A start-up financial advisory business recently launched operations as the subsidiary of one of Europe’s largest insurance intermediaries. The firm, which is composed of a collection of independent investment managers in the UK, provides independent financial advice to both corporate and private clients.
With a stated goal of utilizing “market leading technology” to aid its acquisition and expansion efforts, the firm sought an outsourcing technology partner that could quickly establish a robust, highly scalable IT business process outsourcer (BPO) and telecommunications architecture.

**Partner Approach**

Tata Communications became aware of the project through sister company and integration partner, Tata Consultancy Services (TCS). The client invited TCS to bid on delivering a set of managed infrastructure and BPO services, against a leading Indian BPO and infrastructure outsourcing provider. TCS, in turn, partnered with Tata Communications to deliver network and managed hosting services. Tata Communications’ ability to holistically deliver scalable infrastructure solutions in the UK was seen as a key differentiator to the competitor’s bid, which required support from unrelated third parties for critical service elements.

Working together, TCS and Tata Communications won the business by proposing a fully managed solution that leveraged shared services to meet the firm’s infrastructure needs. Responding to the client’s request for a model that would minimize capital outlays, TCS and Tata Communications provided a low cost, scalable, robust IT infrastructure platform to support initial customer requirements and planned expansion efforts. In addition, Tata Communications provided a cost-effective, scalable WAN solution using its MPLS network and an IPSec VPN to link the client’s UK offices to its UK call center and TCS offshore BPO delivery locations. Finally, Tata Communications provided a cost-effective, managed messaging platform with Microsoft Exchange. The solution, designed for mid-market and growing clients, eliminated the need to invest in dedicated assets and personnel to support email functionality.

For more information on Managed Services, please visit: [www.tatacommunications.com/contact](http://www.tatacommunications.com/contact)
Virtualization Improves ROI

Tata Communications proposed a virtualized hosting environment using VMware to run multiple client applications and scale computing needs as the business grows. Virtualization optimizes resource use and eliminates capital overinvestment by adding capacity incrementally. As offices are added and as consumer demands increase, the company can add further virtual processing units (VPUs) as needed rather than replacing or resizing hardware assets for individual applications. As Tata Communications' first implementation of VMware, the firm's experience provides a pioneering example for other clients seeking scalable IT infrastructure.

A New Outsourcing Model

Unlike many Indian IT outsourcing firms that keep prices low through "body swapping" and labor cost arbitrage, Tata Communications' provides a cost-effective solution through delivery of standardized services, with a shared infrastructure and support model. This approach accommodates the total outsourcing needs of mid-tier companies and the needs from larger clients for dedicated project implementations. Tata Communications' portfolio of shared services benefit companies that cannot afford a dedicated IT team or dedicated infrastructure. These firms can leverage the technology expertise and economies of scale of a global telecommunications leader.

An End-to-End Solution

The solution provides for managed servers hosted at Tata Communications' data center in London, and a disaster recovery solution deployed at a second data center in Highbridge (near Bristol UK), to meet financial regulatory requirements for data retention and security. All business applications are hosted at the data center, including managed messaging.

On Time, On Budget

Following the parameters outlined in the original work statement, TCS completed implementation within a defined, eight-week time frame. Meeting the customer's implementation objectives allowed them to quickly continue toward their strategic growth objectives and convinced them that teaming with TCS and Tata Communications was the right choice.

Future Plans

The firm is working again with TCS and Tata Communications to establish a highly scalable contact center solution in the UK, having found that the commercial models available from other UK telecom providers failed to meet the needs of start-up clients. Additionally, the firm is considering coupling the Tata Communications MPLS network, which has already been deployed at its offices, with Tata Communications' global, managed voice offer to deliver a comprehensive solution for its UK offices and BPO offshore location. Tata Communications' voice-over IP (VoIP) solutions are attractive to the firm, because they deliver inbound and outbound service that ensures best-in-class call quality. In addition, flexible package pricing and versatile configurations will allow the firm to create a solution precisely tailored to meet the needs of call centers.

Why Financial Services Firms Choose Tata Communications

- Scalable, pay-as-you-grow model
- Comprehensive portfolio of managed services
- Services designed to support compliance and regulatory requirements
- Reduced costs through outsourcing systems and applications to a data center
- Combined messaging with managed network services for an end-to-end, managed solution
- Lower total cost of ownership (TCO) and improved efficiency through standardized infrastructure, tools, and best practices
- Single point of management for ease in billing and administration
- BPO solutions that optimize the impact of centralized application management and storage

About Tata Consultancy Services

Tata Consultancy Services (TCS) is an IT services, business solutions, and outsourcing organization that delivers real results to global businesses. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services delivered through a unique Global Network Delivery Model, recognized as the benchmark of excellence in software development. A part of the Tata Group, India’s largest industrial conglomerate, TCS employs over 108,000 of the world’s best trained IT consultants in 47 countries. TCS generated consolidated revenues of US$4.3 billion for fiscal year 2007 and is listed on the National Stock Exchange and Bombay Stock Exchange in India. For more information, visit www.tcs.com.

About Tata Communications

Tata Communications, a member of the $62.5-billion Tata Group, is a leading global provider of a new world of communications. The emerging markets communications leader leverages advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multinational and Indian enterprises, service providers, and Indian consumers.

Tata Communications’ range of services include transmission, IP, converged voice, mobility, managed network connectivity, hosting and storage, managed security, managed collaboration, and business transformation for global enterprises and service providers, as well as Internet, retail broadband, and content services for Indian consumers.
Tata Communications, a member of the $62.5 billion Tata Group, is a leading global provider of a new world of communications. The emerging markets communications leader leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multinational and Indian enterprises, service providers and Indian consumers. Tata Communications’ range of services include transmission, IP, converged voice, mobility, managed security, managed collaboration and business transformation for global enterprises and service providers, as well as Internet, retail broadband and content services for Indian consumers. The Tata Global Network encompasses one of the most advanced and largest submarine cable networks, a Tier-1 IP network, with connectivity to more than 200 countries across 300 Pops, and more than 1 million square feet of data center and co-location facilities. Tata Communications’ unique emerging market depth and breadth of reach includes a national fiber backbone network and access to network in over 60 cities and 125 Pops in India, strategic investments in South African converged services operator, Neotel, Sri Lanka and Nepal and, subject to fulfillment of conditions precedent, a 50% ownership in China Enterprise Communications (CEC) providing full country VPN coverage in China. Servicing customers from its offices in over 80 cities in 40 countries, Tata Communications is the number one global international wholesale voice operator and number one provider of international long distance, enterprise data and Internet services in India, the Company was named “Best Wholesale Carrier” at the World Communications Awards in 2006, “Best Pan-Asian Wholesale Provider” at the 2006 and 2007 Capacity Magazine Global Wholesale Telecommunications Awards and was awarded “Best Progress in Emerging Markets” at the 2008 Mobile Communication Awards. 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)

www.tatacommunications.com