



UNIFIED COMMUNICATIONS :
GLOBAL SIP CONNECT - WHITE LABEL SERVICE

GROW YOUR VOICE PORTFOLIO AND PROVIDE SUPERIOR SERVICE TO YOUR CUSTOMERS

**OUR GLOBAL SIP WHITE LABEL SERVICE
SIMPLIFIES THE COMPLEX INTERNATIONAL
VOICE MARKETPLACE. IT EMPOWERS YOU TO
OFFER BRANDED, SINGLE CONTRACT GLOBAL
SERVICES QUICKLY AND COST-EFFECTIVELY
VIA OUR WORLD-CLASS NETWORK.**

- Global reach: Quickly tap into new worldwide markets and execute on your growth strategy using our turnkey white label SIP offering - built on our world-class global network.
- Increased top line, share of wallet: Drive new upsell revenues and improve churn rates supported by a 'stickier', more robust voice solution and volume-based discounting.
- Speed to market: Our turnkey solution provides quick go to market enabling service providers to execute on their Unified Communications growth strategy.
- Managed service: Ensure easy regulatory compliance in new geographies through our enterprise-grade managed services.
- Minimal capex: Avoid heavy capex and resource investment - plus long implementation cycles - involved in building your own network.

RIDE THE GLOBAL SIP WAVE - MAXIMISE CUSTOMER OPPORTUNITIES WITH CLOUD-BASED UC

While the global 'session initiation protocol' (SIP) market may be showing 22% annual growth, its complex interoperability, management and regulatory challenges mean that although 80% of organisations have SIP trunks, only 5% of them are currently taking full advantage. At the same time, maximising the return on legacy UC technologies is high on the agenda for the many businesses which have invested in them.

Tata Communications Global SIP Connect white label service changes the ground rules to deliver both. That's because our branded offering opens up exciting opportunities for Telecommunications Providers and Conferencing Service Providers - strengthening existing portfolios with cost-effective, fully-managed global voice services that boost revenues and grow user base.

Help your enterprise customers extend global voice reach and save 55% on legacy trunk costs.

KEY FEATURES

- **Global country coverage:** 110-ITFS, 26-SIP outbound, 17-Full PSTN replacement, 62-local number service (300 cities), 45-UIFN
- **Country coverage as a percentage of world's GDP:** 94%-ITFS, 65% -SIP outbound, 51%-Full PSTN replacement, 87%-local number service (300 cities)
- **Guaranteed quality of service (QoS)** through voice prioritised network
- **Enhanced call security and emergency** handling via tracing hoax calls and masking IP address
- **99.999% reliability** achieved by centralised PSTN with reduced interconnects and end to end management of your voice network
- **E.164 compliant** DID(Direct inward dialling) numbers
- **Variety of call options, including:** Network intelligent call routing (ICR), Network interactive voice response (IVR), On-net or off-net calling, International toll-free service (ITFS), Local number service (LNS), Universal international freephone number (UIFN), Domestic outbound, and volume based discounting

WE TAKE YOU FURTHER

Tata Communications offers one of the world's largest international voice networks - integrating with over 1600 carrier partners, 780 mobile providers and 700 VoIP operators globally. With expansive interconnect options and service features combining flexibility, reach and high call quality.

BENEFITS TO YOUR CUSTOMER

- **One telco for global voice needs:** Single contract with telco and one SLA for global voice, on-net/off-net inbound and outbound service for international/domestic calling.
- **Interoperability:** Our solution integrates perfectly with your legacy PBX or UC clients such as Microsoft Lync/Skype for Business and Cisco Jabber - delighting users with seamless user experience, as well as maximising your existing investment.
- **Cost savings:** Save over 55% on telecom spend (*based on traffic volume and pattern) by consolidating on-net and off-net calling, reducing inter-office communication and maintenance/upgrade costs.
- **One global view of user activity:** So you stay fully in the picture about calls, capacity and usage - across all global locations.
- **Future-proofed video capability:** Extend your SIP technology into new video functionality - unlike legacy trunks limited to 'voice only'.
- **Global reach:** With SIP trunking built on Tata Communications world's largest voice network, businesses can now have expansive reach
- **Mobility:** Employees can make /receive[†] calls via their PC's UC client while retaining legacy direct number.[†] Subject to the regulation of operating country

To find out more about how Global SIP Connect white label services can help you maximise new voice markets and revenue opportunities for your customers, visit us at: www.tatacommunications.com

*Based on traffic pattern and volume †Subject to the regulation of operating country