

TATA TELE BUSINESS CONDUCTS AN AVANT-GARDE DO BIG DIGITAL CONCLAVE WITH THE THEME 'THE NEXT WAVES OF ENTERPRISE CLOUDS: OPPORTUNITIES AND CHALLENGES' FOR THE INDUSTRY'



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Tata Tele Business Services (TTBS) country's leading digital enabler for Enterprises in association with B2B Infomedia organized a webinar on The Next Waves of Enterprise Clouds: Opportunities & Challenges for the MSMEs and the industry at large.

The event started off with a welcome note by **Gautam Navin**, Co-Founder & Director, B2B Infomedia, followed by keynote address by **Meheriar Patel**, Group CIO, Digital Solutions, Jeena & Company. It was subsequently followed by a presentation by **Raj Borulkar**, Head- Solution Engineering-Tata Teleservices. This was followed by a panel discussion on the main theme of the event that is "The Next Waves of Enterprise Clouds: Opportunities & Challenges" The panel consisted of **Ashok Tiwari**, Head - IT, Sequent Scientific, **Kushal Varshney**, CTO, Virescent Infrastructure, **Balaji TK**, CIO, Orange Retail Finance, **Raj Borulkar**, Head - Solution Engineering-Enterprise Business, Tata Tele Business Services.

Kishore GB, General Manager-SME Operations at Tata Teleservices said, "Cloud will be central to all the transformational technologies. Cloud based communication platforms, backed by strong digital infrastructure, are aggressively shaping the businesses of tomorrow. In these highly difficult times, Cloud communication suites are helping various sectors transform rapidly, ranging from IT, commerce, mobility solution providers, healthcare, and logistics, to adversely impacted sectors like education, manufacturing, hospitality and even real estate. Secure web conferencing solutions with stable connectivity layer, cloud phone number with call being routed through customized IVR are some of the solutions that the industry has started implementing with focus to the core."

For ages, we've been witnessing epidemics and crises, but the rapid global phenomenon of COVID-19 and its fallout has left business sales and revenues plunge, or in some cases, zeroed with no industry being spared. However, SMBs in India are looking

to bounce back after facing stiff challenges. The event focused on the afore mentioned aspects as well as suggested some key imperatives required to take advantage of Cloud Technology and how Cloud Technology would be helpful in reducing the infrastructural costs. The discussion put forth the necessitated features of Cloud Technology for enterprises and the mechanisms to build robust IT systems through the efficient and effective cloud technology solutions.

Elaborating on the theme, **Meheriar Patel** – Group CIO Digital Solutions - Jeena and Company said, "We should categorize - Essential, important, nice to have and this will change over a period based on our maturity level. WAF to ZTNA. No one cloud service provider would be able to cater to all your requirements, multiple solutions are the need of the hour. More than 80 percent are doing the same, which has set up the tone for a hybrid type of working. Siloed approach, data integration and maintaining workload mobility standards between hybrid clouds as well as intelligent workload placements is the need of the hour".

Do Big Digital Conclave is a customer engagement/ education initiative across cities, where industry leaders from across business verticals convene to discuss how digital technologies are being used to deliver compelling products and services that connects faster with customers and optimize costs. These conclaves are an engagement platform to reach out to our TTBS customers to address their business challenges and provide them with relevant digital solutions.

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BUSINESS SERVICES

About Tata Teleservices:

Tata Teleservices Limited along-with its subsidiary Tata Teleservices (Maharashtra) Limited (NSE: TTML, BSE: 532371) (Tata Teleservices) is a growing market leader in the Enterprise space. It offers a comprehensive portfolio of voice, data and managed services to enterprises and carriers in the country under the brand name Tata Tele Business Services (TTBS). Tata Teleservices has an extensive, high quality and robust wireline network and offers its products and services in more than 60 cities across India. Tata Teleservices has one of the largest enterprise focused teams in the industry with deep customer engagement and technology orientation offering focused sales and service experience to customers. Tata Teleservices (Maharashtra) Limited is listed on BSE and NSE in India

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