



#### TATA TELESERVICES

Leading telecommunications operator delivering telephony services in six key Indian states.

**Industry:** Telecommunications  
**Geography:** India

#### Deployment Summary

- TIBCO's solution helped Tata Teleservices to establish a real-time infrastructure across the entire company, linking proprietary and third-party applications such as Kenan Arbor/BP, Oracle® Applications 11i, and MetaSolv.
- Tata Consultancy Services, the systems integration partner of Tata Teleservices, designed, developed, tested, and deployed TIBCO's business integration solution in three months.

#### Benefits

- Enterprise application integration (EAI) enables savings in cost and time by eliminating the need to write custom codes for building new interfaces.
- TIBCO's solution automates the process of creating a new account and reduces the process time from 60 minutes, using the old batch architecture, to 5 minutes in the new EAI architecture.
- Customer care representatives have better access to real-time customer information and can provide faster, higher quality customer service.
- Accelerated time to market enables Tata Teleservices not only to expand swiftly in new Indian markets but also to quickly provide new services, thus remaining competitive in a highly dynamic industry.



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**Carl Ambrose, Senior Manager of IS/IT, Tata Teleservices**

## Tata Teleservices Uses TIBCO to Accelerate Time to Market

Tata Teleservices Limited started operation in the state of Andhra Pradesh, India. Recently, Tata expanded its services to cover four more states. In the same year, the operator providing services in the state of Maharashtra was acquired by the Tata Group. Today, Tata Teleservices Limited is recognized as one of the leading telecommunications providers in India, offering basic telephony services in six Indian states. Since 2002, Tata Teleservices has operated under the umbrella brand of Tata Indicom. The company provides wire line, fixed wireless, and mobile connections. As part of a new rollout of services, the structure of the entire operations support system (OSS) was re-evaluated.

#### Point-to-point integration proves too costly

When it launched in 1999, Tata started in only one Indian state, with just point-to-point connections among its applications and systems. Since then, "Tata Teleservices faced an increasingly tangled web of data problems," says Sai Krishna, project manager at Tata Consultancy Services, which provided integration consulting services to Tata Teleservices.

The first concern: Customer data was often unavailable or inaccurate. "For example, when call center agents received customer calls, they sometimes could not locate the most recent customer data, because the point-to-point connections among different systems were not transmitting data correctly," Krishna says. This would have an impact not only on the customer but also on the productivity of the agent because the subscriber would have to be called back. Tata worked hard to keep its integration challenges from impacting its customers, but knew it could provide better customer service if it had integrated systems with a more reliable solution.

In addition, one of Tata Teleservices' packaged applications required programmers to work around functionality changes for each upgrade and also to modify application interfaces – requiring a lot of extra effort, time, and cost. Tata Teleservices knew it needed a better way to integrate its applications and manage system upgrades.

#### Tata considers EAI

Because Tata Teleservices was aware of the pitfalls of using batch interfaces in earlier experiences, the company decided at the beginning that EAI would be the cornerstone of the new OSS.

The company conducted an extensive evaluation of different integration vendors' offerings. The most important criterion was how well the solution would enable Tata Teleservices to accelerate time to market. The other vendor criteria included:

- Product maturity
- Depth of experience in global implementations, especially in the telecommunications industry
- Solution scalability
- Market leadership
- Technical support quality

After evaluating various vendors on these criteria, Tata selected TIBCO, a leading enabler of real-time business.

#### **TIBCO streamlines account creation and improves customer service**

Using TIBCO's business integration solution, Tata Consultancy Services integrated the Tata Teleservices internal systems quickly. "We finished the data integration design, development, testing, and deployment processes in just three months," says Carl Ambrose, senior manager of IS/IT at Tata Teleservices. "TIBCO made the integration process relatively painless with its out-of-the-box adapters for the applications that Tata Teleservices already has in its architecture, such as Kenan, Oracle, and MetaSolv."

Systems integration has streamlined the service activation processes dramatically.

For example, before Tata Teleservices began its integration initiative, customer data for new service activations from point-of-sale (POS) systems had to be entered manually – in duplicate – to move the orders through all of the internal processes.

Now, employees of Tata Teleservices enter customer order details just once manually at the POS system. Straight-through processing (STP) enables the details to flow to the order management system, where an order is created automatically. Next, the order goes to the customer relationship management (CRM) system and subscriber administration system for service activation, and then to Tata's billing system. TIBCO's solution enables a seamless flow of information along the entire process.

Tata Teleservices was especially impressed with the speed of the new solution. In fact, TIBCO has helped the company to achieve a 91.6 percent improvement in the data transfer time of customer account details. Previously, a full hour passed from the time a new account was created to the time data propagated to all of the required systems. Today, the process is automatic and requires only five minutes. These improvements have helped Tata Teleservices to significantly enhance its customers' experiences, because real-time data leads to faster account activation and high-quality, more personalized service across all contact channels.

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#### **Out-of-the-box adapters save time and money**

In addition, Tata Teleservices developers no longer have to write custom code or create interfaces to integrate various applications. The flexibility of TIBCO's solution – paired with the availability of out-of-the-box application adapters – helps Tata Teleservices effect substantial savings in costs and time.

Now that Tata Teleservices developers can quickly link new applications into the company's infrastructure, they can develop new services much faster than before. This accelerated time to market enables the company to expand into new markets at anytime without worrying about its IT infrastructure. In addition, the customer experience has improved significantly because Tata employees have real-time access to all business-critical data. When a customer contacts Tata's call center, the agent can provide fast, high-quality service.

Moving forward, Tata plans to replicate its success with TIBCO's business integration solution in an ongoing business process management (BPM) initiative, and by linking more of its applications to TIBCO's solution.



**TIBCO Software Inc.** (NASDAQ: TIBX) is the leading independent business integration software company in the world and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

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