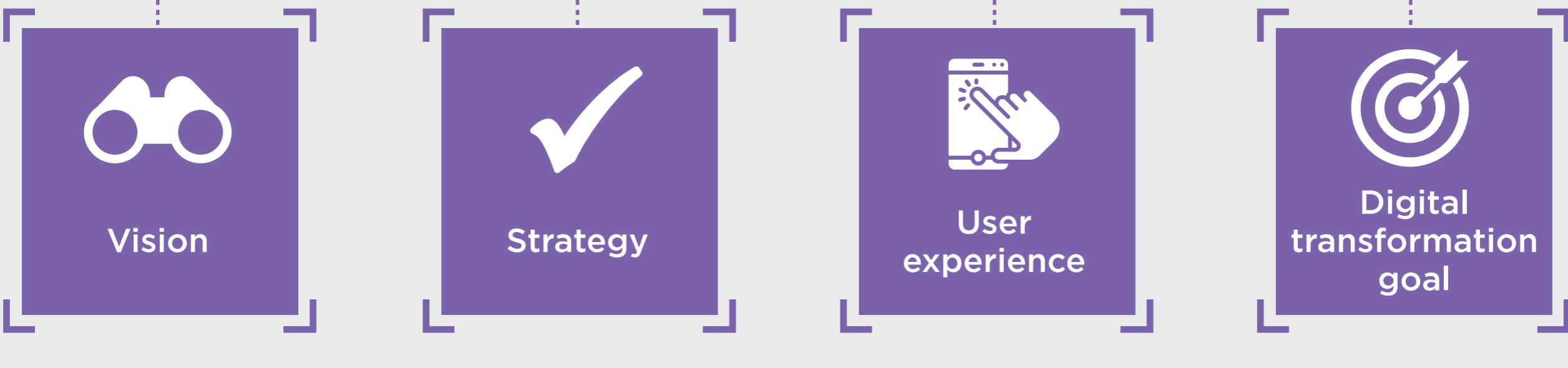


6 STEPS TO A SMARTER COLLABORATION EXPERIENCE



STEP 1 SET YOUR COLLABORATION VISION AND STRATEGY WHILE FOCUSING ON USER EXPERIENCE



Understand your business vision. As Digital Transformation becomes more and more critical to customer success, a Business Vision provides a foundation for strategy, technology selection, use cases, adoption and migration.

Strategy: How to leverage collaboration? Define the areas of collaboration, their impact, and uses in the business today and moving forward.

Business outcomes: Concrete, definable business actions to be achieved through the proactive use of collaboration across the enterprise domain.

STEP 2 ASSESS, DEVELOP, ADOPT

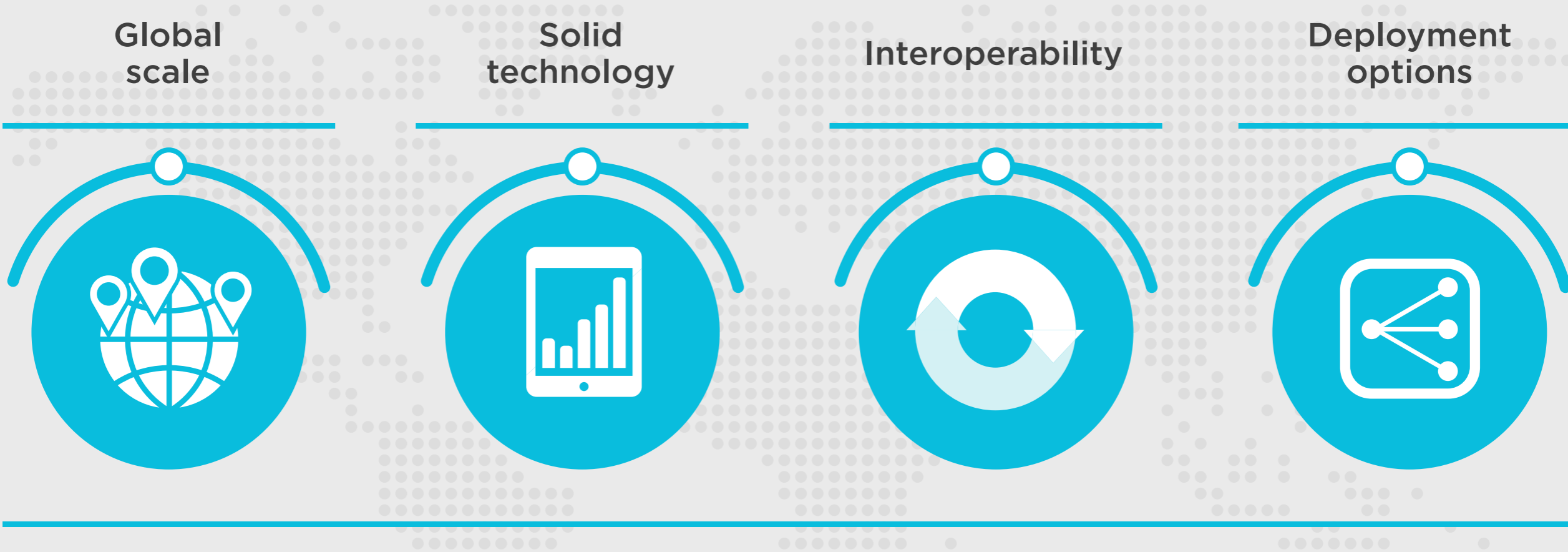


Current Environment: The existing tools, processes, and technologies form a baseline for what people use today and the limitations that underpin them.

Use Cases: Take the view of the end user to see how collaboration can address a specific experience or outcome the enterprise wants to improve on. Understanding use cases based on demographics, job functions, geography and time constraints, and matching the right technology solution, is paramount to success.

User Experience and Adoption: Collaboration fails when enterprises do not consider the end user experience and how to enable the change from existing technologies. User adoption is a structured program of driving awareness, communicating key themes and actions and tying implementation to the end users' use cases. It's incorporating user feedback into the plan to drive continuous improvement.

STEP 3 SELECT THE RIGHT TECHNOLOGY AND VENDOR FOR SUCCESS



Vendor/ technology selection is critically important. Prioritise decisions based upon User experience, business context and business imperatives.

Scale: An important factor if you are considering entering new markets or are already globally dispersed.

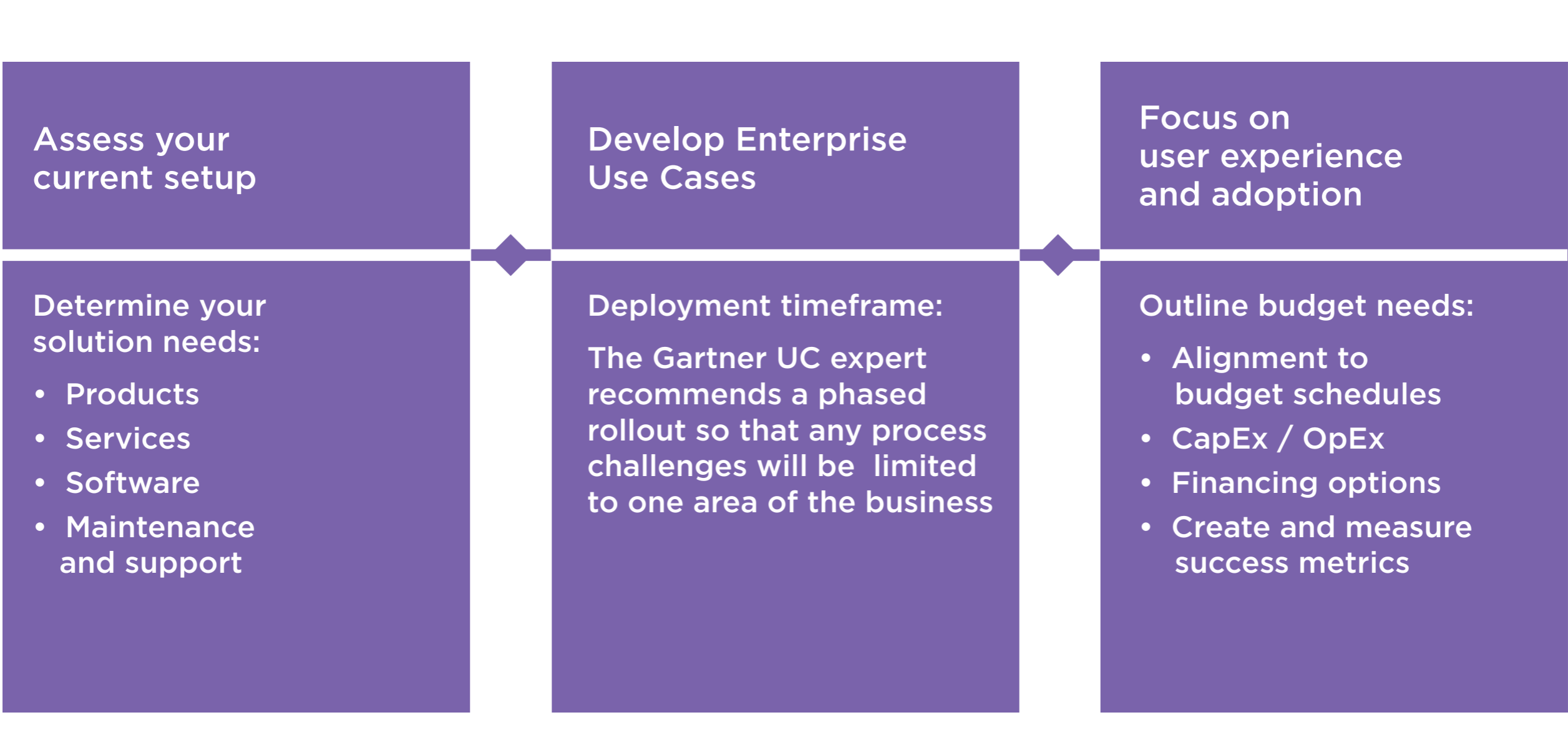
Technology: Can your provider offer you the full range of services around your collaboration project such as WAN, security, SIP trunking, and managed services?

Interoperability: If you are an enterprise of scale, legacy technology investments need to interoperate with the new platform. How does your provider work in this regard?

Deployment options: Cloud based, on-premise or hybrid?

With your end user top of mind you are much more likely to succeed.

STEP 4 FINALISE YOUR PLAN



Take a closer look at how you will migrate your users and how you represent the business case for this change. Maintenance costs, people costs, amortisation costs and more will factor into this process.

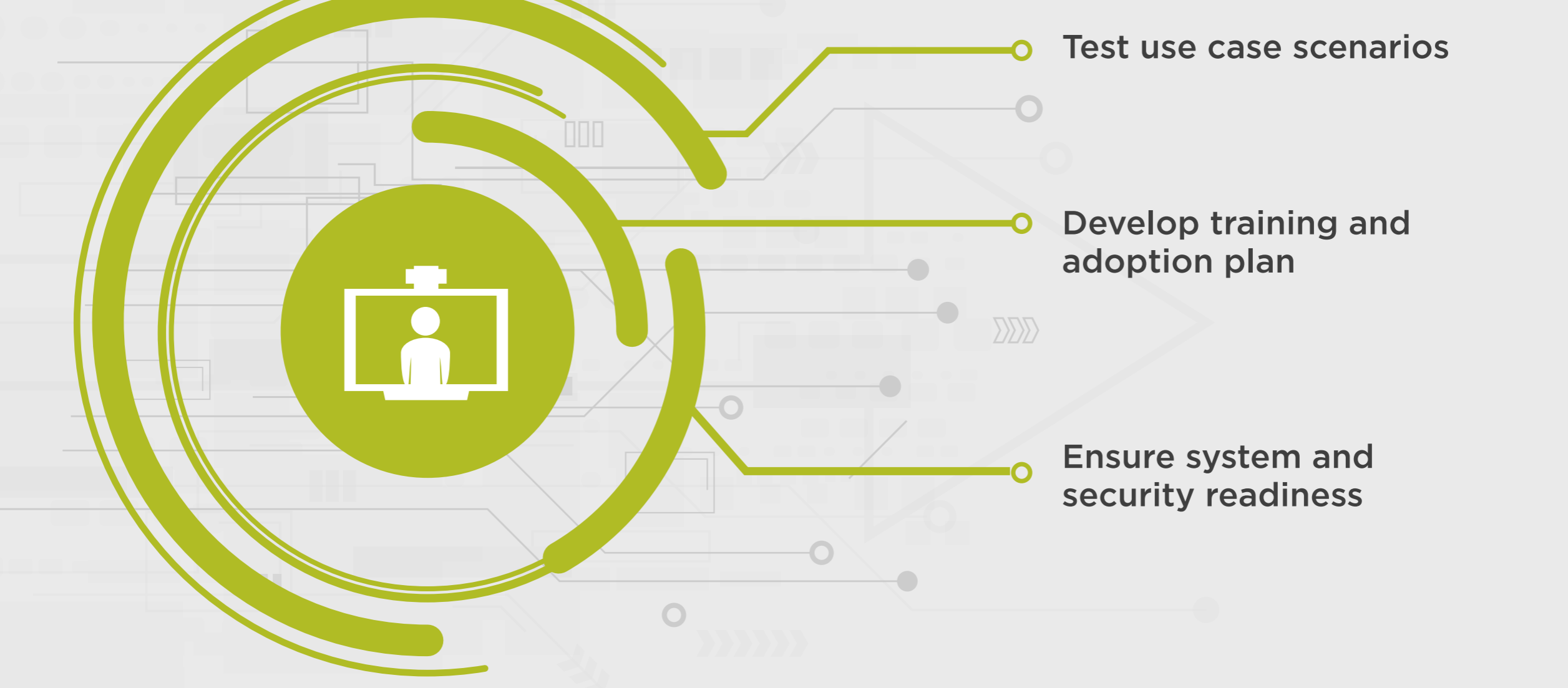
Solution plan: Is ROI or TCO your measurement?

Migration timeline: What are the key events for migration to consider?

Budget plan: What are the major dependencies for achieving transformation?

The outputs from here are the basis for your go-forward plan and the decision process that supports it.

STEP 5 BETA TESTING FOR SUCCESS



BETA: Often overlooked, this step may come when other projects are in flight or the timeline becomes compressed:

- Do not take shortcuts; everything leads to this moment!
- Ensure that any POC, pilot, demo, or test leverages a representative set of users to fully test out and prove your use cases.
- Put your user adoption plan into action now.
- Ensure readiness across the enterprise domain.
- Focus on readiness assessments: These will give you and your chosen partner the real world details of what they will face in production.

STEP 6 READY TO LAUNCH

GOOD GOVERNANCE RELIES ON CONSISTENCY: MONITOR SYSTEM USE. DRIVE USER ADOPTION. ONBOARD NEW USERS CONSISTENTLY. DRIVE IMPROVEMENT. GET FEEDBACK FROM END USERS.

FOR MORE INFORMATION ON TATA COMMUNICATIONS UNIFIED COLLABORATION SERVICES [CLICK HERE](#)

TO TAKE OUR SURVEY TO UNDERSTAND THE MATURITY OF YOUR UCC ROADMAP AND DEPLOYMENT [CLICK HERE](#)

Keep in mind: Change is an iterative process. Digital transformation relies on adoption and feedback for success. Actively pursuing enhancement and driving continuous improvement ensures project success.