



CASE STUDY

UNIFIED COMMUNICATIONS & COLLABORATION : BATA SHOE COMPANY

COLLABORATION ANYWHERE, ANYTIME, ACROSS ANY PLATFORM.



BATA WAS ABLE TO BOOST PRODUCTIVITY AND CUT TRAVEL COSTS BY UP TO 40% USING THIS NEXT GENERATION VIDEO COLLABORATION TECHNOLOGY.

The Bata Shoe Company was founded in the present day Czech Republic on August 24, 1894. In less than 10 years, it was producing 2,200 pairs of shoes a day. Today, the company is a global brand at the forefront of footwear design and production, serving more than 1 million customers daily.

THE CHALLENGE:

As one of world's largest and oldest shoe companies, Bata has more than 33 production facilities in 22 countries on five continents. Its challenge was to ensure seamless collaboration between all of its facilities without increasing operational costs.

The company struggled with bringing people together for strategic, business-critical meetings that are vital for product development, operations and planning. Senior management were spending a huge portion of their valuable time shuttling between offices. And product and research and development teams in China, Singapore and other Asia-Pacific countries were also spending too much time and money travelling to collaborate on design, production and operations planning.

THE SOLUTION:

JAMVEE™ UNIFIED CONFERENCING

When Bata first contacted Tata Communications, the company was looking for a simpler, easier and more economical solution for conducting internal conference calls. The system it had in place was difficult to use and unreliable. In fact, to make the system work, it had to manually patch employees into each and every conference.

Tata Communications recommended they consider a number of options within its offering of audio conferencing solutions. Further discussions revealed that they also needed a cost-effective solution for collaborating across facilities.

After analysing their business needs, the company recommended its jamvee™ Unified Conferencing platform supported by its global cloud and delivered via its secure, global Tier 1 network that peers with all Internet networks.

Implementation began with a pilot rollout involving video conferencing end points deployed in the client's Singapore, Switzerland, Chile, Indonesia and India facilities. This proved very successful, providing high-quality video, an immersive face-to-face meeting experience and solid reliability. Bata users were impressed with the ease of use and call quality of the video meetings. The company then expanded the solution into 16 countries and is continuing to add more countries onto the jamvee™ platform. Today, virtually every major Bata operations centre around the world is using the jamvee™ solution.

The result: Tata Communications efficiently met Bata's business needs with an innovative and powerful converged solution that enables conferencing and collaboration across multiple platforms and devices - all at a very affordable and manageable cost.

THE BENEFITS

Bata executive management and employees can now effortlessly collaborate via video conferencing across multiple time zones using any device. They use jamvee™ technology for a wide range of business needs – everything from brainstorming, designing and launching new footwear products, to conducting quarterly business reviews and meetings for senior executives.

In addition to enabling greater business agility and the power to accelerate all areas of business operations, the jamvee™ platform saves Bata substantial operating and capital costs. It eliminates many thousands of travel days a year between 28 countries worldwide, along with the huge costs of air fares, lodgings and meals for thousands of their employees and executives. Even more important, the days previously lost travelling are now days spent productively creating new products and improving operations.

REVOLUTIONISING COLLABORATION FOR GLOBAL ENTERPRISES

Built on Tata Communications' robust, global network and data centre infrastructure, the jamvee™ Unified Conferencing platform enables a fully-featured, virtual meeting place in the cloud that:

- **Increases productivity:** Jamvee™ accelerates the velocity of business by eliminating distance/scheduling conflicts. Employees, customers, suppliers and partners hundreds or thousands of miles apart can meet in a virtual jamvee™ 'room' and communicate and collaborate using a tablet, laptop, desktop PC, smartphone or video phone while enjoying a uniform, consistent and engaging user experience.
- **Enables faster, more creative problem solving:** Jamvee™ lets meeting participants communicate face-to-face, make presentations, create diagrams, and illustrate solutions effectively and dramatically using HD video.
- **Saves money and CAPEX:** Jamvee™ lives in the cloud, eliminating the need for additional hardware or software and allowing enterprises to leverage existing assets by inter-connecting different UC solutions from Microsoft, Cisco, Polycom and others.

BENEFITS AT A GLANCE

With jamvee™ Unified Conferencing, the Bata Shoe Company is realising significant savings and benefits across the enterprise. Since implementing jamvee™ across the enterprise, it has:

- Cut travel costs by 40% in the first year – saving \$300,000
- Generated a 400% return on investment
- Increased productivity with true global conferencing and collaboration anywhere, anytime on a wide range of devices including laptops, tablets and smartphones
- Enjoyed a low-risk, OPEX-based deployment, with no expensive hardware purchases or dedicated setups required
- Increased security, reliability and quality of service via a Private MPLS network
- Grown its business with a flexible and scalable global solution that supports its unique business requirements

“Tata Communications' jamvee™ platform, powered on their global MPLS network, has proven to be an excellent solution that has delivered high quality video collaboration for Bata's management and employees located across multiple continents. Their knowledge, great service levels and continuous support gives us high confidence in their ability to scale as our business expands – delivering benefits in terms of both productivity and cost savings.”

— **JEREMY CHONG, Regional Manager Finance and IT Projects, Bata Shoe Organisation**

TATA COMMUNICATIONS' DIFFERENCE

- **Modular flexibility:** Modular building blocks – Telepresence as a Service (TPaaS) and Video Conferencing as a Service (VCaaS with or without IP Telephony) – provide a solution that fits the unique business needs of any enterprise.
- **Integrated solutions:** All solutions are designed to both stand alone and work together so modules complement other UC deployments such as Microsoft® Lync®/Skype for Business and fully integrate with the Jamvee™ conferencing service.
- **End-to-end turnkey solutions:** Modular solutions are ready to use on implementation – improving productivity and streamlining operations.
- **Fully managed service:** Featuring expert help desk support for rooms, desktops and clients leaving employees free to focus on business.
- **Global infrastructure:** Tata Communications' solutions leverage the largest global video network infrastructure, built to the highest QoS standards.
- **Mobility support:** Solutions provide high-quality, secure, on-net communications access via PCs, Macs, Android and iOS phones and tablets, WebRTC clients and telepresence systems – even legacy video equipment.

ABOUT TATA COMMUNICATIONS

Tata Communications Limited along with its subsidiaries (Tata Communications) is a leading global provider of A New World of Communications . With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multinational enterprises, service providers and Indian consumers.

The Tata Communications global network includes one of the most advanced and largest submarine cable networks and a Tier-1 IP network with connectivity to more than 200 countries and territories across 400 PoPs, as well as nearly 1 million square feet of data centre and collocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services, leadership in global international voice, and strategic investments in South Africa (Neotel), Sri Lanka (Tata Communications Lanka Limited) and Nepal (United Telecom Limited). Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.

If you're looking for a trusted global communications and collaboration platform look no further than Tata Communications. For more information or a demo, contact us today by emailing sales@tatacommunications.com or by visiting www.tatacommunications.com.

Let us be your competitive edge.

For more information or a demo, email us today at sales@tatacommunications.com or visit www.tatacommunications.com.

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