



**Insta CC
A Hosted Contact
Center Solution**

Etech Inc, a global BPO Provider chooses an On-demand Contact Center Solution

After a decade of successfully building “best shore” global call centers, Etech Inc, a leading BPO provider was evaluating options for increasing the size of its operations. As a Tier-1, preferred provider for several Fortune 500 companies, Etech Inc, had five call center facilities in the U.S. and India with a total capacity of more than 1,500 agents.

Tata Communications approached Etech Inc, as they were planning to add an infrastructure for an additional 100 seats. Although the company was successful, and amassing capital for new infrastructure was not necessarily a concern, Tata Communications met with the firm's management team and proposed InstaCC – a fully hosted, scalable, on-demand contact center solution. InstaCC would allow the company to deploy next-generation capabilities at a fraction of the cost and time needed to add in-house systems.

From CAPEX to OPEX

Although the existing call centers were fully staffed and operational, the company decided to try the InstaCC solution as an alternative to building additional seats. Etech Inc, was immediately sold on the concept of shifting capital outlay to operating expenditures by leveraging the pay-as-you-grow model of InstaCC. The company's initial order for 30 seats thus grew quickly to a license for 300 seats.

“Tata Communications’ Hosted Contact Center solution [InstaCC] gives us the flexibility to execute on our strategic growth objectives globally, without the need for making a significant capital outlay and also removes the risks from the concerned technology investment”

Gurudatt Media,
Director of Operations.
Etech Inc.

Flexibility to Explore Market Opportunities

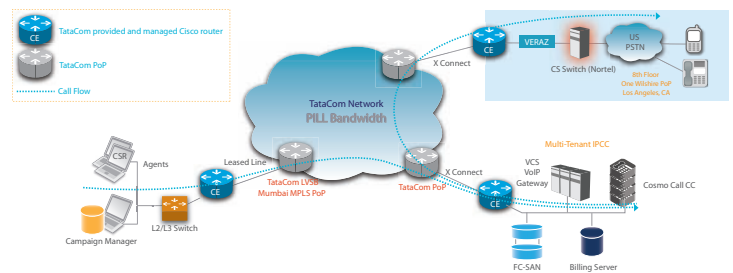
In addition to saving on infrastructure costs, Etech Inc, appreciated the ability to add or subtract capacity as needed, depending upon their clients’ requirements and on the company’s business opportunities. For example, Etech Inc, decided to launch a domestic telemarketing service at one

of its U.S. facilities so they purchased a license for 1,000 InstaCC seats. Timing was poor, however, and the growing U.S. recession rendered the venture non-sustainable. The company thus canceled the 1,000 InstaCC seats, helping avoid the worry of recouping infrastructure investments from a business experiment.

“The Hosted Contact Center solution allows us to focus and explore new market opportunities for our business”

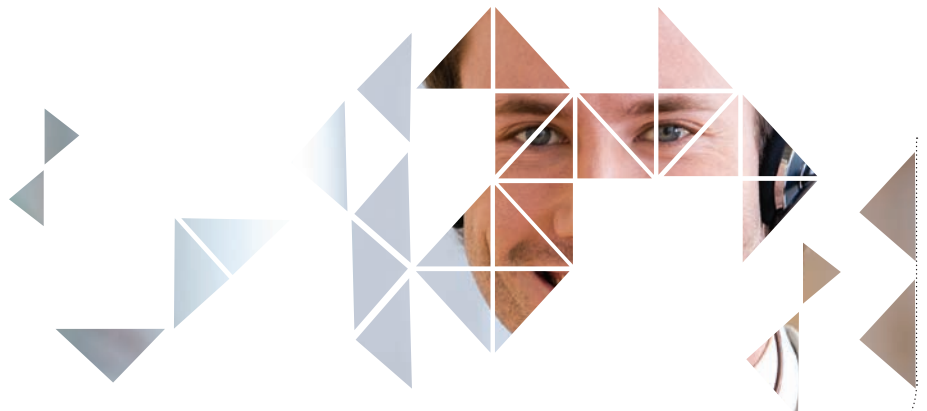
Looking Ahead

The Tata Communications InstaCC team expects Etech Inc, to add another 300 seats within the next year. In addition, the company is evaluating the possibility of Tata Communications’ global MPLS network when its existing dialer from Interactive Intelligence is eligible for an upgrade.



Why Etech Inc, and other BPO Providers Choose InstaCC

- Shift from capital to operating expenditures with a pay-per-use model
- Greatly reduced ramp-up time
- State-of-the-art contact center applications and regular technology upgrades
- Unified agent desktop, outbound dialing, quality monitoring and other advanced features
- Scalability to rapidly respond to new market opportunities
- Ability to stay focused on serving customers instead of technology concerns
- Consistent service delivery across varying geographies
- Deep experience in the call center space with dedicated, 24X7X365 support



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Tata Communications, a member of the \$62.5 billion Tata Group, is a leading global provider of a new world of communications. The emerging markets communications leader leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national and Indian enterprises, service providers and Indian consumers. Tata Communications' range of services include transmission, IP, converged voice, mobility, managed network connectivity, hosting and storage, managed security, managed collaboration and business transformation for global enterprises and service providers, as well as Internet, retail broadband and content services for Indian consumers. The Tata Global Network encompasses one of the most

advanced and largest submarine cable networks, a Tier-1 IP network, with connectivity to more than 200 countries across 300 Pops, and more than 1 million square feet of data center and co-location facilities. Tata Communications' unique emerging market depth and breadth of reach includes a national fiber backbone network and access to network in over 60 cities and 125 Pops in India, strategic investments in South African converged services operator, Neotel, Sri Lanka and Nepal and, subject to fulfillment of conditions precedent, a 50% ownership in China Enterprise Communications (CEC) providing full country VPN coverage in China. Servicing customers from its offices in over 80 cities in 40 countries, Tata Communications is the number one global international wholesale voice

operator and number one provider of international long distance, enterprise data and Internet services in India, the Company was named "Best Wholesale Carrier" at the World Communications Awards in 2006, "Best Pan-Asian Wholesale Provider" at the 2006 and 2007 Capacity Magazine Global Wholesale Telecommunications Awards and was awarded "Best Progress in Emerging Markets" at the 2008 Mobile Communication Awards. Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India and its ADRs are listed on the New York Stock Exchange. (NYSE: TCL)

www.tatacommunications.com