CASE STUDY

INTEROPERABLE TRUNKING SOLUTION LOWERS COSTS AND BOOSTS PRODUCTIVITY

This global IT, consulting and business outsourcing services company chose Tata Communications global sip connect to cut international call spend at a time of rapid growth

TATA COMMUNICATIONS

Background

Employing nearly 130,000 employees through 50 global delivery centres that serve more than 500 customers, this global information technology, consulting and business outsourcing services company ranks in the NASDAQ-100, S&P 500, Forbes Global 2000 and Fortune 500. It's one of the best-performing and fastest-growing IT companies in the world.

Previously, the company had been using multiple global and regional players for off-net calls with disparate SIP Trunking solutions. The result was a reliance on high-cost telecommunications.

Challenges

Recent years have seen the company double its employee base and expand its business with a firm focus on IT services. As a sector leader, it recognised the need to leverage the latest technologies to enhance business productivity, manage costs and bring in greater employee and customer satisfaction.

Its main concern was controlling communication costs to its offshore locations – which had risen significantly with expansion. The company realised that standardisation could help deliver the communications solution it needed, and that economies of scale would enable it to secure the most cost-efficient deal.

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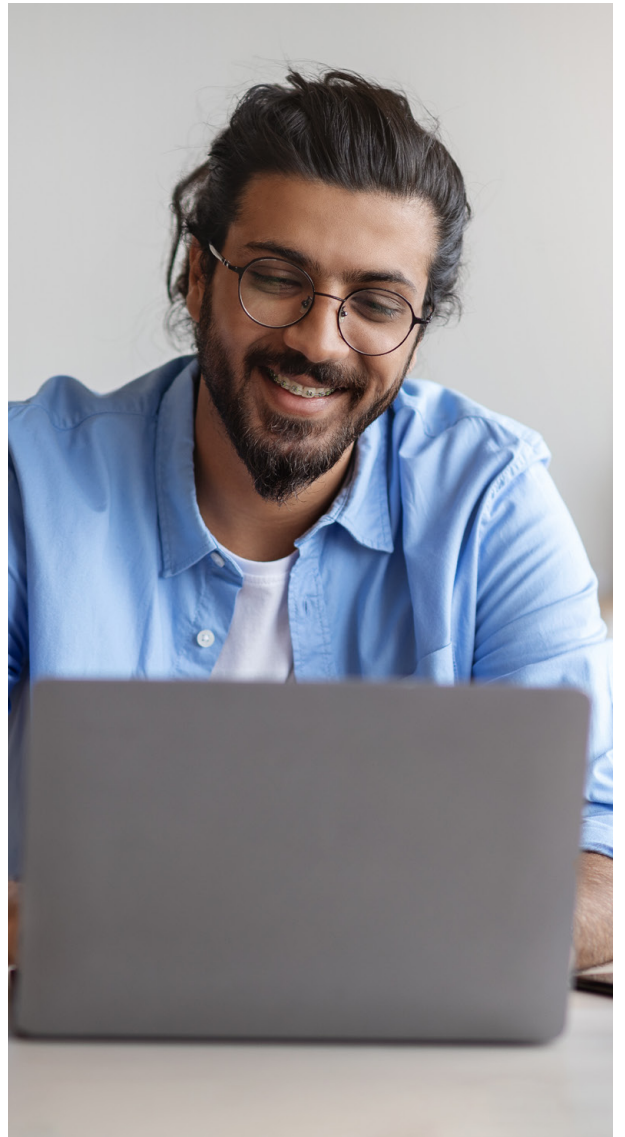
Solution

Tata Communications, the largest carrier of wholesale voice traffic, proposed its Global SIP Connect – a fully managed, end-to-end, worldwide SIP Trunking service for voice. This would not only meet the customer's current needs, but also offer a future roadmap with easy expansion options.

This new solution includes a separate local loop with a managed router to create a brand new, parallel voice infrastructure that connects eight locations in India. The customer's PBX (Private Branch Exchange) features a heterogeneous mix from Avaya, Cisco and Nortel. This establishes a SIP trunk to the router, which then puts the calls through to Tata Communications' cloud-based Next Generation Network (NGN) platform.
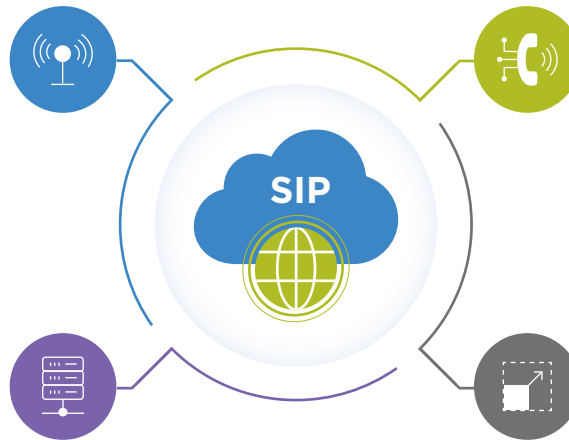
> " Our aim was to create a cohesive, interoperable technology set that would allow employees to communicate with each other and their customers easily, while managing costs. It's so easy to reach any of our colleagues. There is no need for international long- distance calls. We can reach an individual on a single number irrespective of the destination location."
>
> IT COMPANY SPOKESPERSON

Solution highlights

A secure, parallel voice network that segregates on-net calls from the data network - The NGN network creates multiple virtual networks within a single Virtual Route Forwarding (VRF) network.

Same network integration of Tata Communications' cloud-based Interactive Voice Response (IVR) and Intelligent Call Routing (ICR) services - This ensures a far higher return on investment as it serves employees operating in client locations outside India. Simply by dialling a single number they can reach their colleagues in India over a closed user group (CUG).

SIP

Support for most CODECs - Including G711 for precision speech transmission and G729 for best bandwidth utilisation. This delivers an effective Mean Opinion Score (MOS) of 4.1 on a scale of 0 to 5.

Scalable and extendable - Facilitating support for end-customers project-wide.

Benefits

Leverages Tata Communications' existing voice network
Making the most of Global SIP Connect.

Limits CAPEX
By drawing on the company's existing investments in the voice network – such as PBX.

Easy-to-use
By customising the network level IVR solution with ICR treatment, Tata Communications is enabling the company's employees to reach any of their colleagues in India, irrespective of location.

Reduces cost
The solution has enabled the company to bring down costs in three ways: at an operational level, by leveraging Tata Communications' existing redundancies and by enabling more competitive calling rates.

> " Tata Communications has really demonstrated its capability to meet our complex and unique requirements with a clear understanding of our business. With this solution, we have a single platform that caters to all phone calls, be it inbound, outbound or on-net. This integration and standardisation have significantly improved our communications infrastructure in terms of quality and cost, bringing all employees on to a single platform.''
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> SECURITY SERVICES COMPANY SPOKESPERSON

For more information about Tata Communications' Global SIP Connect and cloud-based IVR/ICR services, please visit us at
www.tatacommunications.com

Contact us