

## Appendix A

<b>Service</b>	<b>Product Development</b>
<b>Solution</b>	<b>Hosted PBX</b>
<b>Service Details</b>	<b>High-Level Service Plan</b>
<b>Version</b>	<b>Proposal Attachment, Dated May 15, 2009</b>
<b>Client</b>	<b>Tata Communications</b>
<b>Market</b>	<b>United States</b>

### Goal Planning and Market Research

#### Launch Goal

The goal will be to Develop and Launch Hosted PBX Service for Tata Communications.

#### Market Research

Research will be conducted to perform due diligence on market analysis, competitive analysis, product analysis and partner analysis.

#### Concept Development

Research and Analysis will result in development of a Hosted PBX concept and prototype.

<b>Primary Lead and Support Roles for these Activities</b>		
<b>Components</b>	<b>Primary Lead</b>	<b>Support</b>
<b>Launch Goal Planning</b>	TATA COMMUNICATIONS	Global-i
<b>Market Analysis</b>	Global-i	TATA COMMUNICATIONS
<b>Concept Development</b>	Global-i	TATA COMMUNICATIONS

### Product Strategy and Business Case Development

The Tata's Hosted PBX service goals and market opportunity will drive the product strategy which will be developed from the Market Research.

<b>Primary Lead and Support Roles for these Activities</b>		
<b>Components</b>	<b>Primary Lead</b>	<b>Support</b>
<b>Positioning Strategy</b>	Global-i	TATA COMMUNICATIONS
<b>Offer Strategy</b>	Global-i	TATA COMMUNICATIONS
<b>Partner and Vendor Strategy</b>	Global-i	TATA COMMUNICATIONS

<b>Pricing Strategy</b>	Global-i	TATA COMMUNICATIONS
<b>Channel Strategy</b>	Global-i	TATA COMMUNICATIONS
<b>Support Strategy</b>	Global-i	TATA COMMUNICATIONS
<b>Product Features and Roadmap Strategy</b>	Global-i	TATA COMMUNICATIONS
<b>Business Case</b>	Global-i	TATA COMMUNICATIONS

**Product and Service Planning**

The Tata's Hosted PBX service strategy will drive the product and service planning.

<b>Primary Lead and Support Roles for these Activities</b>		
<b>Components</b>	<b>Primary Lead</b>	<b>Support</b>
<b>Product Plan</b>	Global-i	TATA COMMUNICATIONS
<b>Requirements Gathering</b>	Global-i	TATA COMMUNICATIONS
<b>Requirements Management</b>	Global-i	TATA COMMUNICATIONS
<b>Core Team</b>	Global-i	TATA COMMUNICATIONS
<b>Joint Application Development</b>	Global-i	TATA COMMUNICATIONS
<b>Architecture and Design</b>	Global-i	TATA COMMUNICATIONS
<b>Requirements Document</b>	Global-i	TATA COMMUNICATIONS
<b>Product Committee Sign-off</b>	Global-i	TATA COMMUNICATIONS

**Product Development**

The Tata's Hosted PBX service product plans will drive the product and service development.

<b>Primary Lead and Support Roles for these Activities</b>		
<b>Components</b>	<b>Primary Lead</b>	<b>Support</b>
<b>Product Feature Development</b>	Global-i	TATA COMMUNICATIONS
<b>Product Platform Development</b>		
<b>Product Interface Development for O/BSS</b> <ul style="list-style-type: none"> <li>- Service Order Entry</li> <li>- Service Activation</li> <li>- Service Provisioning</li> <li>- Service Billing</li> <li>- Customer Service</li> <li>- Revenue Management</li> </ul>	Global-i	TATA COMMUNICATIONS
<b>Service Deployment</b>	Global-i	TATA COMMUNICATIONS
<b>Customer Premise Implementation</b> <ul style="list-style-type: none"> <li>- VoIP Router</li> <li>- IP Phones</li> <li>- Web Portal</li> <li>- Circuits</li> </ul>	Global-i	TATA COMMUNICATIONS
<b>Vendor Assessments, Planning and Management</b>	Global-i	TATA COMMUNICATIONS

**Product Testing**

The Tata's Hosted PBX service product development will drive the product and service testing.

<b>Primary Lead and Support Roles for these Activities</b>		
<b>Components</b>	<b>Primary Lead</b>	<b>Support</b>
<b>Lab Testing (In-house)</b>	Global-i	TATA COMMUNICATIONS
<b>Field Trials</b>	Global-i	TATA COMMUNICATIONS

**Product Launch**

The Tata's Hosted PBX service product development will drive the product and service launch.

<b>Primary Lead and Support Roles for these Activities</b>		
<b>Components</b>	<b>Primary Lead</b>	<b>Support</b>
<b>Press Release</b>	Global-i	TATA COMMUNICATIONS
<b>Marketing Collateral Content Development</b>	Global-i	TATA COMMUNICATIONS
<b>Go-to-Market Activities</b>	Global-i	TATA COMMUNICATIONS

**Program/Project Management**

The Tata's Hosted PBX service product development program will be program and project managed through all phases.

<b>Primary Lead and Support Roles for these Activities</b>		
<b>Components</b>	<b>Primary Lead</b>	<b>Support</b>
<b>Program Management</b>	Global-i	TATA COMMUNICATIONS
<b>Project Management</b>	Global-i	TATA COMMUNICATIONS