



Tata Communications Recognized as the

2021

Company of the Year

Indian Cloud Interconnect Services Industry

Excellence in Best Practices

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Tata Communications excels in many of the criteria in the cloud interconnect services space.

AWARD CRITERIA	
<i>Visionary Innovation & Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Tata Communications: Provider of Industry-leading Cloud Interconnect Services

Tata Communications, a subsidiary of Tata Group, has provided next-generation Cloud Interconnect Services that enable users across different economic segments (healthcare, manufacturing, pharmaceutical, and many others) to reduce the complexity of network management, achieve consistent network performance, and enhance their time to market.

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- Maksym Beznosiuk, Best Practices Research Analyst

By utilizing its in-depth expertise in cloud interconnect services and maintaining an excellent reputation among its customers across various verticals, Tata Communications enables instant and direct access to the world’s best clouds and outpaces its competitors in the cloud interconnect services market.

Today, the company has the most public clouds available through its Cloud Interconnect offering in India, namely IZO™ Private Connect. Tata Communications provides direct cloud interconnects in numerous locations to more than eight clouds such as Oracle, IBM, Microsoft Azure, Amazon Web Service (AWS), Google, and Alibaba.

This situation allows the company's IZO™ Private Connect solution to ease and ensure quicker onboarding to the world's leading cloud providers. Additionally, Tata Communications provides private interconnect and virtualized services leveraging on partners platforms like the Equinix Network Edge to multiple cloud and SaaS on-ramps.

The company also broadens its strategic cooperation with various technology companies. For instance, Tata Communications partnered with International Business Machines (IBM), an American technology company, to expand IZO Private Connect and IBM Cloud Direct Link.¹ Based on this partnership, Tata Communications offers reliable and secure network connectivity with speeds up to 10GB per second to the IBM Cloud data centers across India, Asia Pacific, and North America. Thanks to this partnership, businesses can now establish direct access to the IBM Cloud from private cloud environments and on-premises utilizing the company's IZO Private Connect solution. Thus, these businesses could adopt hybrid cloud strategies while ensuring secure usage and transfer of data and a reliable and seamless user experience.

Frost & Sullivan recognizes that Tata Communications exceeds customers' expectations as numerous partners and customers value the positive business impact of its Cloud Interconnect services:

"From the perspective of performance, security, and flexibility, IZO™ Private Connect is simplifying communications and enabling significant cloud-based improvements throughout our operations."

- Rakesh Reddy Gaddam, Global Lead, Network, Dr. Reddy's Laboratories²

Providing Companies with Industry-leading Cloud Interconnect Solution

Today, enterprises in pharmaceutical, manufacturing, hospitality, and other economic sectors look for a way to effectively gain swift access to public clouds with high-performance cloud connectivity while ensuring higher security and efficiency of their networks. Specifically, they seek to overcome the complexity of network management and enhance their time to market.

Tata Communications leads the way by providing an IZO™ Private Connect solution that enables users to gain instant entry into a global cloud ecosystem while ensuring enhanced productivity, privacy, and data protection with private connections over Ethernet and multiprotocol label switching (MPLS).

Specifically, its solution offers several competitive advantages such as:

- **Efficiency.** The company's solution allows users to acquire quick access to a global Tier 1 cloud ecosystem by connecting to the different leading cloud platforms (e.g., AWS, Microsoft Azure, Google Cloud Platform, IBM, Oracle and Alibaba). Thus, by utilizing the IZO Private Connect solution, clients can transition from a regional service provider to a global technology provider, catering to versatile customers' multinational needs and increasing their revenues.
- **Cost-saving.** IZO Private Connect solution presents clients with tools that do not require excessive effort and spending to build physical connectivity to numerous clouds and locations.

¹ <https://www.ibm.com/cloud/blog/announcements/tata-communications-accelerates-data-migration-to-ibm-cloud-with-izo-private-connect>

² <https://www.tatacommunications.com/customer-story/dr-reddys-izo-private-connect-case-study/>

The company's solution provides clients with an opportunity to connect enterprises to cloud services through Ethernet or MPLS via one single provider.

To this end, Tata Communications helps clients ensure the effective and secure management of their networks and cloud access without spending extra time and resources required to establish multi-provider access connectivity that varies by country and region.

- **Customer Support.** Tata Communications provides around-the-clock customer support during and after implementing the IZO™ Private Connect solution. At the same time, the company offers training for clients' specialists, allowing them to familiarize themselves with the IZO Cloud solution faster. At the same time, by utilizing the company's solution, clients can avoid technical set-up requirements as they can access and start its usage immediately after the commercial agreement finalization.

Thus, the company's IZO™ Private Connect solution enables clients to gain reliable and instant access to global cloud service providers. At the same time, with ease of use and high security, clients can also reach higher operational efficiency while reducing their time to revenue.

Best Practices Example Confirms High Performance and Ultimate Reliability

Frost & Sullivan research analysts applaud Tata Communications for its Cloud Interconnect services' high-quality performance and efficiency, as the following use case demonstrates:

Best Practices Example. Tata Communications helped Dr. Reddy, an Indian-based multinational pharmaceutical company, boost operational performance, security, and overall employee satisfaction.³ Specifically, the client had its IT services on-premise, with some of these services managed locally at regional data centers. As a result, its employees had variable access to applications and required information. Thus, the company decided to move its applications to Google Cloud Platform (GCP) and looked for secure, reliable, and quick links to ensure an excellent user experience for its employees. By utilizing Tata Communication's IZO™ Private Connect solution, the client provided fast traffic to and

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from GCP over its Global Virtual Private Network. As a result, the company's solution made data instantly available to more users across different locations in India. Furthermore, the IZO Private Connect solution allowed the client to facilitate latency from typical internet usage to approximately 15-20 milliseconds. By applying this solution, the client achieved around 15% improvement in operational efficiency of its IT network and an increase in overall productivity and employee satisfaction. Additionally, the client also managed to safeguard data against any security breaches by ensuring total control traffic of all the

data traveling over the IZO Private Connect solution.

³ <https://www.tatacommunications.com/resource/products-solutions/network/dr-reddys-enables-cloud-strategy-to-provide-secure-and-reliable-user-experience/>

Frost & Sullivan believes that Tata Communications provides an industry-leading Cloud Interconnect solution enabling clients to enhance operational efficiency, security, and reliability.

Moreover, Frost & Sullivan finds that Tata Communications is well-positioned to capture a higher Cloud Interconnect market share in the foreseeable future.

Conclusion

Today, many pharmaceutical, manufacturing, healthcare, and other market segments seek fast access to public clouds with high-performance cloud connectivity. They look for tools to acquire high security, reliability, and efficiency of their networks to overcome the complexity of network management.

Tata Communications is at the forefront of providing the Cloud Interconnect solution that enables users to acquire quick and secure access to a global cloud ecosystem. As a result, clients can turn from a regional service provider to a global technology provider, meeting different customers' multinational needs and elevating their revenues to a new level.

With its unparalleled hands-on cloud interconnect technology experience, customer-focused approach, Tata Communications earns Frost & Sullivan's 2021 Indian Company of the Year award in the cloud interconnect services Industry.

What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Visionary Innovation & Performance

Addressing Unmet Needs: Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

Visionary Scenarios Through Mega Trends:

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

Leadership Focus: Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

Best Practices Implementation: Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

Financial Performance: Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

