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BUILDING SMART GLOBAL CAPABILITY CENTERS IN INDIA:

A BLUEPRINT FOR RAPID BUSINESS EXPANSION

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Abstract

This whitepaper presents a comprehensive framework on how organisations can accelerate GCC expansion in India through Smart Office transformation, leveraging advanced connectivity, cloud, AI, IoT, and cybersecurity solutions. It highlights the key challenges in setting up new GCCs, from ensuring seamless global collaboration to achieving ESG compliance and workplace automation.

1. Introduction

As the global technology landscape evolves, enterprises are continuously looking for **cost-effective, scalable, and high-performing operational models.** The emergence of an **AI-first economy** has changed the way enterprises leverage their global centers, shifting the focus from operational support to intelligent decision-making, automation, and innovation at scale. **Global Capability Centers** (GCCs) have evolved from traditional offshore delivery centers into advanced hubs for innovation, technology, and business transformation. Establishing **GCCs and delivery centers in India, the Philippines, Vietnam, and Eastern Europe** has become a strategic priority for optimising service delivery, reducing costs, and enhancing global talent accessibility.

While many GCCs have successfully streamlined costs and improved productivity, they are now under pressure to **drive business transformation through AI, automation, and predictive analytics. Enterprises no longer seek mere execution centers but demand data-driven, AI-powered innovation hubs that fuel strategic growth.**

However, establishing a high-performing GCC is **not just about leasing office space and hiring employees.** Enterprises require:

- **A strategic GCC framework** that aligns with long-term business objectives.
- **AI-powered automation and predictive analytics to enable real-time business decisions.**
- **Scalable, seamless, and secure connectivity.**
- **Skilled workforce** that fosters a culture of continuous learning.
- A cloud-first, **AI-native infrastructure** to support evolving business needs.
- **AI-enhanced collaboration tools for hybrid workforces.**
- **Robust cybersecurity** and regulator compliance adherence.
- **Cost-optimised, ESG-compliant** (Environmental, Social, and Governance) **operations.**

Traditional GCC require months of planning, procurement, and deployment. **To remain competitive, organisations' IT teams need a comprehensive, fast, efficient, secure and tech-driven approach, to set up new delivery and capability centers.**

This whitepaper explores how **Tata Communications enables global organisations to rapidly establish, scale and transform their GCCs and delivery centers,** into AI-powered, intelligent global hubs, ensuring a secure, **smart, and digitally-optimised workplace from day one.**

By embracing AI-first strategies, automation, and workforce augmentation, organisations can unlock the full potential of modern GCCs and position themselves for sustained success in the digital age.

2. Defining the Vision for Smart GCCs in India

Technology is redefining how **GCCs** operate. Companies must go beyond basic offshore delivery centers to build **high-performance GCCs that drive digital transformation, innovation, and global business growth.**

A **smart GCC** integrates **AI, IoT, cloud computing, automation** and cybersecurity, to create an intelligent, connected, and secure workplace. For organisations seeking to **expand global operations,** this transformation is **critical** to managing **distributed operations, optimising workforce efficiency, maintaining high-security standards and developing AI-powered business insights.**

Why are companies expanding into India and emerging nations for GCCs?

India and other emerging nations are becoming the preferred locations for global organisations to open new **GCCs and delivery hubs** due to following **key factors:**

Lower operational costs: GCCs in India offer **3X-5X cost advantages** compared to western economies with low cost of real estate, workforce, and infrastructure costs.

Access to skilled talent: India alone produces **1.5 million engineers annually,** making it a **global IT and digital hub.**

Time zone advantage: India's strategic time zone enables **24X7 service delivery across North America, Europe, and APAC.**

Favorable business environment: India offers **SEZ benefits, tax exemptions, and IT-friendly policies** to ease GCC setup.

Advanced automation, augmentation and AI-driven capabilities: India is now one of the pioneers in AI-driven automation, cloud services, data analytics, and augmentation services, making it a hub for next-gen capabilities.

However, despite these advantages, **establishing and scaling a GCC comes with significant challenges.**

Challenges in setting up a new GCC or delivery center

Organisations **face multiple hurdles when expanding into new geographies.** These include:

Speed of deployment

- **Traditional IT infrastructure deployment takes months,** delaying time-to-market.
- Need for **plug-and-play solutions** that support rapid GCC setup.

Ensuring seamless hybrid connectivity

- **Lack of high-speed, low-latency networks** disrupts global collaboration.
- **Data transfer and security issues** due to inadequate infrastructure.

Strengthening cybersecurity and compliance

- **Global cybersecurity threats require zero-trust security** for all IT environments.
- **Data protection laws** (GDPR, CCPA, India's DPDP Act) must be complied with.

Creating smart, AI-driven and automated and augmented workspaces

- **Inefficient office utilisation and workspace management** increase costs.
- **Lack of AI-powered tools for real-time decision-making and process automation.**

ESG and cost optimisation

- **Energy inefficiencies** increase GCC operational expenses.
- **Growing ESG compliance mandates** require sustainable office solutions.

The decline of traditional GCC models and the need for transformation

Why are traditional GCC models failing?

Cost arbitrage is no longer a competitive advantage

- With AI and automation streamlining processes, enterprises can **reduce operational costs without offshoring,** diminishing the value of traditional labor arbitrage.
- Repetitive tasks once handled by offshore centers are now automated, reducing reliance on human-led execution models.

Lack of AI-driven decision intelligence

- Most GCCs still focus on **transactional services** rather than embedding AI-powered analytics and automation to drive business value.
- Without AI-driven insights, enterprises struggle to scale real-time decision-making and predictive intelligence.

Slow innovation and siloed knowledge

- Many GCCs operate within rigid enterprise structures, limiting cross-industry innovation and **slowing AI adoption cycles.**
- AI solutions that could take **6 months with external partners often take 12-18 months within GCCs** due to siloed development processes.

Severe AI and emerging tech talent shortage

- The demand for **AI engineers, data scientists, and automation specialists** far outpaces supply, making it difficult for GCCs to develop cutting-edge AI capabilities in-house.

Security and compliance complexities

- As GCCs handle growing volumes of **sensitive enterprise data,** cybersecurity risks, compliance requirements, and governance challenges have intensified.
- Traditional security models are inadequate for **AI-driven, hyperconnected digital ecosystems**.

The AI-first imperative: Evolving GCCs into intelligent hubs

To survive in the AI era, GCCs must **evolve from execution-driven centers to AI-powered intelligence hubs** by integrating:

- **AI-driven automation** to reduce reliance on human-led workflows.
- **Real-time data analytics and predictive intelligence** for strategic decision-making.
- **A cloud-native infrastructure** optimised for AI workloads.
- **AI-powered cybersecurity** to secure enterprise data and digital ecosystems.
- **Industry partnerships with specialists and IT leaders** to accelerate transformation.

Key technology needs for rapid GCC deployment

To **accelerate GCC setup and scale operations effectively,** companies need:

High-speed, secure connectivity

- **Global SD-WAN and MPLS networks** for fast, secure connectivity.
- **Cloud direct connect solutions** for seamless cloud integration.

Cloud and data center infrastructure

- **Multi-cloud environments** supporting AWS, Azure, and Google Cloud.
- **Edge computing** for localised processing and reduced latency.

Unified communications and smart collaboration

- **AI-powered digital workspaces** with intelligent meeting solutions.
- **Integrated UCaaS solutions** (Teams, WebEx, Zoom).

Zero-trust security and compliance

- **AI-driven threat detection and DDoS protection.**
- **Secure IoT device management** to prevent cyber threats.

IoT-based ESG compliance and Smart Office automation

- **AI-powered energy management** for cost savings.
- **IoT-enabled workspace monitoring** for optimised office utilisation.

3. Tata Communications: Enabling GCC Transformation for Expansion of Global Organisations

Why Tata Communications?

As a global leader in **connectivity, IoT, cybersecurity, and unified communication solutions, Tata Communications** plays a pivotal role in transforming GCCs into **intelligent, secure, and scalable workplaces.**

- **End-to-End AI-first GCC Solutions** – Connectivity, cloud, cybersecurity, and IoT in one platform.
- **Global expertise and presence** – Presence in 200+ countries, enabling seamless global operations.
- **'Branch-in-a-Box' Model** – Pre-configured infrastructure **for rapid GCC deployment.**
- **AI-driven collaboration and Smart workspaces** – Cloud-first hybrid work solutions.
- **IoT-enabled ESG compliance –** AI-powered sustainability and resource optimisation.

Use cases, solutions, and value delivered by Tata Communications

1. Intelligent workplace connectivity

Use case: Ensuring seamless connectivity for a distributed workforce

Problem: IT setup within organisations require secure, high-performance connectivity across hybrid environments to facilitate seamless collaboration, data exchange and remote productivity.

Solution: Tata Communications provides a converged, cloud-first connectivity solution that ensures uninterrupted network access for employees working from office, home, or remote locations.

- Unified network fabric that integrates enterprise LAN, WAN, and wireless connectivity.
- AI-driven network optimisation for real-time bandwidth allocation and predictive performance analytics.
- Cloud based security with single pass cloud architecture that provides consistent always-on security regardless of user location.
- End-to-end encrypted, zero-trust connectivity to protect sensitive corporate data.
- Dynamic hybrid work enablement, allowing employees to switch seamlessly between office and remote environments.

Value delivered:

- Improved workforce productivity through high-speed, low-latency connectivity.
- Enhanced security for distributed teams and global IT operations.
- Greater agility in scaling IT infrastructure with business expansion.

2. Smart collaboration and digital workspaces

Use case: Creating an integrated, intelligent meeting and collaboration experience

Problem: Traditional meeting spaces are inefficient, leading to delays, poor collaboration, and ineffective communication between remote and on-site employees.

Solution: Tata Communications enables intelligent, AI-driven collaboration spaces that bring physical and virtual teams together seamlessly.

- Cloud-based collaboration tools with AI-powered transcription, translation, and meeting summaries.
- Smart meeting room scheduling using occupancy sensors and predictive analytics.
- Touchless, voice-controlled collaboration spaces for a contact-free, seamless experience.
- Augmented Reality (AR) and Virtual Reality (VR)-enabled collaboration for immersive IT training and design sessions.

Value delivered:

- Increased meeting efficiency and decision-making speed.
- Reduced friction in hybrid work collaboration.
- Optimised space utilisation and reduced operational overhead.

3. The phygital employee experience

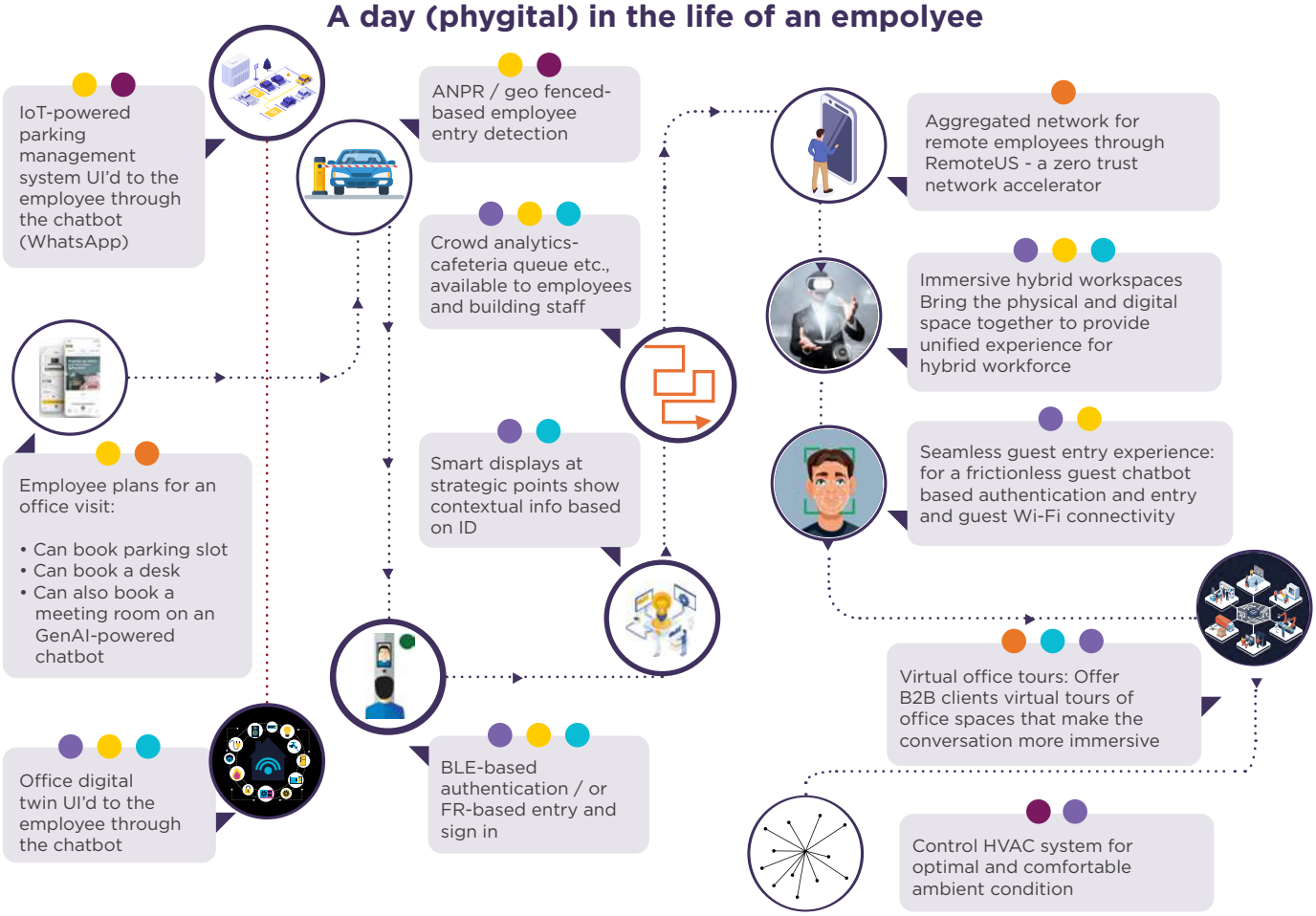
Use case: Enhancing workplace experience through smart infrastructure

Problem: Employees struggle with fragmented digital and physical experiences, impacting comfort, efficiency, and engagement.

Solution: Tata Communications facilitates a phygital (physical + digital) experience that seamlessly integrates workplace infrastructure with employee interactions.

- AI-powered personal assistants for task automation, scheduling, and reminders.
- Contactless check-in and facial recognition-based access control.
- IoT-enabled adaptive workspace management, allowing employees to adjust lighting, temperature, and desk settings via mobile apps.
- AI-based sentiment analysis for continuous workplace improvement.
- Employee and user monitoring to track their overall work experience and productivity and identify areas for improvement.

A day (phygital) in the life of an empolyee



Digital fabric

IoT | Co-creation | Managed Wi-Fi | Vision analytics | Customer Interaction Platform

Value delivered:

- Higher employee satisfaction and engagement.
- Increased workplace productivity and well-being.
- Optimised resource allocation based on employee preferences.

4. ESG-compliant digital operations

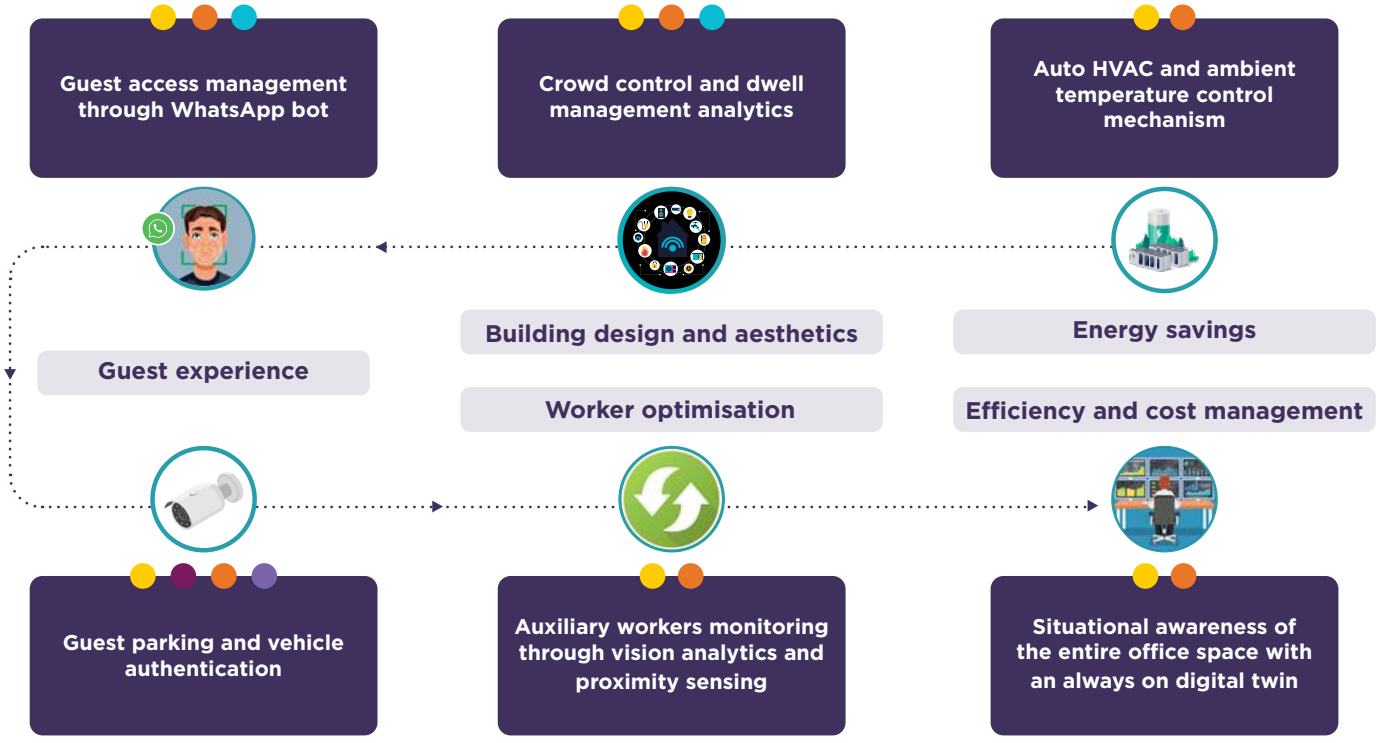
Use case: Building a sustainable, energy-efficient office environment

Problem: Organisations face growing pressure to meet ESG compliance by reducing energy consumption and optimising workplace sustainability.

Solution: Tata Communications delivers IoT-driven ESG-compliant Smart Office solutions that enhance sustainability and operational efficiency.

- IoT-driven smart energy management systems to monitor and optimise power consumption.
- Real-time air quality and environmental monitoring for employee well-being.
- AI-driven waste reduction strategies that optimise resource usage.
- Computer vision-based safety compliance monitoring to ensure workplace health and safety.
- Simplified infra from Tata Communications with multifunctional devices (LAN/WAN/WiFi) for carbon footprint reduction.

Digital operations - ESG-compliant Smart Offices



Digital fabric

IoT | Co-creation | 5G/Managed Wi-Fi | Vision analytics | Customer Interaction Platform

Value delivered:

- Reduced carbon footprint and operational energy costs.
- Compliance with global ESG regulations and sustainability goals.
- Enhanced employee well-being through a safer, greener office.

5. Cybersecurity and digital trust for GCCs

Use case: Implementing a secure and zero-trust GCC Infrastructure

Problem: Hybrid work environments and connected devices increase cybersecurity risks.

Solution: Tata Communications enables a zero trust GCC with built-in security layers that safeguard digital and physical workspaces.

- AI-driven threat intelligence that detects and mitigates cyber risks in real time.
- Identity based access for secured and need-based employee access across devices and locations.
- Behavioral analytics-based anomaly detection to prevent unauthorised activities.
- Secure IoT device management to protect connected office systems from cyber threats.

Value delivered:

- Robust cybersecurity framework for smart workspaces.
- Continuous threat monitoring and compliance assurance.
- Secure employee access management across hybrid environments.

6. Branch-in-a-Box: Rapid deployment for IT and ITES expansion

Use case: Quick and secure setup of new IT delivery and capability centers

Problem: Organisations expanding into new locations need scalable, secure infrastructure with minimal setup time.

Solution: Tata Communications offers a 'Branch-in-a-Box' solution that enables organisations to deploy fully functional IT workspaces quickly.

- Pre-configured cloud and network solutions to support IT operations from day one.
- AI-powered automation to streamline network setup, security, and user provisioning.
- End-to-end managed services, reducing the burden on IT teams.
- Integrated remote collaboration tools for seamless productivity in new locations.
- Modular features tailored to the organisation requirement and not a one-size fits all solution.

Value delivered:

- Accelerated IT delivery center setup from weeks to days.
- Cost savings through a plug-and-play deployment model.
- Consistent, enterprise-grade security and connectivity across locations.

7. Connected customer experiences

Use case: Enabling seamless and personalised customer interactions

Problem: Organisations struggle to deliver a consistent, omnichannel, and seamless experience to their customers, impacting engagement and retention.

Solution: Tata Communications enables smart customer interactions through AI, automation, and seamless digital workflows.

- AI-driven contact centers that integrate chatbots, virtual assistants, and human agents.
- Omnichannel experience platforms connecting voice, video, messaging, and self-service touchpoints.
- IoT-powered smart service desks that streamline customer interactions with real-time data insights.
- Predictive customer analytics that anticipate needs and personalise interactions.

Enhance customer experience throughout the value chain

Awareness	Consideration	Conversion /Retention	Loyalty	End customer experience

Strategic reach-out to customers: Enhance contact strategy with a customer comms that in line with the customers preference wrt time, mode and optimises engagement and follow up.

Enable customers to discover stuff on chatbot and book an initial meeting in a few simple steps.

Intelligent intervention seamless chat transfer to voice / video calls based on sentiment.

Targeted marketing campaigns: Enhance cross-sell and up-sell marketing with existing customers through campaigns at a time and mode preferred by the customer.

Enable dedicated conversational channels for each customers / HNI customers, through WhatsApp. This channel carries auto updates, reminders, meeting dates, etc., and serves as the town square for the project.

Ease of onboarding through digital authentication-digital doc sharing.

Enable quick customer bonafide: through light touch KYC and AML / CFT screening.

Immersive meetings enable customer demos of product and services, or discovery meetings with a multi-party, multi-mode calls-voice, video.

Embed omnichannel experience in end customer products in a B2B2C model for an intelligent and self-aware communication system.

Digital fabric

Customer Interaction Platform | Co-creation | UCC | e-KYC

Value delivered:

- Higher customer engagement and loyalty through seamless interactions.
- Faster resolution times and personalised customer support.
- Improved service efficiency through data-driven automation.

8. AI and data-driven workplace optimisation

Use case: Leveraging AI to continuously improve workplace efficiency.

Problem: Many organisations struggle to optimise workspace utilisation, predict maintenance needs, and enhance employee engagement.

Solution: Tata Communications enables AI-powered workplace optimisation that uses real-time data insights to drive continuous improvements.

- Predictive maintenance analytics to avoid system failures and downtime.
- Real-time occupancy analytics for smarter space planning and seat allocation.
- AI-driven employee feedback analysis to improve workplace satisfaction.
- Workforce heatmaps for optimised facility management.

Value delivered:

- Improved decision-making with real-time workplace insights.
- Lower operational costs through predictive asset management.
- Optimised office layout and seating allocation for a better work environment.

By leveraging Tata Communications' end-to-end smart office solutions, IT organisations can unlock greater efficiency, security, and flexibility — driving business success in the digital-first workplace.

4. Conclusion: Partnering with Tata Communications for a Seamless GCC Expansion

The future of GCCs is AI-driven, intelligence-powered, and scalable. Organisations that embrace smart AI-driven GCC transformation will not only **enhance efficiency and security** but also **create environments that foster innovation, collaboration, and employee well-being** across global delivery and capability centers. **Tata Communications enables rapid GCC deployment with:**

- AI-powered automation and decision intelligence
- Seamless global connectivity and collaboration
- AI-driven workplace optimisation
- Cloud-first, scalable IT infrastructure
- Zero-trust cybersecurity and compliance adherence
- IoT-powered ESG solutions

With Tata Communications, **businesses can establish smart, secure, and high-performing GCCs within weeks—maximising productivity, cost savings, and operational efficiency.**

Ready to expand your global operations? Contact Tata Communications today!

https://www.tatacommunications.com/contact-us/contact-sales-solutions/

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About us

Tata Communications leads the digital revolution by empowering enterprises globally to seize growth opportunities. With borderless connectivity and innovative solutions, we drive digital transformation for Fortune 500 companies. Our robust infrastructure powers unparalleled intelligence in cloud, IoT, and network services, connecting businesses to 80% of top cloud providers and four out of five mobile subscribers. Through strategic partnerships like Formula 1®, we deliver world-class experiences, showcasing our commitment to innovation and empowering global connectivity.

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