

TATA TELE BUSINESS CONDUCTS DO BIG DIGITAL CONCLAVE WITH THE THEME **'BUILDING SEAMLESS UNIFIED COMMUNICATIONS THROUGH SECURE COLLABORATION'**



Manish Singh
General Manager,
Tata Teleservices



Dronacharya Dutta
VP Trade Marketing,
Storeking

Mumbai, October 19, 2021

Country's leading digital enabler for Enterprises, **Tata Tele Business Services (TTBS)** in association with Elets Techno media and knowledge partner The Banking and finance posts, conducted Do Big Digital Conclave with the theme 'Building Seamless Unified

Communications through Secure Collaboration' for the MSME and the industry at large.

The event started with a welcome note by **Mr. Manoj Menon** - the moderator for the event and Managing Director for Twimbit, followed by an industry keynote session by **Mr. Dronacharya Dutta** - the VP Trade Marketing at Storeking. It was subsequently followed by a Technology session by **Mr. Abhijit Roy** - DGM Product Marketing at Tata Teleservices. This was followed by a panel discussion on the main theme of the event. The panel consisted of **Mr. Alok Agarwal** - Managing Director of National Trust Housing Pvt Ltd, **Mr. Raj Borulkar** - Head Solutions Engineering Enterprise at Tata Teleservices, **Mr. Anand Bala** - Manager SMB Sales - India and SAARC Zoom Video Communications.

Mr. Manish Singh, General Manager-SME Operations at Tata Tele-services, said, "With remote working taking precedent since the onset of pandemic, Unified communications has made it easier for businesses to collaborate and continue without distractions. Work-from-anywhere and flexible working are going to become more commonplace moving forward and simple yet powerful, video conferencing solutions will be an integral part of making the transition into the post-pandemic workplace a success. Video communications is shaping the future of the workplace and is certainly helping performance proficiency."

Elaborating on the theme, **Mr. Dronacharya Dutta** - VP Trade Marketing of Storeking said, "From the first week to the fourth week of March 2021 a major transformation happened as the world went upside down and our need for a strong unified seamless and digital communication solution for our employees, emerged. Being an industry insider, our organization is a Bangalore based B2B organization focused towards the small town hinterlands of the country and not the urban set of it where physical as well as digital communication is a challenge, so the need is for a comprehensive solution in the space for us to take our business forward."

Prevailing the current nodal situation of efficiently operating with limited capacity seamless and secure cloud solutions are helping institutions to efficiently work from home to meet the ends of the customer and organizational needs. Unified collaboration

solutions can certainly help business and it all started with PBX or Private Branch Exchanges of the late 1990's in India.

The big wave at the onset of the millennium and right throughout the first wave of the early 2000's was IP Telephony, how to IP enable and put applications on top of desktop phones, then the next big theme became conversations around unified messaging, i.e., email/fax/voice messaging integration all inside one box. This was the flavor between 2005 and 2010. Then same time and instant messaging got introduced in the industry which propelled collaboration. Now collaboration has taken a completely different magnitude with video calls being the new norm, it has become plug and play with speakers from different regions logging into a call so easily and instantly with platforms like Zoom. This is just the beginning as it is getting integrated with the business processes for companies. So, the entire brainstorming and insightful session went onto discover collaboration opportunities that enhance the way businesses are run and the challenges in terms of security, compliance, and value for money.

To mitigate the challenges associated with Data Security and communication security Roll based access management with ERPs that integrate the organizational management internally as well as outside of it. The DIY model of app-based economy has helped the rural retailers who are now digitally savvy with assisted selling shifting into a 40 % rise in user-based experience for the retailers with rapid use of smartphones.

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 TTBS customers to address their business challenges and provide them with relevant digital solutions.

TATA TELE | **DO Big**
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

For more information, please visit: www.tatatelebusiness.com •