

Client Presentation

Global-i Consulting & Contracting Services for TATA Communications

Solution Areas: Converged Enterprise, Service Provider and Wholesale
Solutions

May 12, 2009

Global-i[©]

Value Driven Solutions Delivered

Consulting ▪ Contracting ▪ Technology

Agenda

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- **Q&A**
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Introductions

- Global-i Team for TATA Communications Account
 - Dave Roy
 - Founder & President, droy@globaliconsulting.com
 - Bill Hieatt
 - Solutions Leader – bhieatt@globaliconsulting.com
 - Practice Management Team for Converged Communications and IT, including
 - Dave Roy, droy@globaliconsulting.com
 - Global-i Delivery Associates (Consultants and Contractors at TATA Communications Sites and Remotes (Virtual Office))
 - As Resourced

Global-i Capabilities

Global-i Capabilities

Who We Are

Global-i is a **Consulting, Contracting/Outsourcing and Technology** services solution provider. Created to deliver innovation and achievement, Global-i **collaborates with primarily Converged Communications and IT clients** to help them become Value-Driven entities. Global-i's "**Value-Driven Solutions Delivered**" service philosophy relies on our expertise in end-to-end consulting, know-how of technology markets, deep understanding of emerging/current/legacy technologies and outsourcing models to help clients achieve "Value-Driven Solutions" so they in turn can "**Deliver**" on "**Consistently-Growing**" values for their customers and all stakeholders.

Global-i Capabilities

Corporate Profile

- Incorporated 2006
- Headquartered in Northern Virginia in the U.S. with Nationwide/Global Presence
- Corporate Structure
 - Business Model
 - Full-Lifecycle, Product Development, Service Management, Go-to-Market, Program/Project Management, Thought-Leadership and Implementation Consulting and Contracting Services across the Technology space
 - Organization Structure
 - Company Management at the Headquarters, Associates (Account Leaders & Solution Leaders, Practice Leaders, Delivery Leaders, others) geographically dispersed, Delivery Consultants at Client locations and Delivery Centers, Back-office support geographically dispersed
 - Delivery Model
 - Contracting Services Delivered at Client Sites and Consulting Services Delivered as Turnkey Services from our Delivery Centers
- Fortune 1000 and Global 10,000 Clients
- Markets Served in the US, Europe, Asia

Global-i Capabilities

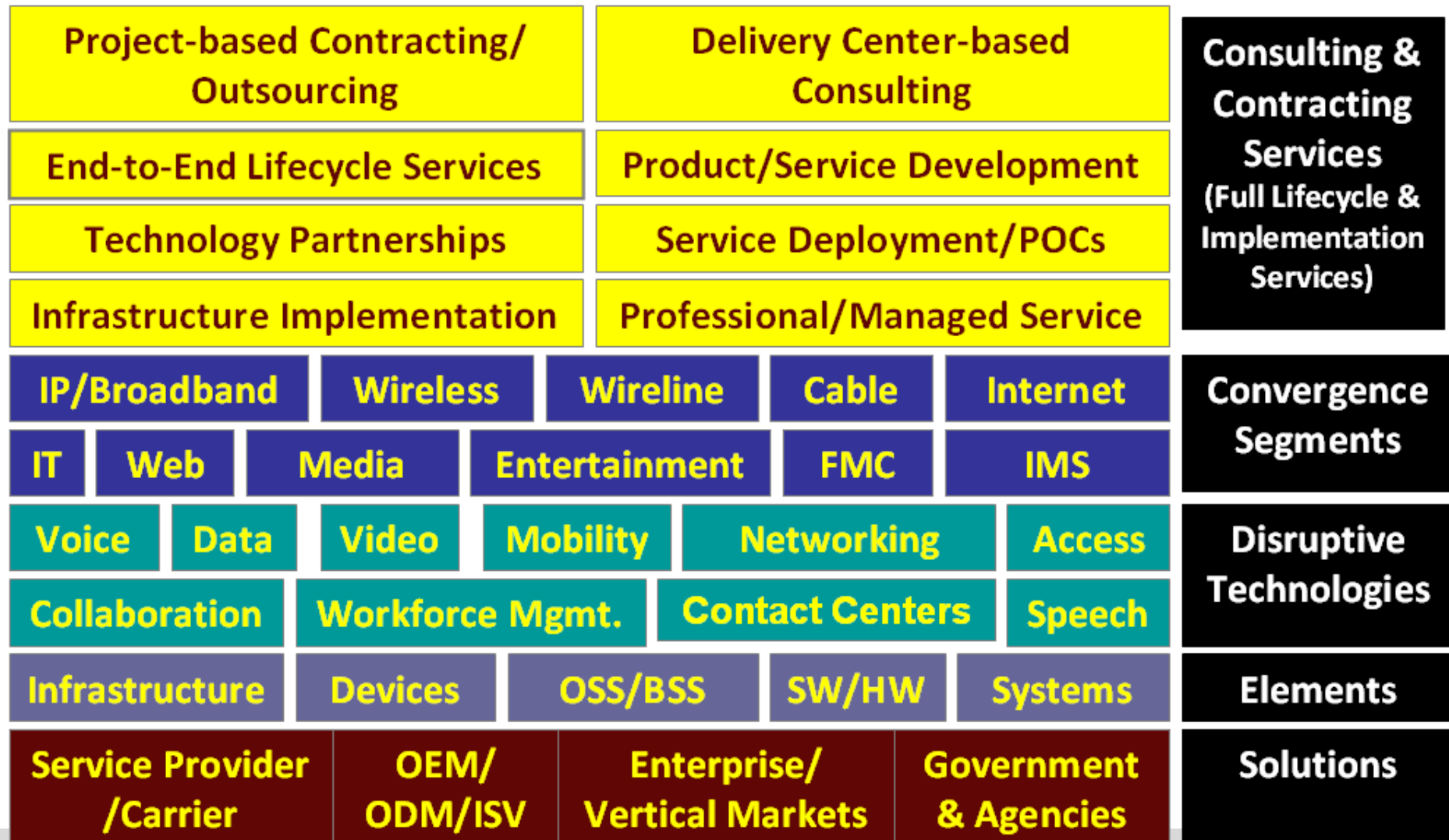
What We Do

Using our services we help clients around the world:

- Evaluate new markets, technologies and systems
- Create prototypes, pilots and Proof-of-Concepts
- Develop and launch new products and services
- Market Expansion of new and existing services
- Reposition and Sustain existing offerings
- Implement new/major upgrades of systems and Infrastructure
- Improve operational excellence from existing services and systems
- Create the best-of-breed customers and partners

Global-i Capabilities

Our Approach



Global-i Capabilities

Our Expertise

"**Critical-Value-Relationships**" with the world's leading Converged Communications/IT companies. Many strengths that distinguishes Global-i in the Converged Communications & IT marketplace:

- Extensive Converged Communications & IT industry expertise
- Services offered in:
 - Lifecycle, Strategy, Development, Engineering, Go-to-Market, Program/Project Management and Technology Services Consulting
 - Product/Infrastructure/Systems Implementation and Service Deployment services
- Solutions offered to:
 - OEMs, Service Providers/Carriers, Enterprise, Verticals, Government
- Capabilities in Project-based Contracting and Delivery Center-based Consulting
- Focus on Project Leadership and Project Turnaround
- History of Business and Technology Innovation and Service Expertise
- Targeted, End-to-End and Evolving service offerings
- Commitment to the Long-term development of our customers, employees and partners
- Proven and determined leadership team

Global-i Capabilities

Industry Focus

- Communications Hardware/Infrastructure (Telephony, Data, Video, UC and Apps)
- Wireline (IP-based and TDM-based Telecommunications)
- Wireless (3G and 4G Wireless, FMC)
- Devices (Smart Devices, Soft Clients, IP Desktops)
- Managed Service Providers (MSPs)/Systems Integrators
- IT/Software/OSS/BSS/Protocols/APIs
- Networking/Servers/Desktops/Devices/Platforms/Tools
- Cable MSOs
- Satellite
- Internet Service Providers
- Content Providers/E-Commerce
- Media/Entertainment
- SAAS (Software as a Service), CAAS (Communications as a Service)
- Developer Programs, Fusion Programs, Alliances
- Semi-Conductors

Global-i Capabilities Solution Expertise

- **Carrier and Service Provider Solutions**
 - Wireline/IP/Broadband
 - Wireless and Satellite
 - Cable MSOs
 - ISPs
 - Managed Service Providers
 - Hosted Service Providers
- **Manufacturer & Developer Solutions**
 - OEMs
 - ODMs
 - ISVs
- **Enterprise, Government and Vertical Market Clients**
 - Large Enterprise
 - Vertical Markets (Financial/Insurance/Banking, Education, Healthcare, Hospitality, Manufacturing, Energy, Transportation/Logistics, Services)
 - Federal/State/Local Governments

Global-i Capabilities

Our Services

- **Global-i LifecycleDrive™**
 - Full-Lifecycle Services based Contracting and Consulting Service
 - Next Generation & Enhancement Products & Services Lifecycle Management
- **Global-i ReStrat™**
 - Assessments and Proof-of-Concept (POC) Services
 - Evaluation, Strategy and Ideation Services for Next-Generation Products
 - Assessment, Pilot and Trial Services for Systems Integration POCs
- **Global-i PMO™**
 - Program and Project Management based PMO Services
 - Global-i Contractors Embed in the Client PMO Teams using Client Tools
 - Global-i Turnkey Consultants create the PMO as an External Team from our Delivery Centers, using Global-i Tools and PMO Methodologies™

Global-i Capabilities

Our Services

- **Global-i GTM™**
 - **Full-Go-To-Market Services** based Contracting and Consulting Service
 - New Products and Services Launch Planning/Execution to Customer Acquisitions to Partner Development to Pre-Sales
- **Global-i D2IS™**
 - **Implementation and Deployment Services**
 - Service Deployment and Market Expansion for Carrier-based Service Deployments
 - Infrastructure Implementation and Systems Integration for MSP and Systems Integrators-based Infrastructure/Systems Implementations
- **Global-i LEAPS™**
 - **Lab, Engineering And Partner Services**
 - Technology Partnerships

Global-i Capabilities

Our Services

- **Global-i IntelScape™**
 - Intelligence and Thought-Leadership-based Services
 - Research and Strategy
- **Global-i ExpertConsultant™**
 - Project-based Contracting Service
 - Global-i Consultants provide Project Leadership and Project Turnarounds
- **Global-i D2OS™**
 - Outsourced and Managed Services
 - Including one or more Global-i Services

Identification of Needs

TATA Identification of Needs

Client Business Review

- Global Communications Leader with a comprehensive range of IP, Mobile and Inter-Carrier Communications Services
- Aggressive Growth and been at the Forefront of Converged Communications Services to Enterprise, Service Providers, Wholesale and Consumers.
- Overview of Business
 - Recognized as one of the leading worldwide providers of IP-based Communications Services
 - Leverages Tata Global Network
 - Delivers Value-driven, Globally Managed Solutions
 - Delivers Managed Solutions to Global Enterprises, Service Providers and Consumers
 - Services Include: Transmission, IP, Converged Voice, Mobility, Managed Network Services, Hosting and Storage, Managed Security, Managed Collaboration and Business Transformation

TATA Identification of Needs Enterprise Solutions Review

TATA COMMUNICATIONS

TAKING YOU FARTHER™

Partner Zone

Customer Zone



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Global integrated communications solutions for MNCs,
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TATA Identification of Needs Service Provider Solutions Review

TATA COMMUNICATIONS

TAKING YOU FARTHER™

Partner Zone

Customer Zone



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Network

Experience how far the world's leading global network can take your business.



Global footprint, IP, Ethernet, MPLS, Data Centers, India landscape and more...

One IP World

Industry Recognition

Being part of the Tata Group



Carriers

Enhance profitability across voice, data and mobile...



ISPs

Your business seamless wherever you operate...



Mobile Operators

A network that offers the widest global reach...

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TATA Identification of Needs Service Provider Solutions Review

TATA COMMUNICATIONS

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Solutions for Internet

Internet services from the people that introduced the Internet to India

Broadband Services

Internet that matches the speed of your imagination

Total Internet

Reliable, economical and convenient dial up internet access

WiFi Services

Enjoy high speed internet access on the move

Solutions for Calling Cards



Wifi

Move beyond wires to enjoy Internet freedom...



Trueroots - International Calling Service

Helps you stay close to your loved ones...



Broadband

Internet that matches the speed of your imagination...

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TATA Identification of Needs Client Requirements

- **Global-i can meet and support Consulting and Contracting Requirements under several key areas within the Tata Communications Solutions Portfolio and ongoing initiatives:**
 - Tata Communications Activities
 - TBD
 - Tied to **Product Development and Management Activities**
 - Infrastructure
 - Carrier-side
 - Enterprise-side
 - 3rd Party Applications and Platforms
 - Devices and End-points
 - O/BSS, Business Intelligence, Data Warehousing
 - Managed Services – Network, Security, Monitoring, etc.

TATA Identification of Needs Client Requirements

- Tied to Product Development Activities
 - **All Cross-functional Activities** including:
 - Product Strategy, Product Business Cases, Thought Leadership
 - Architecture, Design, Core Teaming, JADs
 - Product and Requirements Planning/Management
 - Vendor/Partner Evaluation and Management
 - Program/Project Management, Project Turnarounds, Project Leadership
 - Engineering Services - Lab Testing/Field Trials
 - Marketing Services
 - Network Services – Market Expansion
 - IT Services – including all ITO Services, OSS/BSS, etc. activities

TATA Identification of Needs Client Requirements

- Tied to **Go-to-Market Activities**
 - Launch Planning and Execution
 - Service plans
 - Feature/Packages
 - Pricing
 - Promotions
 - Channel components
 - Thought Leadership
 - Collateral Development
 - Customer Acquisitions
 - Partner Program/Alliances
 - Training
 - Field Marketing
 - Pre-Sales Consulting

TATA Identification of Needs Client Requirements

- Tied to **Service Deployment, Infrastructure Implementation and Systems Integration Activities**
 - Perform the full range of pre-sales consulting and deployment activities
 - Assessments, Readiness
 - Proof-of-Concepts
 - Solution Strategy
 - Investment (TCO) Justification
 - Solution Requirements
 - Solution Architecture and Design
 - Product Positioning, Demo, Configuration, Quote, Proposal, Post-sale
 - Deployment and Implementation
 - Program and Project Management

TATA Identification of Needs Scope, Commitment, Timeline

Engagement Scope

- Number of Solutions, Number of Markets, Number of Resources, etc

Contract Commitment

- Minimum Number of Full-Lifecycle Service Implementation/Deployment Engagements
 - 12 Months, Ongoing, Billed Hour Resources, Fixed-fee Projects
- Minimum Number of Full-Lifecycle Product Development/Go-to-Market Engagements
 - 12 Months, Ongoing, Billed Hour Resources, Fixed-fee Projects

Delivery Timeline

- Delivery Timelines meeting Quarterly Objectives
- Deliverables - Resource Planning, Resource Acquisition, Resource Deployment, Delivery, Delivery Management

Proposed Services

TATA Proposed Services Objectives

- Provide Managed Services-based Consulting and Contracting Resources
 - for Service Deployment Activities
 - Global-i Consultants will Plug into Tata Communications Work flows
 - Provide Resource Fulfillment and Consulting Services for all Tata regions in North America/Global
- Provide Managed Services-based Consulting and Contracting Resources
 - for Product Development Activities
 - for Go-to-Market and Sustaining Activities
 - Provide Resource Fulfillment and Consulting Services for all Tata regions in North America/Global
- Global-i Consultants represent Tata
 - and adopt Tata Business Processes, Methodologies and Tools while engaged on customer projects
- Global-i Consultants represent Global-i
 - and adopt Global-i Business Processes, Methodologies and Tools via Global-i Branded services

Why Global-i

Why Global-i

Benefits of our Proposed Services

Benefits of our Proposed Services

- Strategic Partnering for Domain-based Consulting and Contracting Solutions
- Boost to TATA Communications' Product Development, Go-To-Market, Market Expansion and Go-To-Market Activities
- TATA's Strategic Resource Acquisition, Retention, Alignment Resulting in:
 - Significant annual savings
 - Meeting Speed-to-Market Metrics
 - Flexible Structure

Competitive Advantages

- Strong Industry Expertise in
 - Service Provider, Enterprise and Wholesale Convergence Solutions Portfolio
 - Overall Convergence Infrastructure, Networks, Platforms, Applications & Services Landscape
- Quick Resource Acquisition and Deployment
- Immediate Revenue Generation Service
 - with a window of extension of current and evolving Global-i Services

Why Global-i

Benefits of our Proposed Services

Team Qualifications

- Strong understanding
 - of end-to-end communications customers business cycle
 - Business Strategy
 - Product Development
 - Service Deployment
 - Service Delivery
 - Company Operations
 - Partner Ecosystem
 - Business Continuity and Sustenance
 - of Communications Customers Convergence needs and Competition
- Global-i Methodologies™ based services and solutions
 - Full-Lifecycle
 - Implementation
 - Next-generation Services

Why Global-i

Benefits of our Proposed Services (Success Stories)

- **Sprint-Nextel Wireline, Wireless & Wholesale Services Development & Implementations**
 - Across Voice, Data, Video, WiMax, OSS-BSS and other Enterprise & SP Applications
- **BT Global Services Implementations for Enterprise Customers**
 - Fortune 500 Implementations over Converged Communications Solutions
- **Nextel Messaging, LMR and Enterprise PBX Development & Implementations for IDEN Services**
 - Voice Messaging, SMS, MMS, Push-to-Talk (Direct Connect) Services, PTX
- **NEC Development & Implementations for Enterprise Customers**
 - Enterprise/Vertical/Government Customer Implementations over NEAX Solutions
- **T-Mobile/T-Systems Enterprise Development & Implementations**
 - SMS, MMS, T-Mobile@Home, T-Mobile HotSpot
- **XO Communications Development & Implementations for Enterprise & Wholesale Customers**
 - XO Managed and Hosted Services
- **Time Warner Cable Development & Implementations for Enterprise Customers**
 - IP-Voice, WAN/MAN, Hosting Services
- **Ameritech (now AT&T) Global Services Implementations for Enterprise Customers**
 - Fortune 500 Implementations

Implementation Plan

Implementation Plan (Sample) Methodology

Methodology Phases	Methodology Processes
1. Analyze	Client Initiative, Client Business Processes, Client Offerings, Client Customers, Client Requirements
2. Design	Consulting and Outsourced Solution
3. Setup	Resource Planning
	Resource Acquisition
4. Deploy	Resource Management
	Delivery Management
	Performance Management
	Resource Alignment
5. Goal Planning	Set Subsequent Objectives, Targets and Budgets

Implementation Plan (Sample)

Implementation Schedule

Schedule	
Timeframe	Milestones
Week 1 (Upon Contract Signing and Retainer Paid)	Project Kick-off and Resource Allocation
Week 2 -4	Detailed Design and Planning
	Acquisition Phase - Start Resourcing
Week 5	Delivery Phase – Start Delivering

Pricing, Terms and Contract Framework

Pricing & Payment Terms

- TBD

Q&A

- Be Candid

Next Steps

- Business Goals Assessment
- Scope and Requirements Capture
- Solution Agreement
- Proposal Presentation
- Contract Development
- Contract Execution
- Solution Kick-Off

Thank you

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