

HOSTED APPLICATION PROVIDER CASE STUDY

**OUTSOURCED DATA CENTRE SOLUTION
FROM TATA COMMUNICATIONS AND TCS
ENSURES SUPERIOR END-USER EXPERIENCE
AND IMPROVES BUSINESS FOCUS**

Customer Challenges

- Improving the experience for customers of their on-demand application offering
- Sourcing infrastructure to support a global customer base
- Supporting innovation and speeding time to market
- Reallocating resources to core areas of expertise

The Opportunity

A leading business software company needed to improve the end-user experience for a popular hosted enterprise application environment. Their existing strategy had been to support all of their customers from a single, in-house, EMEA-based data centre. However, their worldwide customer base was experiencing latency issues, as well as decreased quality of service, and the software company didn't have the right resources lined up to address these issues.

Supporting their globally-distributed customer base meant that the application provider needed a worldwide data centre footprint to host their solutions closer to their end users and top-notch management to optimise service delivery. However, rather than make the significant investment in infrastructure and engineering talent that would have been necessary to build out to requirements, the software provider decided to look at an outsourced solution.

The company needed a trusted partner they could count on to ensure performance for their end users, so they reached out to several providers, including Tata Consultancy Services (TCS), to find the right combination of global infrastructure and application expertise.

The Tata Advantage

TCS needed a strong, trusted partner to provide a fully outsourced solution to the application provider, so they reached out to Tata Communications to handle the infrastructure requirements. When combined with TCS' application management expertise, the two companies could pitch the customer on the unique value of their combined assets.

As members of the \$62.5 billion Tata Group business conglomerate, Tata Communications and TCS were more than simply partners. They could use their close relationship to promise a seamless, single-provider-like customer experience. Their task with the customer was to prove that their combined strengths in global network and data centre infrastructure and business process outsourcing services added up to more than the sum of their parts.

Solution Overview

Together Tata Communications and TCS offered a fully outsourced, secure hosted environment for the customer's on-demand application.

The Managed Hosting Services offering included space within Tata Communications' global footprint of hosting facilities, access to a Tier-1 IP network, and state-of-the-art physical and logical security measures. In addition, server monitoring and management systems are all maintained as part of a fully managed solution.

The solution is backed by a central 24x7x365 Managed Services Operation Centre (MSOC) to provide the highest levels of technical expertise. Because Tata Communications and TCS support a complete suite of operating system environments, including Windows, Solaris and Linux, across a worldwide data centre footprint, they could propose an architecture and location that would be ideally suited to the software company's needs.

To ensure the availability and integrity of the application, Tata Communications also provided an MPLS VPN solution, along with Direct Internet Access and Managed Firewalls.

The Customer

- A leading global business software company
- Customer base includes leading Fortune 100 and Fortune Global 500 companies
- Headquartered in Europe with employees in over 50 countries

Deal Summary

- Covered IT infrastructure, application management, managed security, Internet access, and VPN
- Initial deployment to three globally distributed sites: Stratford, UK; New York, NY; and Singapore

Success Factors

- Open engagement with all parties to develop strong levels of trust
- Demonstrated willingness to be a flexible, responsive partner
- Consistent global service delivery
- A seamless, fully-outsourced solution

Managed Hosting from Tata Communications

- Secure, standards-built environment is fully managed and monitored
- Global data centre footprint integrated into Tata Communications' Tier-1 IP backbone
- Flexible, on-demand service delivery that scales seamlessly

Data Centre Management from TCS

- Track record of excellent service delivery,
- Best-in-class processes and service levels that pre-define performance levels
- Ensure smooth business and IT operations

Business Proposition

- Tata Communications and TCS offer a fully-outsourced hosting solution that enables the customer to concentrate internal resources and investments on core business capabilities while enjoying high solution performance delivered to measurable standards

Closing the Deal

Because the software provider was outsourcing a capability that was central to their end-user experience, they made their decision only after a great deal of deliberation. But with their decision-making process complete, they felt confident in their choice to go with Tata Communications and TCS.

Two key factors made Tata Communications and TCS an ideal fit for the software company's needs—the two companies' close ties as part of the Tata Group and Tata Communications' consistent global service delivery. The software company was impressed by the strength that came from each Tata company specialising in a limited domain, but still felt they would gain the advantages of engaging with a single provider.

Additionally, Tata Communications' centrally managed world-wide data centre footprint meant the software company could host their on-demand application in Europe, North America and APAC, while enjoying the same environment in each location. Furthermore, Tata Communications' on-demand service delivery model avoided large capital expenditures and provided an attractive total cost of ownership.

Solution Components

Primary Site - New York

Managed Hosting

- Stratford UK, New York, Singapore
- HP Servers
- Cisco Catalyst Switches
- Checkpoint Firewalls
- Big IP F5 Load balancers

Managed Storage

- 10 TB of SAN Fibre Channel Storage
- Offline Tape Backups

Global MPLS

- UK - Bangalore
- UK - New York
- UK - Singapore

Managed DIA

- 10Mbps in UK
- 10Mbps in US
- 10Mbps in Singapore

Service and Support

- Hosting environment—Tata Communications' Managed Services Operation Centre (MSOC)
- Database and application layer—TCS

Challenges Overcome

- Service delivery requirements necessitating flexible solution scopes and out-of-the box approaches
- High degree of visibility desired by customer
- Necessity for high levels of coordination between Tata Communications and TCS teams

Best Practices for Success

- Early and open communication among all teams involved
- Careful balancing between streamlined processes and flexibility in service delivery
- Clearly defining ownership for each deliverable

Delivering on Trust

Both Tata Communications and TCS were determined to ensure service deployment went as smoothly as possible on this strategic engagement. For Tata Communications, the key to meeting expectations lay in a commitment to be a flexible partner and provide solutions that go beyond the norm in order to meet requirements.

Six months into a deployment process expected to last from 12 to 18 months, Tata Communications and TCS have delivered ahead of time to key milestones, reinforcing the software provider's confidence in their new partnership.

Moving Forward

With the market for hosted, on-demand applications growing strongly around the world, the software provider expects to expand their engagement to support over fifty new customers within the next few years.

For more information, please visit: www.tatacommunications.com