

For Immediate Release

Tata Tele Business Services (TTBS) launches 'SmartOffice solution' for SMEs in Mumbai

SmartOffice is a start-up applications box that can get any new office up and running with voice, data, storage and applications

Mumbai: Tata Tele Business Services (TTBS), the leading enabler of connectivity and communication solutions for businesses in India, introduced SmartOffice solution to the SMEs in Mumbai. SmartOffice is an innovative single box solution crafted to meet all Information and Communication Technology (ICT) requirements of businesses. It is a powerful combo that bundles voice, data, storage and applications. SmartOffice is affordable, reliable, easy to deploy, and is a perfect choice for enterprises looking to start a new office. The product was launched at TTBS' flagship event *Do Big Forum* in Mumbai, wherein over forty delegates from the SME community had the opportunity to see this new age device/solution for the first time.

For SMEs and Start-ups, it's a typical challenge managing too many technologies and devices, committing CAPEX and OPEX, and dealing with several vendors and partners. The SmartOffice from TTBS addresses these major concerns, and offers an ICT solution which is robust, future-ready and cost effective. It provides functionality of various devices all-in-one box, such as - IP-PBX, Data Router, Wi-Fi Router, Firewall, and DHCP server, to establish telecom infrastructure of the enterprise. The solution thus eliminates the need for setting up separate voice and data infrastructure including Basic Rate Interfaces, Primary Rate Interfaces and local PSTN gateways, thereby substantially lowering overall ICT costs.

Speaking on the launch of SmartOffice, Mr. Sourabh Sharma, SME Operations Head, Mumbai Region, TTBS, said "TTBS constantly endeavor to design and offer cost effective and innovative ICT solutions to SMEs. We are glad to introduce the SmartOffice solution to the SMEs in Mumbai, which is all-in-one box telecom solutions. We have bundled the box free to ensure that businesses, especially start-ups, don't have to worry about incurring capex on telecom infrastructure."

Every month, TTBS organizes Do Big Forums – a customer engagement/education initiative across cities, where industry leaders from across business verticals convene to discuss how digital technologies are being used to deliver compelling products and services, connect faster with customers, and optimize costs. These forums are an engagement platform for customers wherein, on a continual basis, TTBS tries to understand challenges faced by SMEs and provide them with relevant digital solutions.



About Tata Tele Business Services

Tata Tele Business Services (TTBS), belonging to the prestigious Tata Group of companies, is the country's leading enabler of connectivity and communication solutions for businesses. With services ranging from connectivity, collaboration, cloud, security, IoT and marketing solutions, TTBS offers the largest portfolio of ICT services for businesses in India. Also, with fibre optic network running across 125,000 km., operations in over 60 cities, 1000+ partners and the largest team with 2000+ professionals, TTBS is well geared up to cater to the small, medium & large business community in India. Focus on customer centricity and innovation has helped TTBS garner recognition from customers and peers alike. Some recent accolades include - the CII Award for Customer Obsession, ET Telecom Award for Safety App, World Quality Congress Award for innovation in LOLA (low latency) services, and CMO Asia Award for our thought leadership platform - Do Big Symposium. TTBS strives to always get the best technology and services to businesses so that they can improve processes, reach customers more effectively, manage workforce more efficiently and Do Big.

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