

For immediate release

PRESS RELEASE

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## Tata Communications delivers unified communications ‘on your terms’ at Enterprise Connect 2015

*Expands its global unified communications portfolio with InstaCC Global™, Hosted Microsoft Lync®, and Click2RTC™ services – with best-in-class network reach, carrier grade quality and scalability*

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**Orlando – March 16th 2015 – [Tata Communications](#)**, a leading provider of A New World of Communications™ expands its unified communications (UC) portfolio with the launch of three new UC solutions: InstaCC Global™, Hosted Lync, and Click2RTC™ services. These new offers will debut at Enterprise Connect 2015 in Orlando, US. [Booth: 1621: March 16<sup>th</sup> – 18<sup>th</sup>].

Working with a number of leading industry partners including Sightcall, Acano, Sonus, Hookflash, Media Network Services, and Voicebase amongst others, Tata Communications continues to build on its innovative suite of UC services, supported by its tier 1 global network infrastructure to deliver world-leading connectivity, collaboration and productivity.

The addition of InstaCC Global™, Hosted Lync and Click2RTC™ services to Tata Communications’ UC portfolio brings together multiple technology platforms to enable seamless and ubiquitous applications and services with integrated voice, video, chat and presence, delivered from the cloud and accessible through a rich set of APIs and software development kits (SDKs).

**Anthony Bartolo, President, Unified Communications and Mobility, Tata Communications, says**, "As businesses grow and expand domestically and internationally, they need a sophisticated way to manage their communications and collaboration - however the ability to connect instantly is both a benefit and a challenge. Our approach to UC is to equip organisations with choice through the breadth and depth of our solutions and in-built interoperability to fully realise the potential of a connected world. We have created this approach in partnership with an incredible set of companies, allowing us best-in-class UCaaS cloud-based solutions to market for customers across the globe."

### **InstaCC Global™**

The first deployment of its kind, InstaCC Global™ service is a true cloud platform for omni-channel contact centre services, deployed across Tata Communications’ world class network infrastructure. InstaCC Global™ service enables businesses and outsourced service providers to manage contact centre requirements across the globe, across multiple delivery centres, with consistent customer experience and complete control. As a result, contact centre businesses will be able to achieve the uptime, performance, scalability, and resiliency needed for business critical applications with minimal up-front investment, and the flexibility to ramp costs with usage.

InstaCC Global™ service is a complete solution for global contact centre requirements, enabling an omni-channel contact centre experience on cloud-based Voice Portal. Customer administrators will now be able to enjoy unprecedented levels of visibility and control through unified reporting and unified management portals.

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## Click2RTC™

Click2RTC™ (Click to Real-Time Communications), a contextual cloud communications service, enables a new level of visual collaboration. With Click2RTC™ service, businesses can instantly connect with their customers and mobile workforce through voice, chat and visually collaborate directly from their website and from within mobile applications.

The new solution brings together a full suite of RTC APIs, Android/iOS software development kits (SDKs) and comprehensive developer support, with real time communication capabilities underpinned by Tata Communications' tier 1 global network. With this new solution, organisations will be able to easily embed voice, video, presence, chat and augmented reality into almost any process, interaction or stakeholder engagement. This will ultimately increase mobile workforce efficiency, customer engagement and loyalty through an enhanced visual collaboration experience.

Developed in partnership with Sightcall, Acano, Sonus, Hookflash, Media Network Services, and Voicebase for unparalleled RTC features, interoperability, price flexibility and scalability, the Click2RTC™ contextual cloud communications partner ecosystem capitalises on Tata Communications' global reach and carrier grade reliability based on its core network and infrastructure.

## Hosted Microsoft Lync®

Tata Communications' Hosted Lync service offers Unified Communications as a Service (UCaaS) based on a Microsoft Lync unified communications platform. The service offers unprecedented scalability and resiliency through a globally distributed architecture running on Tata Communications' tier 1 network and infrastructure. A per-user pricing model allows for rapid, flexible deployment, with reduced cost, complexity, and risk, and organisations get full visibility and control through a comprehensive set of management and reporting tools.

Customers can build a compelling UC strategy by combining the Hosted Lync service with other offerings from Tata Communications' UC portfolio which includes:

- The industry leading [Global SIP Connect](#) service, and toll free access numbers provide worldwide PSTN connectivity paving the way to consolidation of PBX assets and reduction of telephony cost, while greatly improving user experience and productivity
- [jamvee™](#) unified communications service which adds an equally scalable and resilient audio, video and web conferencing capability, enabling connections on a wide range of applications, video endpoints, and personal devices within the enterprise or across the business ecosystem. Jamvee™ is the first fully globally distributed unified conferencing bridging platform, as well as the first Acano-based service to add full TIP support for interoperability with immersive Telepresence room systems.

**OJ Winge, CEO, Acano says,** "Our distributed bridging architecture enhances the offer by allowing custom integration and delivering a level of confidence that the solution deployed meets the exact needs of each customer, We are proud to have Tata Communications as a tier 1 service provider partner and are confident that jamvee™ will positively impact the enterprise market."

Tata Communications' UC portfolio is underpinned by the company's global network / data centre infrastructure and voice services – guaranteeing carrier grade reliability. Today, the company owns and operates the [largest wholly-owned subsea cable network in the world](#) and more than 24% of the world's Internet routes travel over Tata Communications' network. The company is the only tier-1 provider that is in the top five by routes in five continents.

**Twitter hashtag:** #onyourterms

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## About Tata Communications

Tata Communications Limited (CIN no: L64200MH1986PLC039266) along with its subsidiaries (Tata Communications) is a leading global provider of A New World of Communications™. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers.

The Tata Communications global network includes one of the most advanced and largest submarine cable networks and a Tier-1 IP network with connectivity to over 240 countries and territories across 400 PoPs, as well as nearly 1 million square feet of data centre and collocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services and leadership in global international voice. Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.

<http://www.tatacommunications.com>

### Forward-looking and cautionary statements

Certain words and statements in this release concerning Tata Communications and its prospects, and other statements, including those relating to Tata Communications' expected financial position, business strategy, the future development of Tata Communications' operations, and the general economy in India, are forward-looking statements. Such statements involve known and unknown risks, uncertainties and other factors, including financial, regulatory and environmental, as well as those relating to industry growth and trend projections, which may cause actual results, performance or achievements of Tata Communications, or industry results, to differ materially from those expressed or implied by such forward-looking statements. The important factors that could cause actual results, performance or achievements to differ materially from such forward-looking statements include, among others, failure to increase the volume of traffic on Tata Communications' network; failure to develop new products and services that meet customer demands and generate acceptable margins; failure to successfully complete commercial testing of new technology and information systems to support new products and services, including voice transmission services; failure to stabilize or reduce the rate of price compression on certain of the company's communications services; failure to integrate strategic acquisitions and changes in government policies or regulations of India and, in particular, changes relating to the administration of Tata Communications' industry; and, in general, the economic, business and credit conditions in India. Additional factors that could cause actual results, performance or achievements to differ materially from such forward-looking statements, many of which are not in Tata Communications' control, include, but are not limited to, those risk factors discussed in Tata Communications Limited's Annual Reports. The Annual Reports of Tata Communications Limited are available at [www.tatacommunications.com](http://www.tatacommunications.com). Tata Communications is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements.