

# Tata Communications' Public and Private TelePresence Rooms

Connected Life Experiences at Work



## EXECUTIVE SUMMARY

### COMPANY PROFILE

Tata Communications, headquartered in Mumbai, India, is a leading global provider of telecommunications solutions serving the voice, data and next-generation service needs of carriers, enterprises and consumers in over 30 countries.

### COMPANY HISTORY

Earlier known as Videsh Sanchar Nigam, the company became a part of the Tata Group in 2002. In 2008, VSNL, VSNL International, Teleglobe, Tata Indicom Enterprise Business Unit, VGSL and CIPRIS were brought under one global brand name—Tata Communications. The company is now the number one global international wholesale voice operator and India's largest provider of international long distance, enterprise data and Internet services.

## Challenge/Opportunity

India is the largest business process outsourcing (BPO) market in the world. To enhance communication and collaboration, many businesses are finding Telepresence to be a valuable productivity tool. However, for small-to-medium businesses (SMBs) and other non-enterprise entities, the initial capital costs for Telepresence services seemed prohibitive. Telepresence is an effective way of meeting business targets to reduce costs, improve efficiencies, and lower carbon footprints. As a result, Tata sees an opportunity in this growing space. The company is venturing to offer Telepresence services in a public and private capacity. As a public service, Tata rents out Telepresence services on a pay-per-use basis. As a private service, Tata currently offers Telepresence-related services including installation, maintenance, and service.

## Alliances/Partnerships

Partnering with local telecommunications service providers in emerging and developed markets, Tata is developing a white-labeled Telepresence offering that will allow other national and regional carriers to resell Tata's managed Telepresence service and other publicly available and exchange services under their own brand. Tata's partnership with NASSCOM (National Association of Software Services Companies) in the Philippines and PLDT (Philippines Long Distance Telephony Company) is one example. Tata has also partnered with hotel chains such as the Taj Hotel group. These partnerships have enabled Tata to open public Telepresence rooms on a cost and revenue share basis.

## Strategy

Increasing costs of capital have led to a growing trend for utility and cloud computing services. Tata sees the cost-saving trend to continue into the managed Telepresence services space.

Tata's Telepresence service provides the following value to its business customers:

- Single point of accountability: Tata Communications as the service provider and facilities manager
- Ability to connect to third parties on Tata Communications' Network
- Ability to extend Telepresence network by connecting private and public Telepresence rooms
- Lower total cost of ownership
- Tailored commercial and managed services models

**Note:** Tata's "Global Meeting Exchange" services, launched in late 2009, will enable meetings between any two Telepresence rooms subscribed to the service, regardless of the network service provider.

"With this innovative service (Global Meeting Exchange) offering, Tata Communications is not only adding value to its business and that of its customers, but revolutionising business altogether. This groundbreaking innovation enables our global customers to join a wider ecosystem of users via public access rooms, allowing them to not only to communicate virtually in real time but provide a cost-effective and eco-friendly solution."

—Vinod Kumar, Chief Operating Officer, Tata Communications

## Success Factors/Metrics/Monetization

### Public Telepresence Rooms

- Metric: Pay per use per hour

Thus far, 10 public rooms have been opened. Locations include: Boston, London, New Delhi, Hyderabad, Mumbai, Bangalore, Chennai, Manila, and Johannesburg.

### Private Telepresence Rooms

- Metric: cost per room

Tata will provide the following as part of the private room package:

- Pre-deployment support: Support in finding optimal location; post renovation work
- Installation and deployment of Cisco's complete line of Telepresence systems
- Centralized, shared infrastructure: Owned, hosted, and managed by Tata Communications
- Managed Telepresence services: Services to schedule, facilitate, and manage meetings
- Helpdesk
- Web-based scheduling
- Remote and on-site services

## Additional Notes and Comments

Tata Communications achieved Cisco® Certified Telepresence Connection status for worldwide VPN network in April 2008.

## Company Background

Tata Communications is a member of the US\$62.5 billion Tata Group. The emerging markets communications leader leverages its solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multinational and Indian enterprises, service providers, and Indian consumers. The company's customer base includes approximately 1500 global carriers and service providers, 450 mobile operators, 10,000 enterprises, 300,000 broadband and Internet subscribers, and 500 wireless fidelity (Wi-Fi) public hotspots.

“The Global Meeting Exchange will conveniently support B2B sessions amongst any connected private and public Cisco TelePresence rooms. This pioneering global service framework pushes Telepresence from being a private intra-company experience to support the strong demand for inter-company sessions.”

—Peter Quinlan, Director of Managed Telepresence Services, Tata Communications

## References

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USC Libraries—LexisNexis, IBIS World, Forrester, Factiva, EIU Country Reports

## Appendix

Location	Regular List Price per Hour	Promotion Price per Hour
CII: Bangalore, Chennai, Hyderabad, Gurgaon	INR 16,000	INR 6,000
Taj Hotels: Mumbai & Bangalore	INR 20,000	INR 7,500
Taj Boston	USD 500	USD 400
Taj London	GBP 250	GBP 190
PLDT Manila	USD 550	
Neotel Johannesburg	USD 550	USD 400
Cisco Public Suites	USD 299 to USD 899	



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