

F R O S T & S U L L I V A N

**TATA** COMMUNICATIONS

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

---

*Identified as best in class in the Indian managed  
multi-cloud 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 managed multi-cloud 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

### *Business Priorities Drive New Technologies and Cloud Strategies*

According to Frost & Sullivan’s global cloud survey in 2022, 74% of the respondents believe a strategic and seamless hybrid or multi-cloud environment is crucial for business success.<sup>1</sup> Third-party service providers, such as systems integrators (SIs) or managed service providers (MSPs), offer many benefits, including the integration of modern technologies into business environments, enhanced customer service, and improved security and compliance for workloads. Cloud and artificial intelligence technologies are particularly important in achieving revenue growth, streamlining operations, and personalizing customer experience with minimal human intervention. However, keeping up with advanced technology in the market is challenging. Also, companies struggle to evaluate new services and determine whether or how to use them.

Although businesses house more than half of their applications in the cloud, the rest remain in legacy infrastructures. Some applications are too difficult, complex, or sensitive to migrate to cloud environments. However, hybrid and multi-cloud environments are becoming increasingly important for business competitiveness, accelerated by edge computing and the more strategic placement of legacy applications. Frost & Sullivan anticipates that by 2024, 28% of organizations will move more than half of their legacy workloads to a cloud environment.<sup>2</sup>

<sup>1</sup> *The State of the Cloud: The Importance of Hybrid and Multi-cloud Environments for Business Success* (Frost & Sullivan, November 2022)

<sup>2</sup> *The State of the Cloud: The Importance of Hybrid and Multi-cloud Environments for Business Success* (Frost & Sullivan, November 2022)

The complexity of modern information technology (IT) increases the likelihood of businesses using a third-party provider for their digital strategy implementation or their hardware, software, and cloud purchases.

*“As a cloud solution and managed service partner, Tata Communications addresses all challenges in its end-to-end cloud transformation journey, including application assessment, cloud strategy and roadmap, cloud migration, management of hybrid clouds, managing cloud costs, security, and compliance requirements. With a legacy of market leadership, the company’s compelling value proposition underpins its sustained success.”*

**- Benoy C.S.**  
**Vice President & Business Head: ICT**

According to Frost & Sullivan’s global survey, 72% of businesses use a partner to create and execute their digital strategy because they find value in the services that SIs, MSPs, specialty providers, or third parties offer. Most businesses that use a third-party provider do so for planning, modernization, and migration assistance. Some seek help with ongoing management and optimization, and many state that they will pursue support by 2024.<sup>3</sup>

Tata Communications is a subsidiary of the Tata Group, headquartered in Mumbai, India. The company was founded in 1986 and plays a crucial role in enabling the digital ecosystem, offering a comprehensive product portfolio that includes

solutions for collaboration, connectivity, cloud hosting, security, and media services.

In 2021, Frost & Sullivan recognized Tata Communications for effectively managing multi-cloud infrastructure and environments in the Indian market and remains impressed with the company's sustained leadership and commitment to innovation.

### ***Real-world Scenarios Driving Consistent Technology and Service Enhancements***

Migrating to the cloud can pose significant challenges for organizations. Unrealistic expectations, a lack of necessary skills, outdated company practices (e.g., operational silos or rigid IT governance), and difficulties matching cloud services with the right workload are just a few of the issues that can arise. Additionally, a cloud-first approach that prioritizes speed over planning can further complicate matters. Tata Communications uniquely leverages its technology and services to meet these needs. It is well-positioned to capitalize on new growth opportunities, cementing its leadership in the managed multi-cloud service provider industry. Tata Communications is at the forefront of the fiercely competitive managed multi-cloud market. With a deep-rooted history of purpose-fit innovation, the company shapes the industry’s trends, impacting its role in this space.

As an experienced expert, Tata Communications helps clients migrate to the cloud and manage their cloud services. Its broad multi-cloud portfolio brings all enterprise workloads onto a single pane while giving each workload the flexibility to run on different platforms, such as public clouds, managed hosting, private cloud, or cloud container services. Through its IZO™ Multi-Cloud Connect solution, customers can benefit from a single provider that manages end-to-end connectivity from the brand (i.e., any branch) to the digital hub to the cloud, guaranteeing predictable performance through utilization reports and threshold alerts. Furthermore, it enables on-demand deployment of digital hubs through only a few clicks and a flexible pay-as-you-go model to provide real-time and reliable multi-cloud connectivity.

<sup>3</sup> Ibid.

With IZO™ Multi-Cloud Connect, Tata Communications differentiates itself. The solution consolidates various environments into a unified and optimized cloud ecosystem to facilitate a continuously monitored and managed cloud experience, helping clients achieve their business objectives.

Moreover, its cloud migration services extend the right strategy to expedite organizations' shift to the cloud by tackling hurdles associated with cost, visibility, interoperability, network and application dependencies, and management. The company comprehensively evaluates the customers' architecture

*“The platform integrates heterogeneous IT environments (IZO Private Cloud, third-party, public clouds like AWS/Azure/GCP, and dedicated hosting) and offers continuous autonomous governance for all cloud resources. It provides a unified view, allowing users to utilize and provision resources efficiently. Hence, users can manage costs, policies, and security centrally while monitoring compliance and usage. It also offers capabilities such as managing permissions, raising support tickets, and implementing disaster recovery. Moreover, users can maintain complete control and visibility while leveraging rapid solution deployment.”*

**- Benoy C.S.**  
**Vice President & Business Head: ICT Practice**

and dependencies and provides an end-to-end migration approach, leading to optimized performance and cost-effectiveness. Tata Communications builds the desired environment based on customer requirements using the right tools and technology, ensuring seamless, secure migration. Best-in-class managed security solutions and round-the-clock network monitoring systems support the entire process. For instance, as a managed service provider, Tata Communications is compliant with various industry standards, such as the International Organization for Standardization (ISO) 27000 for information security, ISO 27017 for securing the cloud-based environment to minimize the potential risk of a security incident, and ISO 27018 for data privacy. In addition, structured disaster recovery service capabilities guarantee near-zero business disruption as the system addresses failure or disasters immediately and manages them effectively.

As a cloud solution and managed service partner, Tata Communications addresses all challenges in its end-to-end cloud transformation journey, including application assessment, cloud strategy and roadmap, cloud migration, management of hybrid clouds, managing cloud costs, security, and compliance requirements. With a legacy of market leadership, the company's compelling value proposition underpins its sustained success.

### **Best Practice Excellence with IZO™ Cloud Command**

Tata Communications' approach goes beyond its extensive expertise and best-in-class capabilities, with customer value as a strategic imperative. Through the years, the company has earned a sterling reputation, supporting customers' paths toward digital transformation. Purpose-built cloud, a tailored combination of private and public cloud-based resources and services designed to seamlessly accommodate the unique requirements of different applications and systems, is paramount to businesses' success. Tata Communications empowers organizations to efficiently relocate or retain their applications and systems within a suitable environment, fostering their transformation journey. It offers enterprises the ability to manage their IT environments with the flexibility, agility, and scalability of the cloud while retaining complete control over their larger footprints. Its one-stop-shop solution efficiently handles

workloads and applications across all cloud deployment models and facilitates easy transition between cloud providers, depending on business needs. Tata Communications operates within the intersection of the communications and technology industries. By leveraging its telecommunication provider capabilities, it ensures uninterrupted network connectivity across diverse cloud environments with minimal latency.

Specifically, IZO™ Cloud Command allows users to manage their cloud services through a single login. The platform integrates heterogeneous IT environments (IZO Private Cloud, third-party, public clouds like AWS/Azure/GCP, and dedicated hosting) and offers continuous autonomous governance for all cloud resources. It provides a unified view, allowing users to utilize and allocate resources efficiently. Hence, users can manage costs, policies, and security centrally while monitoring compliance and usage. It also offers capabilities such as managing permissions, raising support tickets, and implementing disaster recovery. Moreover, users can maintain complete control and visibility while leveraging rapid solution deployment.

For example, the managed public cloud dashboard covers four categories (i.e., cloud operations, compliance, cost analytics, and consumption). The cloud operations section provides activity logs and alerts for each tenant according to the user's parameters. The compliance tab explores policy violations and provides cost-optimized recommendations. The cost analytics tab offers cost visualizations and projections based on usage. The consumption tab lets users place new orders and view existing ones through the self-service portal.

Furthermore, the inventory dashboard categorizes resources like virtual machines, virtual networks, and load balancers. The relationships section provides insights into connected resources in the user's cloud accounts. Cost reports cover spending utilization and recommendations split across various tenants, accounts, resources, and groups. Moreover, users can get almost 300 pre-configured policies for AWS, Azure, and Google Cloud platforms to ensure their clouds run smoothly. In addition, users can run prebuilt scripts for specific actions and automated environments. If users encounter any issues, they can raise a ticket, and support will immediately assign the case to an expert.

From a price/performance perspective, Tata Communications' IZO™ Cloud Command portal predicts cloud costs, helps estimate annual budgets based on historical trends, and allows users to select multiple cloud providers. Because the portal enables customers to measure, monitor, and manage their cloud environments while keeping them informed of pricing and activity logs, enterprises can obtain optimal cloud service at an affordable price through cost-performance optimization.

Tata Communications demonstrates high-growth potential. The company is well-positioned in the market, with innovative and scalable platforms that empower enterprises and provide tremendous value in high-demand sectors.

### *Recipe for Success*

Since its inception, Tata Communications' sterling reputation and customer-centric framework have led to its coveted preferred partner status. The company provides 24/7 managed services across various infrastructure platforms through its Global Service Management Centre (GSMC) with over 300 highly qualified cloud experts. Enterprises can access infrastructure expertise on demand through GSMC, including cloud architects, certified cloud experts, and specific Centers of Excellence. Additionally, Tata

Communications offers advanced cybersecurity solutions that help detect threats faster, protect critical IT assets, and respond comprehensively to any incident. As a result, the company consistently adds new customers to its established base.

Most importantly, Tata Communications prioritizes innovation to create a sustainable knowledge ecosystem that helps clients, improves efficiency, and drives profits. The company collaborates with external technology players, manages an innovation framework, and engages with startups to achieve these goals. Furthermore, it collaborates with universities for research and constantly upgrades products based on customer and market needs.

Frost & Sullivan believes Tata Communications is well-positioned to drive the managed multi-cloud service provider space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

## Conclusion

---

Cloud migration poses significant challenges for organizations. Unrealistic expectations, lack of skills, outdated practices, and difficulty matching services with workloads are common problems. A cloud-first approach prioritizing speed over planning can further complicate matters. Tata Communications addresses these unmet needs with a strong leadership focus that incorporates customer-centric strategies and exemplifies best practice implementation. Its IZO™ Multi-Cloud Connect platform consolidates various environments into a unified and optimized cloud ecosystem to facilitate a comprehensive cloud experience, continuously monitored and managed, which helps clients achieve their business objectives. The IZO™ Cloud Command portal predicts cloud costs, helps estimate annual budgets based on historical trends, and allows users to select multiple cloud providers. Because the portal enables customers to measure, monitor, and manage their cloud environments while keeping them informed of pricing and activity logs, enterprises can obtain optimal cloud service at an affordable price through cost-performance optimization. In addition, Tata Communications provides 24/7 managed services across various infrastructure platforms with access to over 300 highly qualified cloud experts. The company remains a trusted partner, earning a reputation for offering the overall best in the managed multi-cloud service provider space.

With its strong overall performance, Tata Communications earns Frost & Sullivan's 2023 India Company of the Year Award in the managed multi-cloud service provider 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)**

