

CASE STUDY

ENHANCED PRODUCTIVITY AND PROTECTION IN ONE TRANSFORMATIVE SOLUTION

GLOBAL PHARMACEUTICAL COMPANY DR REDDY'S CENTRALISED ITS BUSINESS APPLICATIONS, INCREASED EFFICIENCY AND CUT COSTS WITH THE HELP OF TATA COMMUNICATIONS' GLOBAL VPN WITH SIP

Background

Dr. Reddy's Laboratories is an integrated global pharma company based in Hyderabad, India – with a strong international presence. Employing over 20,000 staff, it has 190 medications, diagnostic kits and critical care products in its portfolio.

Challenges

Until recently, all of Dr. Reddy's business applications – including databases, email, R&D and ERP – were located in the company's Hyderabad HQ. This meant that staff in India and far beyond relied solely on access to one centralised applications set. What's more, a legacy-wide area network (WAN) based on inflexible site-to-site connectivity resulted in inconsistent bandwidth. Separate MPLS clouds from multiple network providers also meant the infrastructure was expensive to run.

For Dr. Reddy's to function smoothly across its global footprint, a WAN refresh was badly needed.

Bandwidth bottlenecks and poor connectivity constrained usage. There was no end-to-end control, while internet access and security were serious issues."

KIRAN VARMA, ASSOCIATE DIRECTOR IT SERVICES, DR. REDDY'S

Solution

Dr. Reddy's successfully partnered with Tata Communications to deliver this urgent network overhaul. It opted for a Tata Communications Global VPN with Global SIP Connect and resilient, high-bandwidth internet access across all 31 locations worldwide – including three in Hyderabad, India. As a result, Dr. Reddy's staff could now collaborate seamlessly and securely, make faster decisions, and reduce both the financial and environmental burdens of international travel.

Solution highlights

- Unified communications applications Significantly raising staff productivity
- Greatly improved bandwidth and resilience Giving users faster access to central applications and boosting business efficiency
- Enhanced IT and network security Bringing greater protection against cyber-threats, while improving IT and network governance and management.

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Benefits

• A simple transition

All 31 Dr. Reddy's global nodes were upgraded to the Tata Communications Global VPN within the scheduled four weeks – drawing on the Tata Communications team's design and co-ordination skills. A bandwidth assessment reduced costs at the same time.

As Kiran Varma confirms, "The design and upgrade was such that there was optimum usage of legacy routers without unnecessary, inflated investment in new equipment.

Faster, more flexible application access

With Tata Communications Global VPN links replacing older connections from other service providers, advanced technology had to be used on some sites for easy access to crucial business applications – such as laboratory information management and manufacturing execution systems.

In these cases, Tata Communications ensured a flexible approach, with Application Aware Networking (AAN) with Dynamic Path Selection (DPS) allowing maximum bandwidth use over a single connection. On top of this, virtual routing and forwarding (VRF), allowed several VPNs to be extended over that connection.

• Unified communications for a more efficient workplace

And because there are fewer network links to handle, maintenance and administration costs have been significantly brought down. Global SIP Connect has also eliminated the need to upgrade legacy PBXs. Mr Varma states:

"There's better connectivity and control with the new solution and an internal global dial plan means a significant cost benefit to the organisation."

KIRAN VARMA, ASSOCIATE DIRECTOR IT SERVICES, DR. REDDY'S

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• Better bandwidth, better decision-making - and better for the environment

Carrying converged traffic between nodes, Tata Communications' Global VPN has six classes of service. This not only ensures that bandwidth is no longer a problem – it also means time-sensitive services can be prioritised above less-critical traffic.

Staff can also now make faster decisions, now they have access to other unified communications services provided by Tata Communications – such as audio and video conferencing, and Microsoft LiveMeeting services. And with so many virtual meetings taking place between multiple locations worldwide, the company has significantly reduced travel and communication costs. Not only has this boosted Dr. Reddy's bottom line – it also benefits the environment.

Greater network security

For applications traffic, Tata Communications' Global VPN comes with next-generation firewall protection in routers at the network perimeter. This screens inbound and outbound network traffic against internal and external internet-born threats.

"There's better connectivity and control with the new solution and an internal global dial plan means a significant cost benefit to the organisation."

KIRAN VARMA, ASSOCIATE DIRECTOR IT SERVICES, DR. REDDY'S

• End-to-end managed service

Dr. Reddy's need was for a more controlled service complete with enterprise-wide software and security. A central helpdesk now manages the system, with a log of all types of activity screened and managed by Dr. Reddy's IT team.

As Kiran Varma explains: "Before, we had little or no control over users and access to the Internet. Now everything is streamlined in a controlled environment with strict governance."

About Global VPN and Global SIP Connect

Tata Communications' Global VPN offers always-on dependability for voice, video, data and complex applications to five continents. The service is available through more than 200 PoPs across 50-plus countries. Extended coverage through partners in over 190 countries means more than 1,000 POPs, including network-to-network interfaces.

Tata Communications Global SIP Connect enables the replacement of legacy trunking services with the latest in SIPbased PSTN access including compatibility with the Microsoft Skype for Business unified communications platform. Enterprise customers can aggregate voice traffic using the Tata Communications network. This not only reduces complexity but also brings significant cost and infrastructure savings.

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