

FROST & SULLIVAN

TATA COMMUNICATIONS

2022
COMPANY
OF THE
YEAR

*INDIAN CLOUD INTERCONNECT
SERVICES 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 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

IZO™ Private Connect: Delivering a Secure, Agile, High-Performance Service

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 to large and medium enterprises across India. Tata Communications has been at the forefront of the cloud interconnect services market providing innovative solutions with its IZO™ Private Connect, specifically designed to allow customers to access high-performance and secure cloud connectivity across their business network. The company’s solutions integrate fully with customers’ existing technology enabling a truly digital transformation and seamless migration with excellent outcomes. In 2021, Frost & Sullivan recognized Tata Communications for its leadership focus, implementation of best practices, and customer service experience. Frost & Sullivan remains impressed with the company’s continuing innovation and sustained leadership. Tata Communications creates innovative products through deep research that leverages advanced automation and pre-defined capabilities for quick deployment.

The company developed and refined these processes between 2014 and 2022, perfecting its approach. As a result, the company has improved its services by delivering the IZO™ Private Connect, a simple and secure cloud service for businesses ensuring network performance to meet service level agreements. With privacy and availability guaranteed, IZO™ Private Connect is predictable and protects customers’ data with a dedicated network capacity. Tata Communications is a pioneer in the cloud interconnect services space by offering IZO™ Private Connect solution, which gives users immediate access to a high-speed connection

to the top public cloud and data center over the company's global Tier-1 network.

The company offers the most comprehensive services in the market, spanning robust features and capabilities. Highlights include a self-service portal allowing customers to access on-demand multi-cloud and vertical applications and usage visibility with consumption-based billing and a user segmentation

"Tata Communications uses client feedback and industry trend monitoring to guide its product roadmap and continuously evolve its solutions to maintain its innovative edge. Also, the company conducts surveys to ensure high customer satisfaction, earning a Net Promoter Score of 84 points, and holding a position above the 75th percentile against the benchmark."

**- Kapil Baghel,
Senior Consulting Analyst**

feature. Clients can address the requirements of their diversified, worldwide consumers and improve their revenue. At the same time, they can manage their networks and cloud access efficiently and securely without spending the additional cost and time needed to set up multi-provider access connectivity. Tata Communications stands out from traditional private cloud connectivity. Its network allows traffic to jump from physical sites to its gateway and then directly to the cloud, eliminating the need to stop at a physical location again. Through a single global relationship, customers can rely on IZO™ Private Connect, reducing the complexity of network management, which

ensures fully managed services with a single bill, through private connections over Ethernet and multiprotocol label switching (MPLS), simplifying the overall experience.¹

Furthermore, in India, the company has a direct connection with five top cloud services providers with multi-cloud connect capability (Azure, Amazon Web Services, Google, Alibaba, and Oracle) and coverage in five cities: Mumbai, Chennai, Pune, Delhi, and Hyderabad. Tata Communications offers private access via the Equinix Cloud Exchange connection to various connected clouds. IZO™ Private Connect assures clients of an effortless onboarding to the world's leading private cloud providers.

Tata Communications' product development team closely monitors emerging market trends and evolving customer demands, then responds with novel solutions. The company guarantees agility by providing flexibility to stress-free hybrid cloud deployments and the capacity to scale quickly based on each customer's demands. With this leadership focus, Frost & Sullivan expects Tata Communications to sustain its leadership in the cloud interconnect services market.

Guaranteed Satisfaction through End-to-end Customer Service

Tata Communications serves clients across various industry verticals, including manufacturing, automotive, banking, finance, retail, media, entertainment, and sports. The company helps more than 7,000 customers in 190 countries. Moreover, Tata Communications provides exceptional 24/7 customer service through its dedicated team of customer success experts. This team supports customers and builds strategic partnerships, leveraging extensive technological and financial expertise and proactive engagement to fulfill clients' demands. The company goes to great lengths to ensure seamless technology integration.

¹ <https://www.tatacommunications.com/solutions/network/cloud-ready-networks/izo-private-connect/> Accessed September 2022.

Tata Communications' customer success team meets with clients first to assess their unique needs. At this stage, the company creates an implementation plan and carefully follows the migration. Post-

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

deployment, the company provides immediate follow-up support; for example, each client has a personal customer success team with four professionals (an account manager, solution architect, customer success manager, and a program manager) to guide them through the whole process, delivering an excellent customer purchase experience. Furthermore, the company offers clients essential resources, including blogs, whitepapers, reports, and valuable product

information, enabling clients to enhance their digital transformation journey alongside Tata Communications' solutions.

"The backbone applications of the Shriram Group of companies are connected on the Tata Communications network. Availability and quality of link were the two major parameters considered while choosing connectivity for critical applications and Tata Communications offers the best experience. Moreover, the transparency and accountability of the team is commendable. The team always goes the extra mile to ensure its customers are happy. Recently, the connectivity multiplexing room in one of our group companies caught fire and cables were burnt. Tata Communications quickly sent its team, and the links were restored in less than 12 hours. It was a great relief for us. I am happy with the overall experience they created for us."

-Sendil Kumar Venkatesan, Chief Technology Officer, Shriram Group Ltd.²

Tata Communications uses client feedback and industry trend monitoring to guide its product roadmap and continuously evolve its solutions to maintain its innovative edge. Also, the company conducts surveys to ensure high customer satisfaction, earning a Net Promoter Score of 84 points³ and holding a position above the 75th percentile against the benchmark.⁴

Tata Communications: An Innovation Hub

Tata Communications' vision centers on enabling customers to embrace digital technologies and business models with the stated purpose of being borderless and always available.⁵ The company provides technical knowledge and capabilities through well-known partnerships to align with industry-level trends, such as offering customers on-demand services with real-time visibility and data control. The company focuses on providing the best in the Indian market with five core values: integrity, responsibility, pioneering, unity, and excellence.⁶

² <https://www.tatacommunications.com/apps/online-sustainable-development-report-2021/customer-experience-loyalty.html>. Accessed September 2022.

³ <https://gamma.tatacommunications.com/assets/wp-content/uploads/2022/07/Integrated-Annual-Report-2021-22.pdf>. Accessed September 2022.

⁴ <https://www.tatacommunications.com/apps/online-sustainable-development-report-2021/Tata-Communications-2021.pdf>. Accessed September 2022.

⁵ Ibid.

⁶ Ibid.

Study Case: Cognizant

Cognizant, an information technology company, is a notable case study of Tata Communications' services. Cognizant partnered with Tata Communications to improve the customer experience with a secure and reliable offering while increasing resource efficiency. Through IZO™ Private Connect, connected with Amazon Web Services Direct Connect, the company linked its business to cloud services over the existing Tata Communications MPLS or Ethernet-based global virtual private networks (VPNs).⁷ As a result, Cognizant reduced its total cost of operations and enhanced its services with a scalable and robust network infrastructure.

“With IZO Private Connect (AWS Direct Connect) our cloud traffic is carried with the same speed and security we get from our Tata Communications Global VPN service. A resilient gateway at a Tata Communications data center offers the shortest hop to the cloud provider’s domain along with firewalled security.”

Manohar Vellaiyan, Assistant Vice President - IT, Network and Systems Services, Cognizant.⁸

Growth Potential

Tata Communications is at the forefront of the fiercely competitive cloud interconnect service market. With a deep-rooted history of purpose-fit innovation, the company shapes the industry's trends, cementing its leading role in the India cloud interconnect services industry. Tata Communications is a public company listed on the Bombay Stock Exchange and the National Stock Exchange of India. In 2021, the company generated \$2,303 million (INR 17,100 Crore) in annual revenue, a 0.2% year-over-year increase from 2020.⁹ The company's impressive growth momentum and trajectory are a testament to its customer-centric approach, revolutionary services, and exceptional digital transformation strategies, earning its clients' trust and loyalty and enabling it to capture more market share.

Since its inception, Tata Communications' sterling reputation and customer-centric framework have led to its coveted preferred partner status. Over the years, it added a range of new clients to its established base. The company has grown to more than 12,000 employees from 50 nationalities and 22 offices in 15 countries.¹⁰ Frost & Sullivan believes the company is well-positioned to drive the cloud space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

⁷ <https://www.tatacommunications.com/customer-story/cognizant/>. Accessed September 2022.

⁸ Ibid.

⁹ <https://www.tatacommunications.com/press-release/tata-communications-delivers-strong-fiscal-profit-highest-in-11-years-board-recommends-a-dividend-of-inr-14-per-share/>. Accessed September 2022.

¹⁰ <https://gamma.tatacommunications.com/assets/wp-content/uploads/2022/07/Integrated-Annual-Report-2021-22.pdf>. Accessed September 2022.

Conclusion

The future and success of most industries are digital, and enterprises acknowledge they need novel and innovative solutions to scale their business efficiently and adopt a true digital transformation with a stress-free migration. Tata Communications redefined its approach to cloud interconnect services and developed the IZO™ Private Connect, which helps clients to enhance their network performance by delivering a secure and agile service, meeting and exceeding its Indian customers' needs. Overall, Tata Communications addresses these unmet needs with a strong leadership focus that incorporates customer-centric strategies and exemplifies best practice implementation. The company's impressive customer success team offers support and guidance throughout the whole life-cycle services with excellent customer satisfaction rates. Tata Communications remains a trusted partner, earning a reputation for offering the overall best in the cloud interconnect services market.

With its strong overall performance, Tata Communications earns Frost & Sullivan's 2022 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™.

[Learn more.](#)

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)**

