Tech Mahindra Corporate Overview
The Organisation
Tech Mahindra was incorporated as a joint venture between Mahindra & Mahindra and BT plc in 1986 under the name of ‘Mahindra-British Telecom’. Later, the name was changed to ‘Tech Mahindra’, in order to reflect the diversification and growth of the client base and the increased breadth of our service offerings.
Tech Mahindra – Journey / Milestones

1986: Incorporation in India
1987: Commencement of Business
1993: Incorporation of MBT International Inc., the first overseas subsidiary
1994: Awarded the ISO 9001 certification by BVQI, 1994
1995: Established the UK branch office

- Incorporated MBT GmbH, Germany incorporated
- Assessed at Level 5 of SEI CMM by KPMG
- Incorporated MBT Software Technologies Pte. Limited, Singapore
- Assessed at Level 5 of SEI CMM by KPMG
- Re-certified to ISO 9001:2000 by RWTUV
- Certified to BS-7799-2:2002 (Information Security Management Framework) by RWTUV now known as TUV Nord
- Acquired Axes Technologies (India) Private Limited, including its US and Singapore subsidiaries
- Assessed at Level 5 of SEI CMMI by KPMG

2001:
- Name changed to Tech Mahindra Limited
- Assessed at Level 5 of SEI People-CMM (P-CMM) by QAI India
- Raised Rs. 4.65 billion ($100 million) from a hugely successful IPO to build a new facility in Pune, to house about 9,000 staff
- Formed a JV with Motorola Inc. under the name CanvasM

April 13, 2009, Tech Mahindra acquires Satyam
Values and Vision

**Values**
- Customer first
- Good corporate citizenship
- Professionalism
- Commitment to quality
- Dignity of the individual

**Vision**
- To be the most respected solution provider in the communications ecosystem
- Anticipating and enabling change
- Admired for technology, agility, innovation, business models and the quality of its talent
TechM Advantage

Current Telecom Operators

- Business as usual
  - Optimization and consolidation of applications
  - Driving efficiencies
- Transformation initiatives
  - Strategic technology adoption
  - Network transformation

New Entrants

- Speed to market
  - Faster go live date
  - Ability to roll out new applications quickly
- Technology outsourcing
  - Defined roadmap of upgrades
  - Telco to focus on core objective of growth

Ability to talk telecom not technology

Consulting abilities to help clients in their technology journey

End to end offerings to fulfill client requirements

Integrated multi service offerings to cater to end to end responsibilities
Global Delivery Footprint

- Presence across 25 countries
- 17 Regional offices worldwide and 13 delivery centers across the globe
  * indicates TechM BPO facility also present at the centre

Strong process and quality culture

- PCMM Level 5
- CMMI Level 5
- BS 7799
- SSE CMM Level 3
Our Businesses
Telecom Offerings

End to end Services spanning the entire value chain

Network Services

<table>
<thead>
<tr>
<th>Services</th>
<th>Applications</th>
<th>Product Engineering</th>
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<tbody>
<tr>
<td>Network Design and Planning</td>
<td>VoIP</td>
<td>Switching</td>
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<tr>
<td>Network Roll Out</td>
<td>IMS</td>
<td>Signaling</td>
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<td>Network Integration &amp; testing</td>
<td>IPTV</td>
<td>EMS</td>
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<td>Network Operations &amp; Maintenance</td>
<td>CTI</td>
<td>Product Lifecycle Mgmt</td>
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<td></td>
<td>IN</td>
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<td>Mobility</td>
<td>Embedded Services</td>
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IT services

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<tr>
<th>BSS</th>
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<tbody>
<tr>
<td>CRM</td>
<td>Mediation</td>
<td>Operations Support &amp; Readiness vertical</td>
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<tr>
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<td>MIS</td>
<td>Service Assurance</td>
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Consultancy

- Network Operations
- Remote Infrastructure Management

System Integration

- Customer Care
- Billing Operations
- Technical Helpdesk
- Platform Support
- Program Management

Solution Engineering

- Network Operations & Maintenance

Application Development

- Network Design & Planning
- Network Roll Out

Product Lifecycle Services

- Network Integration & testing

Professional Services

- Network Design and Planning

Managed Services

- User Interface Design

Performance Engineering

- VoIP
- IMS

Testing Services

- Network Roll Out

Security Services

- Network Operations & Maintenance

Performance Engineering

- Network Integration & testing

Testing Services

- Network Design and Planning

Security Services

- Network Roll Out

Performance Engineering

- Network Integration & testing

Testing Services

- Network Design and Planning

Security Services

- Network Roll Out

Performance Engineering

- Network Integration & testing

Testing Services

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Security Services

- Network Roll Out
Integrated Business Processes

**Business Goals and Drivers**
- Customer Experience
- Revenue
- Business Flexibility
- Costs

**IT Drivers**
- Consistent and Accurate Information
- Process Automation
- System Consolidation

**Improve**

**Lead to**
- Customer Satisfaction

**Order to**
- Provisioning Cycle time
- Mean time to serve a customer

**Service to**
- Billing Cycle time
- % of manual bills to total bills
- # of error bills to total bills

**Fault to**
- Repair time to Assurance time
- % of first contact closure
- Mean time to resolve a fault

**Concept to**
- Customer Retention
- Service launch cycle time

- Customer-centric operations
- End-end process ownership
Customer Profile

12 of top 20 Wireless TSPs

11 of top Fortune global companies

3 of top 3 Telcos in Europe

5 of top 5 TEMs

6 of the top 8 Telcos in North America

15 Top Greenfield operators
Kim Askjaer  IT Director, Nawras Telecom
Tech Mahindra’s exceptional knowledge of the Telecom domain and processes and quality focus helped us devise an outstanding solution within tight timelines. The solution has redefined how the sales channel distribution of mobile services is done in Oman, enabling a wide distribution through indirect channels. We are pleased that we found in Tech Mahindra, a committed and easy to deal with partner, flexible to our requirements.”

Angela Dickenson  SVP Strategy and Marketing for Clarity
"Clarity's next generation OSS configured with 'out of the box' world's best practices by Tech Mahindra, will deliver true business benefits to service providers – reducing the time, cost and complexity of deploying and managing innovative, convergent services across legacy and next generation network"

Neil Prasad  Senior Group Manager, Network Management, Cisco
"The excellent work by Tech Mahindra for the Managed IP Services Catalyst initiative at the Tele Management Forum... The IPNM Catalyst project required close collaboration across seven companies geographically distributed across the globe- Canada, USA, U.K., Germany, Japan and India.."

Martin Greenan, Offshore Co-Location centres, BT Director
"BT is the world’s leading telecom company and we depend on our development partners to help us achieve or targets. Most of our work is done offshore and it is done by TechMahindra...“

Ian Symington, Programme Director, BT Global Services
For security Consulting" Well done to all - this is a jewel in the global sourcing crown ! In particular I am pleased to see the ZERO attrition that we have had and long may it continue. This is a great reference capability for the BT-Tech M relationship and I personally thank the BT guys also who have made this a success. It is a true partnership."

Brian Maloney, ex President, Unisys
"Very successful integration of talent in this company. A lot to celebrate and be proud of...“
Unique Delivery Model

- Right First Time
- Reduced Cycle Time
- Co-locate and Collaborate
- Improved Customer Experience

Competitive advantage of alignment of SDUs with SSD ensuring quality and client satisfaction

Sales & Marketing
- Client Engagement & Development
- Market development & Brand Positioning

Solutioning & Service Delivery (SSD)
- Presales
- Key Personnel Fulfillment
- E2E Management

Strategic Delivery Units (SDU)
- SDU1
- SDU2
- SDU3
- SDU9

Competency & Solution Units
- Network Services
- OSS/BSS/ERP
- Security Practice
- BPM Practices
- Defence

Enabler Functions
- HR/ESG/RMG
- QMG
- Finance/Legal
- FMG
- Marketing/Investor Relations
- TIM

Strategic Delivery Unit
- Line support functions focusing on specific area of delivery

Solutioning & Strategic Delivery
- Scan the market for latest technology
- Assess its potential acceptability to the client
- Develop solutions ahead of competition

Client Engagement & Development
- Market development & Brand Positioning

Right First Time
- Reduced Cycle Time
- Co-locate and Collaborate
- Improved Customer Experience
“Creating wealth is the purpose of all corporations. Sharing that wealth and in turn creating value for all our investors and shareholders over the long-term is what defines our business.”

Vineet Nayyar
Vice Chairman and MD - Tech Mahindra Ltd.
Corporate Governance

• Benchmarked against the best in the world with a right blend of leaders from Mahindra and BT on our board.

• Our board includes dignitaries with exemplary track record in public and private sectors.

Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Anand G. Mahindra</td>
<td>Chairman</td>
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<tr>
<td>Dr. Raj Reddy</td>
<td>Director</td>
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<tr>
<td>Hon. Akash Paul</td>
<td>Director</td>
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<td>Anupam Puri</td>
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<td>Richard Cameron</td>
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<td>Clive Goodwin</td>
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<td>Paul Zuckerman</td>
<td>Director</td>
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<tr>
<td>Ravi Kulkarni</td>
<td>Director</td>
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<tr>
<td>Vineet Nayyar</td>
<td>Vice Chairman</td>
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<tr>
<td>Arun Seth</td>
<td>Director</td>
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<tr>
<td>Bharat Doshi</td>
<td>Director</td>
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<tr>
<td>Ulhas N. Yargop</td>
<td>Director</td>
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<tr>
<td>M Damodaran</td>
<td>Non-Executive Director</td>
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<tr>
<td>B. H. Wani</td>
<td>Director</td>
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</table>
Management

Vineet Nayyar
Vice Chairman and MD

- In a career spanning over 40 years, Vineet Nayyar has worked with the Government, international multilateral agencies and the corporate sector (both public and private)
- He started his career with the Indian Administrative Service and held series of senior positions, including that of a District Magistrate, Secretary - Agriculture & Rural Development for the Government of Haryana and Director, Department of Economic Affairs, Government of India
- He also worked with the World Bank for over 10 years in a series of senior assignments
- He was the founding Chairman & Managing Director of the State-owned Gas Authority of India. He also served as the MD of HCL Corp and as the Vice Chairman of HCL Tech. He was the founder & CEO of HCL Perot Systems

Sanjay Kalra
CEO

- Sanjay Kalra spearheaded the BT relationship and handled transformation/business process reengineering services.
- Prior to joining Tech Mahindra, Sanjay was the CEO of DSL Software (a joint venture between HCL and Deutsche Bank), and has also served as President of HCL Technologies Europe
- He was responsible for cross-border transactions involving the purchase of Deutsche Software from Deutsche Bank, Apollo Contact Center from BT in Northern Ireland and Axes Technologies in India

L. Ravichandran
Executive Vice President and COO

- L. Ravichandran has a rich experience of over 28 years in building and delivering businesses to organizations across the globe
- At Tech Mahindra, he plays a critical role in many initiatives including alliances and acquisitions and is responsible for the delivery of key projects
- Prior to Tech Mahindra, he has worked with reputed organizations such as the National Informatics Center, Tata Infotech Ltd and Perot Systems, India Operations

Sonjoy Anand
Chief Financial Officer

- Sonjoy Anand is responsible for the Finance, Legal and Secretarial functions at Tech Mahindra
- He has extensive experience covering acquisitions, divestments and formation of joint ventures
- He has been Chief Executive for a portfolio of businesses with ICI
- He has approximately 25 years of experience in Finance and General Management

Sujit Baks
President, Corporate Affairs

- Sujit Baksi leads the HR, Resource Management, Infrastructure functions including Technical Infrastructure Management, Training, Managed Services and the Administrative functions
- He also spearheads the BPO operations and has played a significant role in setting up and establishing the business in this space
- He has over 30 years of experience in the areas of people management, operations management and corporate strategy
Our Foundation
People

Resource Pool

- Talent pool of 33,500 worldwide
- Engineering and Management graduates from Tier 1 national and international institutes like BITS Pilani, IIMs, LSE, Warwick.
Tech Mahindra is certified with ISO 9001:2000, CMMI L5, PCMM L5, SSE CMM L3, ISO27001 and ISO20000. The Business Management System (BMS) of Tech Mahindra is an integrated system of processes based on the PDCA cycle focused on continuous improvement of our offerings.

“Knowledge Base” is a repository of TechMahindra artifacts like; BMS sample templates, best practices, case studies, articles, white papers. Wherein the organization consciously and comprehensively gathers, shares, analyzes and leverages its knowledge.

Core Technology Audit Group (CTAG) has been formed to ensure that we deliver the highest quality of code to our customers. One of the major objective of CTAG team is to promote effective usage of tools and technologies on a continuous basis.
## Technology

### Network Technologies
- WIRELESS, WIREDLINE, ENTERPRISE
- TDM, GSM, CDMA, GPRS, UMTS, IMS, NGN

### Applications
- IN, AAA, Triple Play/IPTV, VAS, Gateways, Messaging, Service Exposure mechanisms, Service creation, IVRS, QoS, PTT, IP Contact Centers

### Protocols
- SS7, IS-xxx, SIP, H.323, SIGTRAN, Parlay/Parlay-X, H.248/MeGaCo, MRCP, NRCP, RTSP, Diameter, RADIUS, GTP, 802.11x

### Platforms
- Class 4, Class 5, Computer Telephony, Application Server, Messaging Servers, Softswitch, IMS Servers, GGSN/SGSN, Media Servers, Service Delivery, Service Creation Environment

### Forums
- ITU-T, ETSI, ANSI, IETF, JAIN, OSS/J, BWC
Pillars of Success

- Improve Revenue Margins
- Improve Customer Experience
- Provide Revenue Enhancement
- Bring in Operational Efficiency
- Low time to market and Improve ARPU
- Cost Transformation
- Application Transformation and Migration
- Network Consolidation and Transformation
- Launch of new Services

VALUE PROPOSITIONS

IT APPLICATIONS | IMS | BPO | NETWORK OFFERINGS | SECURITY | VAS

PRODUCT ENGINEERING

TESTING AND PERFORMANCE ENGINEERING
Beyond Numbers
Global Alliances

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<thead>
<tr>
<th>OSS</th>
<th>NDE</th>
<th>BSS</th>
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- Customer Satisfaction
- Healthy Partner Ecosystem
- Sales Channel Enhancement
- Capability Building

Tech Mahindra has developed an integrated program “BROP” which enables partner organizations in “Building Relationships around Opportunities and Projects” to help our partners and customers succeed in their businesses.
Industry Recognition

Top 100 Global Outsourcing Companies in the World (IAOP Global Outsourcing 100, 2009)

Ranked 1st in Telecom Software Category from India, V&D 100 (Voice & Data 2009)

5th Largest IT Company in India, NASSCOM 2009 Survey


NASSCOM Award IT Innovator 2009

Most Innovative Recruiting and Staffing Program / Initiative, 2008

D&B – ECGC Indian Exporters Excellence Award, 2008 - “Large Revenue Category” of “IT and ITeS Sector”

Award for Brand Leadership (IT Sector)

Excellence Award for Marketing in IT, 2007 IT People Awards for Excellence in IT.

Software Solution of the Year Award TMT Finance & Middle East

Asia’s Best Performing Companies 2008

Category “Best Billing Solution”

Supplier Award 2010

Award for Managing health at Work and Excellence in Training, 2008

Excellence in Growth Award, 2008

Innovation in Recruitment, 2007 – 08

APAC Technology Fast 500, 2008

India Technology Fast 50, 2008
The Tech Mahindra Foundation was launched formally in 2007 to address the educational needs of the under-privileged, especially children, as well as espouse the cause of women's empowerment in education.

The Foundation aims to realize its vision by creating and supporting programs that will bring about sustainable changes, aimed at the economically less privileged and socially disadvantaged.

The Foundation also supports women empowerment programs through vocational, technical and professional education at all levels. Our endeavor is to build active, sustainable partnerships with individuals, community at large, government and other organizations committed to the field of education and women empowerment and to leverage their efforts for optimum results.

Our philosophy is based on responsibility towards our people, our customers, communities around us, our country and our world.

Keshub Mahindra
Chairman, M&M Ltd.
Key Engagements
TechM with its exclusive focus on Telecom vertical, strong domain knowledge and comprehensive service suite is well positioned to serve wide client base.

TechM draws upon resources from SDUs, CSUs, external alliance partners to conceptualize and proposed solutions for the client.

Customers

North America Sales Team
Europe Sales Team
APAC Sales Team
MEA & SAARC Sales Team
India Sales Team
Strategic Account Sales Team

External Alliance Partners

Proposed Solution

Front ending with client

SSD team is supported by
- Bid management
- Delivery experts
- Solution architects
- Account managers

Solutioning & Service Delivery

Network Services
OSS/BSS/ERP
Security Practice
BPM Practice
Defence
Finance, HR, Legal

Competency & Solutions Unit (CSUs)
- Service line specialities
- Technology and domain expertise
- R&D work in technology areas help conceptualize solution for customers

Source: Company
Key Engagements

1. British Telecom
2. BT GS Billion Dollar Deal
3. US tier 1 Telco
4. Hutchison Charoen Pokphand Telecom
5. Alcatel Lucent
6. Motorola
7. Microsoft
8. SOUK
9. Tata Teleservices
Tech Mahindra has a major presence in more than 90% of BT’s Systems Portfolio.
A landmark $1 bn, 5 year contract providing strategic sourcing and transformational services to BT Global Services

Services
- IT application activities (systems development, package integration ...)
- IT operations (infrastructure management, network operations centres, e-mail ...)
- BPO (process outsourcing of back-office activities)

5 year deal to provide BT Group with strategic sourcing services
To create $1 billion in new revenue
Tech Mahindra will support BT’s planned growth of managed services to business customers around the globe
Continue to provide ongoing services related to BT’s internal systems, processes and re-usable platforms
To work together on creating and operating a global delivery organization
Entry into newer geographies
KEY CHALLENGES

- The customer provides a range of specialist network-centric propositions and practices. The key challenges being faced were:
  - Bespoke processes
  - Lack of reusability
  - Revenue leakage
  - Manual billing errors
  - Low level of automation
  - Manual Order closure across systems

SOLUTION BY TECH MAHINDRA

- Standard template & process documentation was laid down by transition consultants/discovery team.
  - 80% standard & 20% custom elements.
  - Supporting Multiple Product and Service Lines.
  - Promoting reuse of common components while catering to specificities.
  - Flexible, Granular & Scalable operations through use of a pool of trained resources, Measurable metrics & Point automation.

OPERATIONS

- Invoice notification and Inventory reconciliation
- Debt management
- Receive Change Log from Business Managers.
- Identify changes
- Prepare and send Glossi templates for billing.
- Calculation of Forecasted and Actual cost.
- Exception report and Cease/Re-point report generation.
- Chasing Business Managers for debt control.
- Various reports prepared & submitted to Management.

BUSINESS BENEFITS

- Reduction in Debt over 90 days
- Reduction in Revenue lost on a monthly basis.
- Accurate Invoices being billed
- Reduced Delivery Lead-time
Engagement overview

- Grew from 5 to 80+ projects in 32 months
- Rapid ramp up from 0 to 1650+ consultants in 32 months
- Successfully transitioned 7+ projects in aggressive timescales ranging from 5 to 10 weeks
- Engagement widened from IT services to IT operations by setting up of an offshore operations centre

Benefits to Major US tier-1 Telco

- Optimization savings close to USD 1.41 million in 2nd year of engagement
- Risk mitigation leveraging in-depth telecom domain experience
- Improved processes and quality leveraging CMM L5
- Year-on-year productivity gains by
  - Taking additional responsibilities
  - Increased off-shoring
  - Team size reduction
Hutchison Charoen Pokphand Telecom

**Hutchison Telecom Indonesia**
- 2G & 3G Operator in Indonesia
- Growth plans - 1M to 10M in 3 years
- Competition - 8 Operators servicing 40M subscribers

**Business Requirement**
- Need for a strategic IT partner
- E2E BSS/OSS Stack
- Real-Time Convergent Architecture

**Tech Mahindra’s Solution**
- Worlds 1st Real-Time IT Convergent Implementation
- Innovative Architecture
- 10+ Partners; 20+ different components
- 16,000 person days of effort, 120 peak team size
- Concept to Launch in 6 months
- Complete Infrastructure ownership
- Seamless transition from SI to MS

**Client Speak (HCPT)**

- “TechM overcame all the challenges”
- “It’s a great experience to work with TechM”
- “A Partner who understands complexities & what it takes to deliver”
- “TechM has proven to be a worthy partner”
- “TechM brought in the right expertise & partners to help achieve this”
- “Positive Experience on the delivery of Technical Solution”
- “Proactive, Consistent and Professional to deliver within budget”
Evolved from a 5 member team to a 500+ growing engagement
Partnering across the globe, delivering value added solutions across all technology lines

Working as a natural extension of Development Teams
- Overall Delivery onsite/offshore ratio of 20/80
- Major stakeholder in evolution of a Legacy STP & Class 4 switch to NG Elements
- Exclusive verification organization for ANSI products for the market leading DLC solution
- Participation in the development of ALU’s NG MSPP optical platform
- Multiple engagements on Enhanced Application Development & Support

Project Types
- Product Transformation, Ownership and Sustenance
- WW Maintenance Support & Reengineering
- Test Automation
- Hardware Engineering
- Technical Publications / Pre Sales Support
- Engaged with India Development Centers on Enhanced Applications & Network Management Platforms
Motorola

- Multi-Tiered Relationship with Motorola for the past 5 years
- Engagement started in 2002 with 30, has grown to over 400 professionals
- Working as a natural extension of Development Teams
- Participation in the development of different functional areas of the latest IMS Product line
- Complete product ownership of wireless switching software across current and next generation technologies
- Major stakeholder and complete product ownership of the MSAN and IPTV Gateway including hardware development and maintenance
- Working extensively on NG PON (FTTH) Products of Motorola
- State of the art labs provided for by Motorola in TechM Bangalore for R&D activities – includes E2E Wireless and IPTV labs
- Engaged with the India development center of Motorola on Application Messaging, Connectivity and Signaling Protocol & System Test
Microsoft Partnership

Consulting & SI
- System Integrations in field
- Application development
- Hosting & Operations management

GTM Solutions
- Idea factory-VAS
- Sandbox Partner
- Pre-sales support
- Dedicated Telco 2.0, SaaS practice

Product Engineering
- Product Design & Development
- Specialty services in Security, Usability Performance Test Engineering
- Professional Staff Services

Engagement Models
- TechM primed
- MCS primed
- All TechM

Microsoft GOLD CERTIFIED Partner

Offerings and Capability

- Call Centre Solutions
- Customer care framework
- SDP & SOA
- Connected services framework
- Hosted Solutions
- HMC, VOIP, WBH, CRM
- Enterprise Solutions
- Collaboration portals, EAI
- BI Solutions
- Churn Mgmt, Revenue Assurance
- Multimedia Solutions
- Mobile, Speech, IPTV
- MS Dynamics
- CRM, Navision, Axapta

CREATE THE NEXT WAVE
KEY CHALLENGES

- UK. Customer has about 40 Programme Managers in B2B marketing. There were different agencies for different marketing activities – online, events, PR etc. and this lead to the following challenges:
  - Inconsistency in process and output
  - Duplication of efforts
  - Inefficiency in use of third party resources
  - Operations occupying team’s time rather than strategic thinking
  - Affecting planning cycles

SOLUTION BY TECH MAHINDRA

- The Hub initiates, activates, monitors and manages the campaign.
- The hub receives feedback, analyses them and prepares the closure report at the end of each campaign.
- Because of the following
  - Process mapping and hence “templatisation” of work flow
  - Standardising templates, processes and documentation
  - Training and knowledge sharing
  - Workload sharing

OPERATIONS

- Tech M front ends with the Programme Managers and then converts the Brief into Campaign Plans for different agencies to deliver.
- This is across various activities like face to face events, direct mailers, ezines, webinars, etc.
- The Hub initiates, activates, monitors and manages the campaign and prepares the closure report at the end of each campaign.

BUSINESS BENEFITS

Then
- Inconsistency in process and output
- Duplication of efforts
- Learning not being shared or cascaded
- Inefficiency in use of third party resources
- Operations occupying team’s time rather than strategic thinking
- Affecting planning cycles

Now
- Increased effectiveness and efficiency
- Consistency
- Process and Documentation
- Quality monitoring
- Shared learning
- Team Structure
KEY CHALLENGES

- All system updates, jeopardy management, network and equipment requests to other agents, appointment booking and readiness confirmation checks, customer handbook production and updating are performed under the process SOUK.
- The challenge was to successfully deliver a solution to meet Time constraints, Within Cost and in a Quality manner.

SOLUTION BY TECH MAHINDRA

- Set-up consolidated support centres providing
  - Customer support for Pre-paid customers
  - Back end operations for Post-paid customers
- Set up 2 centres to cover 10 service circles
- Ramp up to 900 FTEs in a span of just 3 months
- Provide 24X7 support for 3.3 Mil calls & 0.7 Mil Transactions per month
- Provide State-of-art infrastructure for facility and technology set - up
- Leverage Business process management experience and provide on-going process improvements

OPERATIONS

- Activation, Migration, Cancellation, Cease/Terminate of contracts
- The Project Support Office (PSO) acts as a back office function for the SOUK Project Management community performing all system updates, jeopardy management, network and equipment requests to other agents, appointment booking and readiness confirmation checks, customer handbook production and updating.
- Constant touch with clients for any Process Gap and feedback for continual improvements.

BUSINESS BENEFITS

- Cost: Standardization of processes, shared roles and rationalized system.
- Reduced Cycle Time: Strategized activities and improved processes.
- Data Visibility: Standardized process and systems
- Accuracy: Reduce person dependency and improved systems.
- Right First time Resolution: Robust processes & systems.
Tata Teleservices

KEY CHALLENGES

- The customer is one of the large service providers in India with a customer base of ~10 Mil across 20 circles
- Challenges were in terms of operational inefficiencies, higher abandon rate, higher AHT, lower quality scores and customer satisfaction
- Business need was to consolidate the distributed operations and reap the benefits of standardised operations procedures, improved operational efficiencies and better customer experience.

SOLUTION BY TECH MAHINDRA

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OPERATIONS

- Call Center Support for Pre-paid customers
  - General account related enquiries like transfer of address, validity period, roaming activation process, STD/ISD facility
  - Product related enquiries
  - Queries related to billing and migration
- Back end operations for Post-paid customers
  - Value Added Services (VAS) provisioning process
  - Complaint resolution process including both Technical and Non-Technical calls

BUSINESS BENEFITS

- Operation benefits
  - Higher operational efficiency
  - Lower abandon rate
  - Reduced calls per subscriber
  - Improved Average Handed Time
  - Standardized operating procedures

Calls per Subscriber
Reduction of 65%
Thank you

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