

TATA TELE BUSINESS SERVICES ORGANISES CXO ROUNDTABLE MEET ON “UNIFIED COMMUNICATIONS AND COLLABORATION SOLUTIONS FOR SMES TO ENHANCE PRODUCTIVITY AND PROFITABILITY”

TTBS has partnered with Zoom to offer communications and collaboration solutions for the SMEs



Manish Singh
General Manager,
Tata Teleservices



Chandrakant Salunkhe
Founder & President,
SME Chamber of India



Subodh Naudiyal
CEO, Genesis Business Consultancy
India Pvt Ltd



Rittesh Seth
Managing Director,
Teleprudence Telecom

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Tata Tele Business Services (TTBS) India's leading brand of B2B digital services provider, hosted its flagship industry forum **CXO Round Table Discussion** with industry leaders from diverse sectors on the need for unified communication technology,

strategy and solutions that are cost effective, ultra-flexible and make the businesses futureready as they move forward on their digital transformation curve.

Some of the notable participant speakers as well as TTBS representatives for the event were **Mr. Chandrakant Salunkhe**, Founder & President SME Chamber of India, Mumbai Tata Tele Business Services, **Mr. Jagdish Rajaani**, Deputy General Manager - SME Cluster Sales Tata Tele Business Services, **Mr. Rittesh Seth**, Managing Director Teleprudence Telecom Management Pvt. Ltd., **Mr. Syed S. Ahmed**, Director & CEO Techinvention Lifecare Pvt. Ltd., **Mr. Subodh Naudiyal**, CEO Genesis Business consultancy, besides others.

Praising the TTBS for taking the lead and initiating industry dialogue on unified communications, Mr. Chandrakant Salunkhe, Founder & President SME Chamber of India said, “The roundtable is meant to support new ideas and services and technological best practices which Tata Tele Business Services is providing, and we would like to hear from others also as how we can use the same for business growth and expansion”

Work-from-anywhere and flexible working are going to become more commonplace moving forward and simple yet powerful, video conferencing tools 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 Ucaas will be leading the way with simple to use, scalable and intuitive communications platform for collaboration between teams in India and globally.

Sharing his views, Mr. Manish Singh - General Manager, Tata

Teleservices said, “We are happy to collaborate with Zoom to offer Enterprises a seamless and superior Unified Video Communications experience on our state-of-the-art, high-capacity digital connectivity Network. We endeavor to provide Ucaas solutions which will help drive customer agility and efficiency. Enterprises across industry segments such as banking and financial services, healthcare, IT-enabled businesses, and Education now have access to one-stop secured unified communications solutions backed by TTBS' highly acclaimed 24/7 managed service support capabilities and trust.”

Sharing his views on the topic Mr. Subodh Naudiyal, CEO Genesis Business Consultancy India Pvt Ltd said, “Awareness of unified communication and its benefits is still a challenge. Given its benefits for the businesses, unified communication should be made affordable for the enterprises.”

Mr. Rittesh Seth, Managing Director of Teleprudence Telecom shared his experience by saying, “We introduce a lot of products, but you cannot really exploit the benefits of these advanced technologies till the time the last mile connectivity is not addressed.”

There were many takeaways from the event. Firstly, the understanding of Unified communication for SMEs and as a growing organization the challenges they keep facing in the areas of communication. Employees who are geographically dispersed or partially mobile need to communicate efficiently and hence the deployment of any Cloud based SaaS is the need of the hour and the experiences of utilizing the same should be done basis foreseeing the future technological challenges the company is going to face basis their expansion plans and their strategies to overcome those challenges.

The creation of the perfect IT infrastructure policy is possible through the utilization of effective collaboration tools. Thus the SME organizations' readiness plan for technology and adapting as well as accepting smart new age collaboration technologies to move forward in their respective businesses is the need of the hour and were some of the key points of discussions.

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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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