



VEGA GLOBAL AND TATA COMMUNICATIONS HELP PROPERTY MANAGEMENT GROUP BRING FAR-FLUNG ASIA PACIFIC DIVISIONS TOGETHER LIKE NEXT-DOOR NEIGHBOURS

“All partnerships ought to work in a seamless and mutually supportive fashion. That’s what we do with Tata Communications, which is the fundamental reason behind our growing number of joint customers.”

Angeline Tan, Executive Director, Vega Global

“Asia Pacific is becoming the world’s powerhouse. Working with Vega Global and Tata Communications we get services from a partnership that deeply understands the way the region works.”

Spokesperson, Property Management Group, Asia Pacific

CHALLENGE

This Asia Pacific-based property management group needed to find a way to improve co-ordination between its far-flung divisions, to cut down on the wasted time and excessive cost of frequent travel to face-to-face meetings.

SOLUTION

A multi-level collaboration platform created by the Vega Global and Tata Communications partnership uses a combination of hosted Skype for Business, Cisco TelePresence and Global SIP Connect to get the company’s far-flung people working together as if at adjacent desks.

RESULTS

With faster, better-informed decision-making, everyone’s productivity is racing ahead. At the same time, air travel time and costs have been slashed and positive environmental effects are being realised. Finally, cybersecurity is assured group-wide and beyond with GSIGS.



Faster and better-informed decision-making



Significant improvements in productivity



Huge savings in travel time and costs



Notably positive effects on the environment

TECHNOLOGY-BASED SOLUTION SOUGHT TO OVERCOME BARRIERS OF DISTANCE AND TIME

“Vega Global has strong experience in AV technology and the Asia Pacific region, while Tata Communications offers worldwide reach and resources. This made our partnership an obvious choice for the property management group’s needs.”

Angeline Tan, Executive Director, Vega Global

ASIA PACIFIC REACH AND EXPERTISE ESSENTIAL

Hi-tech solution sought for high-stakes sales

This property management group has operations extending to nearly 30 million square feet of retail, commercial and logistics space across Asia Pacific. Countries in the region are far-flung, which makes face-to-face meetings hugely expensive and difficult to arrange.

Nevertheless, the stakes are high. Sealing deals worth millions of dollars takes inter-country co-operation between senior executives and specialists like architects, commercial lawyers and government intermediaries. To keep the show on the road, the property management group’s people were spending too much money on too long flights. Today’s trend towards faster decision-making was making matters worse and could have meant important sales being lost.

There had to be a technology-based answer, but a complex matrix of differing regulatory environments meant the solution would need cross-regional reach and expertise.

Asia Pacific is notable for its low land density. Covering over 11 million square miles it harbours 48 countries in a rectangle roughly 2,500 miles by 4,500 miles encompassing around 22% of the planet’s land mass. That vast area makes communications a challenge.



About Vega Global

Founded in Hong Kong in 1986, Vega Global has evolved from a local distributor of audio-visual equipment to a professional worldwide IT solution provider with over 500 qualified personnel working at more than 23 branches in APAC, EMEA and the USA.



Inter-country co-operation key to closing property deals



COLLABORATIVE TOOLS TAILORED TO THE NEEDS OF DIFFERENT USER GROUPS

“The performance of the AV and IT solution elements are interdependent, requiring intricate planning as a team to deliver the desired results.”

Angeline Tan, Executive Director, Vega Global

JUST LIKE AN IN-PERSON, LIFE-SIZE ENCOUNTER

Complementary strengths: defining differentiator

Working in partnership, Vega Global and Tata Communications offer a joint value proposition combining leading global digital infrastructure services with unified communications and collaboration capabilities. When the property management group went looking for a technology solution that value proposition stood out as the defining differentiator.

Multi-level, in-person collaboration platform

The Tata Communications and Vega Global solution caters for 300 users across Singapore, Hong Kong, Malaysia, South Korea and Australia. It comprises hosted Skype for Business audio and video conferencing day-to-day between devices, with Cisco TelePresence for video-powered executive meetings. The latter runs over a Tata Communications Global VPN for crystal-clear voice and image transmission. The effect is like an in-person, life-size encounter across a single meeting table, yet participants are hundreds or even thousands of miles apart.

Another aspect of the architecture is Global SIP Connect for toll-free telephony between end points in the five countries. With direct-inward-dialling, communication is enhanced by desk-to-desk calling within the property management group.

SEAMLESS SERVICE DELIVERY

The entire collaborative platform was delivered in just eight weeks. A project manager from Vega Global oversaw Cisco technology deployment and configuration, and co-ordinated the activities of third-party suppliers such as TelePresence suite fit-out contractors. Meanwhile, a Tata Communications programme manager supervised the installation and connection of network elements, which included last-mile suppliers, working closely with Vega Global counterparts.

Close communication with the property management group was key to success of this project. Weekly conference calls took place with representatives from Vega Global, Tata Communications, third-party suppliers and the property management group's IT team to discuss progress along with on-site meetings to iron out any local problems. Senior management was involved on the rare times difficult issues occurred, such as delays in securing local telco connections.



Global SIP Connect offers desk-to-desk dialling

EVERYONE WINS, ENVIRONMENT INCLUDED

“Vega Global and Tata Communications listened carefully to our needs and worked together to design a customised solution with business and environmental benefits.”

Spokesperson, Property Management Group, Asia Pacific

Positive business and sustainability effects

The multi-level nature of the collaboration platform created by Vega Global and Tata Communications means people at all strata in the property management group can work together as if sitting at adjacent desks. Using collaborative technologies instead of frequently flying long distances to face-to-face meetings has not only made people more productive, but also made decision-making faster and better informed.

Experience elsewhere has shown collaborative technologies can reduce travel costs by as much as 50% while increasing productivity by 30%. Although no such figures are yet available for the property management group, the APAC distances involved mean that's just the starting point. Those bottom-line benefits will be complemented by the positive environmental effects of reduced air travel.

Finally, a Tata Communications global security Internet gateway service (GSIGS) platform based in Singapore protects the entire company against cyberthreats. Not only that but when it comes to federation with other companies involved in property deals, they can rest assured they're fully cyber-protected.



ASSURING BEST POST-IMPLEMENTATION SERVICES

Post-implementation, if a problem occurs, which can't be overcome locally, first-line support is provided by a Vega Group support desk, which issues a trouble ticket. Where necessary, the support desk brings in second-line support from Tata Communications or Cisco as appropriate. Interconnected systems mean the first-line desk is always aware of progress and chases fault resolution. SLAs of 99.9% uptime for WAN connectivity and eight-hour responses to other issues are attained and invariably bettered.

In addition, we are helping the customer overcome cultural barriers. Many people in Asia Pacific tend to be video-shy, unlike their counterparts in Europe and America. Coaching from Vega Global is helping redress the cultural balance to realise full face-to-face meeting advantages.

EXPLORE OTHER WAYS WE CAN HELP



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Tata Communications unified communications and collaboration solutions



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