. High availability at 99.999 per cent – together with robust data security and lightning-fast migration from external sources – is supported 24/7/365 by a team of dedicated professionals

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About Tata Communications

Tata Communications Limited (CIN no: L64200MH1986PLC039266) along with its subsidiaries (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 Communications global network includes one of the most advanced and largest submarine cable networks and a Tier-1 IP network, as well as nearly 1.5 million square feet of data centre and collocation space worldwide.

Tata Communications’ depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services and leadership in global international voice.

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.

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