**TATA Tele** Business Services | **DO B1g**

**Customer**
Tata Tele Business Services (TTBS)

**Website**
www.tatatelebusiness.com

**Location**
India

**Industry**
Telecommunications

## Customer Profile

TTBS holds a strong presence in India's enterprise market, covering 99% of its footprint across major cities.

## Challenges:

- Deliver rapid time-to-market without building a complex voice infrastructure
- Allow customers to retain existing phone numbers while benefiting from cloud-based infrastructure
- Ensure Microsoft certification for Direct Routing and Operator Connect for reliable calling
- Provide productivity-enhancing applications to stand out in the competitive market

## AudioCodes Solution:

- AudioCodes Live Platform
- Voca CIC

## Benefits:

- **Unified communications services:** Combining voice calling and contact center capabilities for a seamless Teams experience
- **Rapid deployment:** Automation tools enable quick onboarding and simplified management
- **Scalability and security:** Leveraging Azure's robust infrastructure for reliable and secure operations
- **Enhanced CX:** AI-driven tools elevate customer and employee experiences
- **Efficient lifecycle management:** Intuitive UI simplifies service management and troubleshooting

# Tata Tele Business Services

Simplifying Microsoft Teams Voice Calling and Contact Center Services with Cloud Technology

## Executive Summary

Tata Tele Business Services (TTBS), a leader in India's enterprise solutions space, sought an efficient way to deliver Microsoft Teams calling and contact center services to businesses across India. By adopting the AudioCodes Azure-based Live Platform, TTBS rapidly deployed Microsoft-certified services, ensuring seamless customer onboarding and streamlined service delivery.

## Background

TTBS holds a strong presence in India's enterprise market, covering 99% of its footprint across major cities. As a Microsoft partner, TTBS resells Microsoft licenses and offers Microsoft Teams as a unified communications solution. To enhance its offering, TTBS aimed to introduce Direct Routing, Operator Connect capabilities and other value-added services in a simple and efficient manner.

## Challenges

The increasing adoption of Microsoft Teams unified communications (UC) in India presented an opportunity for TTBS to offer seamless PSTN connectivity via its SIP trunk infrastructure. However, TTBS needed a solution to:

- Deliver rapid time-to-market without building a complex voice infrastructure.

- Allow customers to retain existing phone numbers while benefiting from cloud-based infrastructure

- Ensure Microsoft certification for Direct Routing and Operator Connect for reliable calling

- Provide productivity-enhancing applications to stand out in the competitive market.

TTBS required a platform capable of delivering these features while simplifying deployment for customers and creating new revenue opportunities.

## Solution

Following a thorough evaluation process, TTBS selected AudioCodes Live Platform to address its needs. This Azure-hosted platform offers:

- Certified Microsoft Teams solutions for voice and contact centers

- AI-powered applications for enhancing user and customer experiences

- Automation tools for streamlined onboarding and management

The platform integrates seamlessly with TTBS's SIP trunking network, initially supporting Teams Direct Routing, with plans to implement Operator Connect. Key features include:

- Teams-certified voice connectivity via AudioCodes' session border controller (SBC) technology

- Add-on voice applications such as AI-first contact center, interaction recording and conversational analytics

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*The platform integrates seamlessly with TTBS's SIP trunking network, initially supporting Teams Direct Routing, with plans to implement Operator Connect.*

• Simplified, automated onboarding without the need for specialized hardware

The first service deployed by TTBS was Voca CIC, an AI-first contact center solution designed for omnichannel communication.

The first service deployed by TTBS was Voca CIC, an AI-first contact center solution designed for omnichannel communication. This lightweight, Azure-native tool integrates with Teams to provide a familiar calling experience while offering advanced contact center features powered by conversational AI.

The key benefits delivered by AudioCodes Live Platform are:

- **Unified communications services:** Combining voice calling and contact center capabilities for a seamless Teams experience.

- **Rapid deployment:** Automation tools enable quick onboarding and simplified management.

- **Scalability and security:** Leveraging Azure's robust infrastructure for reliable and secure operations.

- **Enhanced CX:** AI-driven tools elevate customer and employee experiences.

- **Efficient lifecycle management:** Intuitive UI simplifies service management and troubleshooting.

## Results

The implementation of AudioCodes Live Platform transformed TTBS's ability to deliver Teams-based unified communication and voice services.

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- Rapid onboarding and scalable deployment across India's top telecom circles

- A robust and reliable UCaaS solution tailored to enterprise needs

- Comprehensive service coverage, reaching 95% of India's enterprise customers

"With AudioCodes Live Platform, our Smartflo UCaaS solution is revolutionizing how Indian enterprises adopt Microsoft Teams-based services. The platform's speed, automation, and reliability give us a competitive edge in a rapidly evolving market."

Amit Thakkar,
Vice President Product, Tata Teleservices

Amit Thakkar, Vice President Product, Tata Teleservices stated: "With AudioCodes Live Platform, our Smartflo UCaaS solution is revolutionizing how Indian enterprises adopt Microsoft Teams-based services. The platform's speed, automation, and reliability give us a competitive edge in a rapidly evolving market."

By integrating advanced technologies and simplifying service delivery, TTBS continues to strengthen its leadership position in the Indian enterprise market, empowering businesses with cutting-edge solutions that drive productivity and growth.

## Want to learn more about **AudioCodes Live Platform?**

Live Platform

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