

## TATA TELE BUSINESS SERVICES: SETTING THE TREND ON HOW TO BUILD STRONG BUSINESS RELATIONSHIPS THAT LAST

- By the talk Bureau

*Long haul business partnerships are built on strong ethos and faith*



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**N**avigating the business ecosystem has always involved meeting the high-and-fast expectations of clients while not compromising on the quality. And to do so, partnerships are a must. The right business partnerships can help you gain the necessary ethos to sustain growth in the long haul. And this was the experience of Sage Infotech, an organization that offers a complete portfolio of custom software development, digital transformation services, cloud optimization, and automation solutions.

The talk had the unique pleasure of engaging with Rahul Nigam, Director of Sage Infotech. In the brief interaction with us, Nigam told us about Sage Infotech's strong partnership with **Tata Tele Business Services (TTBS)** and how their partnership has grown manifold and delivered quality over the years.

### **Long Partnership with TTBS**

Based out of New Delhi, India, Sage Infotech has been delivering quality Information Technology services for more than two decades now. The company has been in partnership with TTBS, the country's leading enabler of connectivity and communication solutions for businesses, for over a decade.

TTBS has been at the forefront of strategizing and executing digital transformation journeys of businesses with its comprehensive suite of digital connectivity, collaboration, cloud, and SaaS (Software as a Service) solutions. These solutions help businesses stay hyperconnected and support the 'work from anywhere' culture of mobility and collaboration for today's anytime, anywhere, any device workforce. Speaking on the opportunity of working with TTBS, Rahul Nigam said that although Sage Infotech did not have a great deal of telecom experience when the partnership with TTBS started, the latter reposed great faith. **"I think it's been a wonderful journey,"** said Nigam, commenting on the experience of working with TTBS team over the years.

Nigam said that TTBS stands out with regards to how it has worked to transform itself by significantly adding to its services portfolio. "I think if we were to do a case study, TTBS is one of the organizations that has made a lot of progressive changes over the years to cater to the growing demand of businesses as well as taken steps to modernize its enterprise grade product portfolio," explained

Nigam. **"They've given us so much earning potential as well as learning potential. We make sure that we attend all their training sessions which help to upskill our teams and build on capabilities to grow as ICT solution providers."**

### **Troubleshooting Challenges in Partnership**

An edtech company, was experiencing issues managing its end-to-end conversations. In addition, they could not gain 360-degree insights into the system which could help them give better analytics and help make informed business decisions.

Having worked with the company for system integration, Nigam proposed the company to go for Smarflo, an ultraflexible and highly secured cloud communication solution and an integrated call center solution which could help solve their problem. Impressed, the founder of the company agreed to give Nigam the order for 50 channels.

The company was using a marketing automation platform to integrate one application to the other end-to-end – a tall task. However, Nigam took up the challenge head-on and did the integration, but initially things didn't go as planned. "But not only the implementation team, the solutions architect team at TTBS made sure to be part of that process and ensured seamless integration of Smarflo to the customer's existing infra," added Nigam, commending the participation of the TTBS team.

Together, Nigam's team, along with TTBS, worked to straighten out the integration issues. **"I would really commend Tata's team; whether it is the solutions team or implementations team, they never gave up and are always available to support."**

Though there were initial challenges in sorting out integration issues, the team doubled down their efforts to make sure that everything worked smoothly. **"And today, I'm happy to say that the 50-channel order has been recently upgraded to 300 channels,"** informed Nigam.



Nigam said that Edtech company is now happy with its systems. **"Now, all they worry about is scaling up. They have plans to shift to a new facility because their business is booming, and it is solely due to the calling system."**

Highs and through lows, Nigam's team and TTBS team have navigated through various business environments and challenges over the last decade. They continue their powerful association today, setting a strong example for businesses on how partnerships should be built to last. ●