

**TATA** COMMUNICATIONS

# **TATA COMMUNICATIONS RECEIVES THE 2023 COMPANY OF THE YEAR AWARD**

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*Identified as best in class in the Indian cloud  
interconnect service industry*

## 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 service provider space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; 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

### Deploying Effective Strategies for Meeting Evolving Client Demands

Founded in 1986 and headquartered in Mumbai, India, Tata Communications, a subsidiary of Tata Group, is a digital ecosystem enabler for today’s digital economy. The company has a comprehensive product

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**- Kapil Baghel**  
**Senior Consulting Analyst**

portfolio offering solutions for collaboration, connectivity, cloud hosting, security, and media services. Tata Communications stands out as a cloud interconnect service provider in the Indian market with a robust strategy and portfolio that addresses industry challenges with a client-centric approach. In 2022, Frost & Sullivan recognized Tata Communications for its solid value proposition and customer service experience and remains impressed with its continuing innovation and sustained leadership.

Most companies are in various stages of digital transformation, and Frost & Sullivan expects this to be a long and continuous journey. According to Frost & Sullivan’s 2023 global information technology (IT) decision-makers survey, 54% of respondents indicated that a significant challenge to their digital transformation was the inability to scale or be flexible with their existing IT, communications, and

collaboration solutions.<sup>1</sup> Thus, organizations will prioritize global, scalable, and flexible networks. In response to these priorities, Tata Communications built the IZO™ Multi Cloud Connect, an integrated high-performance cloud connectivity service for large and medium enterprises across India, keeping customers'

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**- Valentina Barcia**  
**Best Practices Research Analyst**

cloud requirements at the core of the service. The company offers a dedicated network capacity connecting with well-known cloud providers such as Amazon Web Services, Microsoft Azure, Google, Oracle, IBM, and Salesforce.

As businesses increasingly realize that the customer experience must be seamless and stress-free, simplicity is critical to implementing successful strategies. Deploying and managing cloud interconnect services is complex; Tata Communications recognizes the importance of agility and flexibility. Hence, it develops its services with an end-to-end approach, giving the client a scalable service that adapts to their needs, improving user experience, and reducing complexity in managing

multiple systems. Tata Communications continuously upgrades its cloud interconnect portfolio to incorporate software-defined wide area network, internet, and mobility, offering clients connections from their global gateways to the cloud service providers. The company's most recent enhancement is its IZO™ Multi Cloud Connect service, a comprehensive software-defined cloud interconnect solution designed to provide on-demand, real-time, reliable, and scalable connectivity across multiple clouds.<sup>2</sup>

In today's business landscape, many enterprises are embracing a multi-cloud strategy to mitigate the risk of vendor lock-in, optimize costs, and ensure uninterrupted operations. Moreover, adherence to regulatory requirements and data sovereignty concerns drive this approach, as some countries mandate storing data within specific service boundaries to comply with regulatory standards. Tata Communications IZO™ Multi Cloud Connect allows clients to access multiple private and public clouds through the TCx self-service platform, where they can choose the most cost-effective solution that meets their needs with virtual network functions (VNF) on-demand. In addition, IZO™ Multi Cloud Connect is consumption-based, enabling clients to be flexible with their bandwidth upgradation and reduce their cloud networking spending up to 25% in total cost of ownership. One highlight of this new Tata Communications innovation is that it allows multi-100 gigas requirements from site-to-site and site-to-cloud, and its point-of-presences are within two to three milliseconds away from significant clouds. This feature represents a key advantage to serving customers with high-speed computing requirements, who often utilize high-bandwidth point-to-point layer tools to connect their design offices to cloud locations. Tata Communications is also gaining traction in valuable industry verticals such as chemical, energy, manufacturing, banking, and financial services.

<sup>1</sup> *Growth Opportunities in the Global Network Services Industry, 2023* (Frost & Sullivan, September 2023)

<sup>2</sup> <https://www.tatacommunications.com/solutions/network/cloud-ready-networks/izo-multi-cloud-connect/>. Accessed October 2023.

With advanced routing features and application programming interface (API)-based solutions, Tata Communications' value proposition lies in simplifying networking for customers, offering flexible and reliable services where they can choose from various deployment options diversifying their networks. With a leadership focus, Tata Communications demonstrates successful best practices implementations that address customer unmet needs in the cloud interconnect service providers space while aligning with global market trends, distinguishing itself from competitors with an outstanding performance value.

### ***Prioritizing Customer-Centric Excellence***

Leading with a customer-centric approach, Tata Communications excels throughout the entire client journey. Its automated and artificial intelligence-infused all-in-one platform, TCx, is the core of the company's operations. It provides a single interface for clients to request services, obtain insightful reports, access analytics dashboards, and monitor real-time service performance. Through the TCx self-service portal, clients can access IZO™ Multi Cloud Connect services, upgrade or downgrade its bandwidth and VNF in minutes, and control routing on traffic management. Furthermore, they can select the specific cloud data centers to establish VNF-based or direct connect-based connectivity.

Before implementation, Tata Communications' customer success team guides customers to deploy the most effective strategy through qualifying questions, including inquiries concerning diverse cloud locations. After this process, clients can seamlessly deploy VNF or establish private connections through the portal. The client can also work with the company's sales assistants, who provide support and advice. Tata Communications offers a 14-day free trial with the VNF version, further enhancing its customer purchase experience.

Tata Communications has an established history of success facilitating clients' digital transformation journeys, solidifying its reputation in the cloud interconnect services space. For instance, the company helped a leading stock exchange in India to transform its on-premises infrastructure with limited scalability and flexibility to an agile wide area network connectivity and the cloud. In partnership with Amazon Web Services and Oracle, Tata Communications met the client's requirements and ran the IZO™ Multi Cloud Connect solution in eight days, completing a 100% service level agreement uptime. Moreover, based on reviews, Tata Communications achieved a 4.7 out of 5 score in client satisfaction for its overall portfolio, and 93% of the respondents would recommend the company as a partner of choice.<sup>3</sup>

### ***Poised for Future Success***

Tata Communications maintains notable brand strength that positions the company in a leadership spot. The company serves significant enterprises in India, managing complex network services through an end-to-end approach. With the growing trend of clients moving from public cloud to private ones, or a mix of both, Tata Communications enhanced its cloud interconnect service portfolio to improve connections by automating processes and including API programmability, poising itself to expand its client base and capture market share. In 2022, the company showed a solid financial performance, recording double-digit revenue growth and increasing its consolidated revenues by 8.2% compared to 2021.<sup>4</sup> Furthermore, its

<sup>3</sup> <https://www.gartner.com/reviews/market/network-services/vendor/tata-communications>. Accessed October 2023.

<sup>4</sup> <https://gamma.tatacommunications.com/assets/wp-content/uploads/2023/06/integrated-annual-report-2022-23.pdf>. Accessed October 2023

digital portfolio revenue achieved 37.5% year-over-year growth during Q1 of the 2024 fiscal year.<sup>5</sup> Frost & Sullivan recognizes Tata Communications' impressive success underscores its ability to adapt and excel in dynamic market conditions, setting a strong foundation for future growth.

## Conclusion

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As the multi cloud ecosystem continues to expand, it has become increasingly complex for customers to manage effectively; thus, they look to partner with a service provider that can offer innovative solutions to streamline network management, simplify operations, and reduce costs. Tata Communications' comprehensive portfolio addresses these unmet needs with an end-to-end platform orchestrating cloud, network, and virtual network functions connectivity. With the announcement of IZO™ Multi Cloud Connect, the company integrates all its cloud connectivity solutions into one umbrella. Tata Communications remains at the forefront of the Indian cloud interconnect service provider industry, meeting market demands by aligning with trends and adopting a customer-centric approach.

With its strong overall performance, Tata Communications earns Frost & Sullivan's 2023 Indian Company of the Year Award in the cloud interconnect service provider industry.

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<sup>5</sup> <https://gamma.tatacommunications.com/assets/wp-content/uploads/2023/07/q1-fy24-investor-presentation.pdf>. Accessed October 2023.

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

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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

