Tata Communications Launches Mobile VoIP Platform For Mobile Service Providers

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Tata Communications announced the launch of its mobile VoIP platform, a hosted, white label solution that allows mobile network operators (MNO) and other retail voice providers to deliver and monetise innovative converged IP communication services. The mobile VoIP platform offers a rich feature set that enables operators to quickly roll out packages that create competitive differentiation among user communities such as roamers, migrants, and digital natives exploiting internet reach.

Tata Communications' mobile VoIP platform gives MNOs the ability to offer customers simple, converged communication services across voice, chat, video and file sharing, enhancing the customer relationship value chain and thereby improving customer loyalty and Average Revenue per User (ARPU). It leverages the strong brand value and existing customer billing relationships mobile operators and other retail service providers have, increasing the revenue potential of converged communication offerings.

The mobile VoIP platform enables operators to launch their own branded mobile VoIP app and make it available on all the major smartphone and desktop platforms. The app will be directly integrated into the existing user management, billing and reporting platforms through a web API. Mobile operators remain in control of the customer relationship, and can also extend the service reach by making it possible for customers to use mobile VoIP minutes for calls from laptops or tablets.

Christian Michaud, Senior Vice President (Product and Business Strategy, Global Voice Solutions) – Tata Communications said, "mobile operators are looking for ways to evolve their services portfolio to better meet the needs of their end users. Our mobile VoIP offerings allow operators to gain additional revenue from today's 'always connected' users, and create new market segments without the significant upfront capital investment and lead time required for true native rich communication services."

According to Anthony Cox, Associate Analyst—Juniper Research, operators need to get over their traditional reluctance toward mobile VoIP and consider instead what it can do for them. "Mobile VoIP can be used by MNOs or indeed fixed-line or cable players to address specific target markets or develop new service bundles such as video conferencing."

Such services may be difficult or even impossible to deliver through traditional carriage methods," he adds, noting that Tata Communications' white-label mobile VoIP service allows other operators to build an OTT service that suits their specific circumstances.

Tata Communications' mobile VoIP platform is part of its Voice Business Apps suite, and aligns to the company's existing strategy of providing industry-leading hosted and managed services for service provider customers. The mobile VoIP platform is built to address mobile operators' need to increase revenue and monetise mobile innovation.

Consumers using the app will instantly see who's available to chat, message, talk or video call. All address book contacts will be automatically visible, and popular social networking contacts can be easily synced. Enhanced features include instant video conferencing, follow-me, private numbers, voicemail, identity numbers and local numbers in geographies where permissible. A full suite of IP-PBX features also opens opportunities for retail service providers in the SMB/SME space.