

HYPEROFFICE POWERS INSTAOFFICE, A WINNING CLOUD COLLABORATION SOLUTION FOR TATA TELESERVICES IN INDIA

OVERVIEW

Company. Tata Teleservices

Industry. Telecom and IT Services

Challenge. Making early inroads in the fast growing Indian cloud collaboration market with own solution.

Criteria. The solution needed to be:

- Innovative and differentiated
- Applicable to a wide range of businesses
- Hosted in data centers of Tata's choice
- Scalable

Solution. HyperOffice Social Collaboration

Results.

- Deployment from Tata's data centers
- Innovative bundling with connectivity services
- Considerable traction with large enterprises

Tata Teleservices wanted to leverage its preeminence in Indian telecommunications and assume early leadership in fast growing Indian cloud collaboration market.

The Challenge

Tata Teleservices is the telecommunications wing of Tata Group, one of the largest global conglomerates. It is one of the foremost players in Indian telecom, the 2nd biggest mobile market in the world, with a subscriber base of over 35 Million.

Tata Teleservices has deep relationships in the Indian business sector offering services ranging from telephony, broadband connectivity to business applications. Following the growth of cloud collaboration services in global markets, Tata was witnessing similar surging demand in India.

After initially experimenting with reselling products of third party collaboration vendors, Tata decided the market was mature and the opportunity big enough to enter the market with its own services and generate a sizable revenue stream.



Mukul Sood, VP Cloud Services, Tata Teleservices

It has been a pleasure to launch HyperOffice in India. The team's constant and personal involvement has been key to our project delivery.

Rather than developing its own applications from ground up, the Tata strategy team decided to look for a third party vendor offering proven and differentiated collaboration technologies with the private label option. Tata had the following stringent requirements:

- Tata wanted a private label solution that it could market under its own brand
- Tata was interested in a staged launch, where the solution would initially be deployed in the vendor's data centers during a pilot phase, before it was fully rolled out on Tata's own servers in India.
- Given Tata's relationships with businesses across the spectrum, it was looking for a technology which was easy enough for an SMB, yet sophisticated and scalable enough for the needs of an enterprise.
- It was looking for a solution that was on the leading edge of the fast evolving cloud collaboration market
- Given its strong infrastructure backbone, Tata was looking for a technology which was flexible and could be bundled in innovative ways
- Tata had projected huge demand in a relatively short period, so the technology needed to be massively scalable

The Solution

After assessing a series of vendors, Tata decided HyperOffice was the ideal fit. It allowed Tata the flexibility to package, bundle and deploy the solution per its strategy. Tata was particularly impressed with the robustness of the solution, and its innovative social and mobile capabilities. Tata worked closely with HyperOffice to launch the solution per a two-stage plan.

Pilot Launch. A Tata branded collaboration solution was first launched in HyperOffice's own data centers. This was a test which would help Tata build confidence in the system, while refining its requirements.

Full Launch. Impressed by HyperOffice's flexibility, scalability, robustness and work ethic, Tata worked together with HyperOffice to deploy the solution in its own Indian data centers.



Sunil Patel, Product Manager, Tata Teleservices

HyperOffice was a complete package for us, from flexibility in deployment and packaging, to the strength of their technology, to the excellence of their team

The Results

The collaboration solution was launched in the Indian market under the brand "InstaOffice". Tata designed some creative plans by bundling InstaOffice with its connectivity services. Soon after launch, InstaOffice attracted major traction from large organizations.



MA Madhusudhan, President Enterprise Business Solutions

*Cloud deployments enhance value by increasing efficiency and saving costs. Tata Teleservices has launched InstaMeet, **InstaOffice** and InstaHRMS as its cloud offerings.*