

**Incorporated in 1996, Tata Teleservices is the pioneer of the CDMA 1x technology platform in India. Tata Teleservices Limited now also has a presence in the GSM space, through its joint venture with NTT DOCOMO of Japan, and offers differentiated products and services under the TATA DOCOMO brand name.**

***“OCS has changed our lives. We recently held an All Hands Meet using OCS and Media Streaming across 60+ locations for over 6000 employees. I communicated and interacted with my entire team at one time. A first in India, we have also cut costs by INR 10 crore annually.”***

*Anil Kumar Sardana, Managing Director, Tata Teleservices Ltd.*

Airfare, hotels, car rentals, F&B, Telecom bills … the list is endless! The Managing Director of Tata Teleservices Limited, Mr. Anil Sardana, wanted to control the cost of doing business. But with constant price hikes, the figures continue to inflate. Something had to be done and done fast!

A fairly common problem faced by most large organizations; Mr. Sardana wanted a permanent solution. Addressing his management team, Mr. Sardana talked about cost-effective communication and collaboration. A challenge that he felt could be met only by an IT savvy and dynamic company.

Spread over 70 locations in the country, with over 10,000 employees, TTSL management’s primary challenge was ensuring effective communication and collaboration. It was time for the MD to consult his tech savvy IT Head, Mr. Shirish Munj. With over 20 years of experience, Mr. Munj was highly qualified to suggest a viable solution to bring to the table. After hours of deliberation, the two experienced gentlemen came up with a strategy.

**The Challenge**

Mr. Sardana and the leadership wanted to communicate business imperatives, plans, culture and other topics to the team. Something as simple as an All Hands Meet faced several challenges such as high costs and productivity loss due to travel.

The other area of improvement was a clear need for more effective collaboration within geographically dispersed teams.

TTSL had been using Microsoft Live Communication Server since 2006. This had eased some of the pain points but a considerable amount of money was still being spent on travel across the country. Mr. Munj explains**,** “We needed a single solution that would solve all our problems. A single interface for all forms of communication would cut costs, drive productivity.”

TTSL had been using traditional ways of communication, e-mail and Instant Messenger. It needed a solution with features like chat, audio, and video conferencing tools, content sharing. The increase in flexibility to communicate and collaborate would also reduce the inter-office travel.

**The Metamorphosis**

Once the key areas that needed attention had been identified, the management at TTSL swung into action. They decided to partner with Wipro Technologies who set up the server infrastructure and rolled out the solution to the initial set of users. The in-house IT partner Tata Consultancy Services then took over and deployed the application to the rest of the company.

In order to serve the company’s needs, the solution needed to be interactive and support easy user access to e-mail, voice mail, instant messaging and conferencing capabilities from the same interface. Last but not the least, the solution needed to be cost effective, easily implemented, scalable and user-friendly.

Microsoft Office Communication Server 2007 is a unified communications server that delivers enterprise instant messaging, audio, video and web-conferencing, and enhanced voice over IP.

The implementation began in June 2008 and was fairly easy and smooth. The entire process took 2 months and was rolled out in a single phase. LCS users were migrated to OCS 2007 and all locations went live at one time.

TTSL has over 3000 retail outlets and 70 locations across the country. The solution chosen required little or no training. It was an intuitive and familiar solution that employees could use efficiently and quickly. Commenting on the smooth transition, Mr. A.G. Rao, Chief Technology Officer, says, *“We had no teething troubles whatsoever. Our senior management as well as our employees handled the new system like seasoned veterans.”*

**Upshot of Microsoft OCS**

A satisfied Mr. Sardana says***,*** “OCS has changed our lives. We recently held an All Hands Meet using OCS and Media Streaming across 60+ locations for over 6000 employees. I communicated and interacted with my entire team at one time. A first in India, we have also cut costs by INR 10 crore annually.”

Microsoft's solution has enabled TTSL to meet it objectives be it in employee collaboration, communication, travel costs, at a reduced cost. Integrated communications gives TTSL control on the mode and time of communication. It helps reduce the time taken to communicate across locations.

From the management’s perspective Mr. Anil Kumar Sardana, Managing Director, TTSL adds, “Post Microsoft OCS, we have increased employee communication, team collaboration and can now communicate business imperatives to all employees in an hour; saving not just money and time but also positively impacting employee morale.”

**Collaboration Made Easy**

With OCS 2007 employees are collaborating from their desktops. For example, an employee can check if the other person is free, share relevant information, access vital information at the same time and also connect across locations using audio or video conferencing or IM. A quicker response time culture has set in with the new implementation.

All this promotes healthy competitiveness, boosts productivity and cuts costs. There is instant networking and employees are always ‘in the loop.’

***“With the cost of communication gone down, we no longer hesitate to schedule CEO visits, group discussions or conference calls. We are now a single entity.”***

*Mr. Shirish Munj. IT Head, Tata Teleservices Ltd.*

**Effective Communication**

Perhaps, the single most important feature of OCS 2007, communication has become free, unrestricted, and permeates across all levels. The Managing Director can address all employees at one time. Management connects with teams far more effectively and employees communicate amongst themselves.

Mr. Sardana accurately sums it up by explaining, “With the cost of communication gone down, we no longer hesitate to schedule CEO visits, discussions or conference calls. We are now a single entity.”

May 31st 2009. A triumphant Managing Director, Anil Sardana, scans the latest financial reports. Everything is on track: costs are down by INR 10 crore and the organization is more productive…it was time for an all-hands toast!



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