



## TATA INSIGHTS AND QUANTS

Impact Quantified

“HOW CAN WE MAKE THE USE OF COLLABORATIVE TOOLS A HAPPIER AND MORE EFFECTIVE EXPERIENCE?” ASKED TATA INSIGHTS AND QUANTS®, A DIVISION OF TATA INDUSTRIES LTD.

MANAGED WEBEX ACTIVE USERS CLOUD MEETING PLATFORM WORKS BUSINESS AND SOCIALISATION WONDERS.

“We were looking for a completely coherent unified communications strategy, to enhance our organisational effectiveness, especially with our teams and stakeholders spread across multiple locations. Tata Communications helped draw a roadmap and powerfully demonstrated the tools already at our disposal.”

Tarun Jacob George, Head – Delivery & Business Operations at Tata iQ

### CHALLENGE

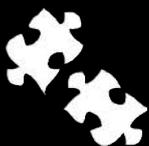
Experience with a variety of collaboration platforms had not been productive for Tata Insights and Quants® (Tata iQ). Collaboration is key for the organisation, but audio and video quality was variable, differing systems affected efficiency, and customer federation was not always possible.

### SOLUTION

A top-down training programme brought home the power of a Managed Webex Active Users Cloud Meeting platform from Tata Communications. Executives found they were free to be truly mobile, accessing meetings from any device.

### RESULTS

In the face of the current COVID-19 pandemic, Webex has made working from home a more inclusive and effective experience for Tata iQ employees. In addition, the company’s graduate recruitment processes are Webex-enabled, increasing its appeal to prospective employees.



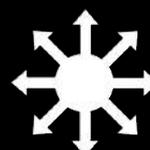
**Easier to collaborate**  
even while working from home



**80% more efficient**  
graduate recruitment



**Security audit and compliance**  
transformed



**Webex rolling out**  
in other Tata Industries Ltd.  
divisions

# COLLABORATIVE WORKING KEY TO FUTURE SUCCESS

**“Moving people out of their legacy-based comfort zones would be key to the necessary transformation.”**

Tarun Jacob George, Head – Delivery & Business Operations at Tata iQ

## SLOW ADOPTION DELAYED BUSINESS BENEFITS

### Unsatisfactory experience with existing collaboration platforms

With over 100 professionals spread over multiple locations, Tata iQ offers advanced analytics and data engineering solutions to customers across all sectors. Collaboration is key for such a scientific organisation, but recent experience with a variety of collaboration platforms had been an unsatisfactory and expensive ordeal.

For example, federation with customers was not always possible and audio and video quality was not consistent.

In addition, the chore of storing or remembering different passwords and meeting entry codes meant many online conferences simply did not get off the ground.

### Displacing old tools in favour of a single solution

Tata Communications keeps the IT lights on for Tata iQ and suggested a Webex Active Users Cloud Meeting audio and video conferencing solution. Initially, despite the historical poor experience, adoption was slow as people were used to the old unified communications tools. A radical approach was needed to get maximum value from the Webex platform.



### About Tata iQ

Tata iQ, incubated as a division of Tata Industries Ltd. in April 2015, offers multi-sectoral advanced analytics and data engineering solutions using sophisticated predictive analytics and machine learning algorithms. Its team of multi-disciplinary experts is passionate about solving some of the world's most complex business problems.



**Managed Webex Active Users Cloud Meeting had the potential to fix the problem**



## DIGITAL TRANSFORMATION, LED FROM THE TOP

**“The example from the CEO showed people they weren’t bolted to their desktops or laptops and could be fully effective and engaged on the move or at home.”**

Tarun Jacob George, Head – Delivery & Business Operations at Tata iQ

## FREED TO BE TRULY MOBILE

### HD video makes people more engaged

A top-down awareness programme was launched by Tata iQ to show the power of the Managed Webex Active Users Cloud Meeting platform. It started with the regular Friday leadership call led by the CEO. Involving 20 participants, Webex was mandated for this senior connect.

It was then that executives found they could be truly mobile, accessing the session from literally any device including smartphones and tablets. It also enabled full interactive HD video with screen sharing of important assets like PowerPoint decks and finance reports. With video in use, remote people in vision are more engaged and attentive.

### User-friendly global dial-in and dial-out

Following that initiative, the solution now empowers over 100 Tata iQ personnel. Running over the Cisco Webex cloud, Tata Communications provides Active User licensing with PSTN dial-in and VoIP transmission for bridge country call-back (BCCB). Shared toll access numbers provide dial-in service in 45 countries, complemented by dial-out access to 72 countries. More economic for Tata iQ through avoiding PSTN charges, these facilities are also more convenient for staff who no longer need to remember different phone numbers.

### SERVICE DELIVERY

Although installed in 2016, the original five Webex licenses sat alongside other collaborative apps, without ownership or a defined unified communications strategy. Invited to assist in rationalising the situation, Tata Communications organised a Webex demonstration involving staff in Singapore, which covered devices, sign-on and how to make the most of video. The success of that session led directly to the adoption of Webex for the regular Friday leadership connect.

### Rapid expansion

Following that seismic shift, the Tata Communications managed Webex solution was fast expanded to include dial-in and PSTN access numbers over SIP trunks, as well as using professional services people for single sign-on (SSO) and Active Directory (AD) functions integration.



Empowering 110 Tata iQ people across multiple locations

# IMPROVED WELFARE, COMPLIANCE AND RECRUITMENT AMONG THE MANY BENEFITS

**“Using Webex in HR processes, graduates were interviewed remotely on a weekend and their offer letters rolled out within two or three working days. Candidates found the interviewing experience with the company leadership very positive, which helped enhance the Tata Insights and Quants corporate image among 2020 campus hires.”**

Amit Sachdev, CHRO & Business Solutions Evangelist at Tata iQ

## Operational efficiency improved at every turn

The fact that the Tata iQ executive meetings dynamic had already changed, paved the way for coping with the effects of the COVID-19 pandemic. Full-time working from home can be a lonely affair, but collaborative video sessions as part of the solution can alleviate that.

A collaborative hierarchy has emerged, with superior Webex functionality making it suitable for strategic calls. An example of this is the formal information security meetings held six-monthly for compliance purposes. Webex has been approved by external consultants as meeting ISO accreditation needs, while an audio recording has replaced written minutes for audit purposes.

Notably, virtual recruitment interviews over Webex have replaced face-to-face processes. For instance, Webex is used for graduate interviews, with over 20 taking place in a single day using smartphones or laptops. A process that once took four weeks is down to twenty-four hours. Not only far more sustainable and over 80% more efficient, the speed and impressive use of digital technology means Tata iQ assures itself of the finest pick.

Finally, the Webex revolution is being rolled out across other Divisions of Tata Industries Ltd., with an innovative collaboration-in-a-box model being adopted for venture capital-type scenarios.



## SERVICE MANAGEMENT

An automatic process requesting feedback at the end of a Webex call is invaluable in helping steer future product development, while proactive communication of new Webex features as they come along will be further added value from Tata Communications.

## Regular communication instrumental

The Tata Communications people in India and Singapore who were instrumental in getting the Webex platform off the ground are still in regular communication with Tata iQ (and, indeed, are similarly available to Tata Industries Ltd.).

## EXPLORE OTHER WAYS WE CAN HELP



### LEARN ABOUT

Tata Communications Managed WebEx Active Users Cloud Meeting



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The Tata Communications Spotlight Programme



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Gartner Peer Reviews

Review 1



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