



“HOW CAN WE COLLABORATE BETTER WITH COLLEAGUES, CLIENTS AND PARTNERS ACROSS THREE CONTINENTS?” ASKED INDIAN IT SOLUTIONS PROVIDER.

MANAGED WEBEX CCA OPENS THE WAY TO ENRICHED, HIGHER-VALUE INTERACTIONS.

“We’ve significantly enhanced our ability to work effectively between geographies, making us more competitive in a demanding global market.”

Mahesh Juttiyavar, Group Manager TIS & CISO

**CHALLENGE**

Disparate and incompatible conferencing systems were causing delays and disturbance to business-critical communications at Mastek. To save time and money, and infuse new vigour into essential meetings, the company decided to consolidate around a single platform.

**SOLUTION**

A managed Tata Communications Webex Cloud Connected Audio (CCA) service, running over the cloud, delivers consistent conferencing for 100s of users. Tata Communications provides ports-based licensing with dial-in and PSTN number access over SIP trunks.

**RESULTS**

A more intuitive and reliable service means critical meetings happen without interruption. Richer features improve the quality of collaboration and futureproofing is assured. Rising productivity is sharpening the company’s competitive edge, and costs are significantly lower.



**40%**  
reduction in audio costs



**Massive**  
productivity gains



**Minimal**  
capital investment



**100%**  
managed, monitored and supported

# WELCOMING AN ENABLER TO ELIMINATE COMPLEXITY

**“Webex Cloud Connected Audio breaks down barriers to viable conferencing like on-premise systems’ inflexibility, incompatible technologies and excessive audio charges.”**

Mahesh Juttiyavar, Group Manager TIS & CISO

## GLOBAL BUSINESS RELIES ON READY ACCESS TO FLEXIBLE COLLABORATION TOOLS

### Meetings that always work

Using an ultra-dynamic business model, Mastek wants its talented people to collaborate effectively and fast. With 2,200 employees spread around 11 offices in India, the UK and the US, bringing them together in a meaningful way is an imperative.

Audio and video conferencing tools are vital for communicating with co-workers, suppliers and clients. But using those technologies wasn't always plain sailing. Previously, Mastek used different telecom providers and conferencing solutions on each continent. Lack of integration made them cumbersome to use, while multiple suppliers increased overheads.

### User experience is paramount

Costs were spiralling too. Call charges were unpredictable and audio access much too expensive. Many conferencing features Mastek needed were billed as extras, even relatively basic functions like recording and desktop sharing.

But the main stumbling block was the poor user experience. People found it hard to remember the different numbers and access details for each system. They frequently joined the wrong meetings by mistake. Too often, scheduled conferences had to be abandoned because of connection problems, which was inconvenient and potentially damaging to the business when customers were involved.

**Tata Communications Webex CCA solution leverages global SIP backbone with worldwide management and support**



### About Mastek

Founded in India in 1982 as a software design company, Mastek has grown rapidly and now offers agile consulting, business intelligence and application development services to over 200 clients. Innovative and clever, the company is known for its problem solving and ability to recover failing IT projects.



**Supercharging communications inside and outside the company**



## A SIMPLE AND EFFECTIVE SOLUTION TO A TECHNOLOGY CONUNDRUM

**“Tata Communications goes out of its way to support us as a business, so we feel very positive about our relationship.”**

Mahesh Juttiyavar, Group Manager TIS & CISO

## RELIABLE CONFERENCING CAPABILITIES WITH GLOBAL REACH

### **Complementary infrastructure and applications partnership**

Mastek wanted a multimodal solution that was flexible, cost effective and, above all, convenient. The way forward was to consolidate all the conferencing systems onto one platform.

The company’s international offices were already connected through a Tata Communications Global VPN. And Mastek had always found Cisco networking products to be of the highest quality. So, when Tata Communications proposed a managed Webex CCA conferencing solution running over the Cisco cloud, this proved a winning combination.

### **Available anywhere and at scale**

Tata Communications provides dial-in and PSTN number access services over SIP trunks from its global network, cutting costs by turning voice into an IP network application. Bridging takes place in the Cisco CCA cloud-based Webex infrastructure.

Now, audio conferencing is affordable for the first time, with toll free and local-rate access options. On-net calling charges for users in Mastek offices have vanished. Active host licensing, also from Tata Communications, means Mastek only pays for its signed-up users. That brings budgets back under control, with predictable monthly outgoings.

### **SERVICE DELIVERY**

Mastek benefits from the voice network and support capabilities of Tata Communications – the only telecom service provider in India able to meet all the company’s requirements on a global scale.

### **International rollout? No problem**

During the implementation, Mastek was impressed how Tata Communications handled the project in the UK and the US. Those international aspects, so vulnerable to problems, were particularly well managed. The company never had a moment’s worry about the overseas rollout because all matters were co-ordinated impeccably. As well as training Mastek users on the system at the start, Tata Communications also steps in to provide additional or top-up training as needed.



**Revitalising legacy equipment without further investment**

# ONLINE CONFERENCING AS IT SHOULD BE

**“This is a managed service in the fullest sense: from applications and access to bridging and infrastructure, and it’s mostly done below the radar, so we don’t even have to think about it.”**

Mahesh Juttiyavar, Group Manager TIS & CISO

## Results abound through an enriched customer experience

Mastek employees can now collaborate with ease across three continents. Introducing one platform with an intuitive, familiar interface has removed system access difficulties, while the connections are uniformly fast and reliable. Online meetings run smoothly and on schedule, enriched by a full stack of features.

The solution is supremely flexible. For example, a global monthly meeting with up to 200 participants is held seamlessly without a hitch. People join from any location via video, audio bridges or the Webex app, either using dedicated video conferencing equipment or a range of mobile devices.

Time savings and better-quality interactions have driven up productivity. Fewer interruptions have fuelled efficiency gains, helping Mastek hone its already-keen competitive edge. Costs are dropping dramatically, by 40% in the first year. Along with minimal capital outlay, Mastek has protected its earlier investments in unified communications.



## SERVICE MANAGEMENT

The Tata Communications infrastructure is monitored around the clock while Webex CCA service operations monitors those applications 24/7/365. With 99% uptime SLAs on CCA ports, all aspects are covered, and Mastek can also call on Tata Communications engineers at any time.

## Responsive and assured

Mastek uses the CCA Webex support portal to manage its account. The company deals with the Tata Communications team in India, which liaises with global colleagues. On the (rare) occasions when Mastek IT people must get involved they find that Tata Communications is quick to understand and address any problems, making every effort to resolve them fast.

## EXPLORE OTHER WAYS WE CAN HELP



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