

## Tata Tele Business Services highlights the importance of digital workplace for Small-Medium Businesses

*Digital Workplace and smart offices are the new way of working*

**Mumbai, Feb 2022:** Tata Tele Business Services (TTBS), India's leading B2B digital services provider, hosted its flagship industry forum **CXO Round Table** discussion on **"TRANSFORMING THE DIGITAL WORKPLACE FOR SMALL-MEDIUM BUSINESS"**, considering changes due to COVID-19, which led enterprises to rethink, redesign, and re-imagine their operations in a new mode of constant transition and remote work environment.

The CXO round table discussions with industry leaders centred around the importance of the digital workplace. When work from home evolves into work from anywhere, it requires digital solutions that could be adaptable, affordable, and, most importantly are secured and scalable across the workforce. The panellists shared their own experiences and perspective on the significance of the digital workplaces.

The round table invited technology experts and industry veterans from multiple sectors across the country. The notable participant speakers as well as TTBS representatives for the event were: **Rajan Varshney**, DGM, NTPC Limited, **Manish Tandon**, M.D, Questa Software Systems Pvt Ltd, **Geeta Umamaheswaran**, Head of India Operations, Aleppo Technologies, **Manish Singh**, GM, Tata Teleservices

*Sharing his views on the subject, **Mr. Manish Singh, GM, Tata Teleservices** said, "The digitally advanced SMBs have the advantage to maintain business continuity seamlessly. Hybrid working is the future which is possible with smart and secure applications and solutions. SMBs need to invest in technology that will help them build resilience and enhance their business services. To this end, TTBS has been working to democratise technology for SMBs to help them gain high-scale automation, easy monitoring, operational efficiency and cost-effectiveness with its smart collaboration and connectivity solutions like Smart Internet, Smart VPN, Smartflo, advanced cybersecurity through Cloud Content Security Platform (CCSP), SD-WAN iFLX- etc."*

**Mr Manish Tandan, M.D. at Questa Software Systems Pvt Ltd** said, *"Digital transformation of the workplace is not just an option anymore but the need of the hour for business continuity. The start is crucial for digital transformation, and once it starts, it becomes effortless and scalable to adapt across the business verticals."*

**Ms. Geeta Umamaheswaran, Head of India Operations, Aleppo Technologies** said, *"The 'New Normal' necessitated the Indian companies to quickly digital modes to remain competitive. As people use to keep their jewellery in bank lockers for safety; similarly, companies now keep their data safe in the*

*cloud instead of on premises. This is how we convince our customers about data security. Digital transformation is inevitable now, and it is mandatory for business sustenance.”*

**Key Takeaways:**

- Digital transformation of the workplace reduces the cost and time of travel and increases business efficiency
- Quality is the key, and digital transformation brings the quality offering
- The start is crucial for digital transformation, and once it starts, it becomes effortless and scalable to adapt across the business verticals
- Microsoft tools and solutions offered by TTBS helped the industry in quick digital adaptation and sustainable ways of doing
- The up-gradation of internet connectivity by TTBS is pivotal for digital transformation
- Hybrid working is the future; possible with smart and secure applications and solutions

**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:** <https://www.tatatelebusiness.com>

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