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The Business of Infotech

IT CASE BOOK 2009



ENTERPRISE INFRASTRUCTURE

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- **Rapid Rollout**
Fullerton India Credit Company
- **Rapid Application Delivery**
Kansai Nerolac Paints
- **Enabling e-Governance**
Pune Municipal Corporation

PARTNER

Tulip Telecom: Making it Possible

TULIP[®]
making it possible



LT COL HS BEDI
MD & CHAIRMAN
TULIP TELECOM

Based on innovation and business agility we have been able to improve service performance and also increase our profit margins substantially

Lt Col HS Bedi, MD & Chairman, Tulip Telecom talks about his company's achievements

Share with us Tulip's performance and achievements in the past year.

The past year has been excellent for us. Our network coverage today is in excess of 1,300 cities which serves more than 950 corporate customers. According to Frost & Sullivan, we are the largest MPLS data connectivity player in the country. We have further strengthened our leadership position by offering end-to-end fiber connectivity in all the major cities of the country and also have tie-ups with organizations like GAIL, PGCIL and RailTel.

Based on innovation and business agility we have been able to improve service performance and also increase our profit margins substantially. We are ranked eighth in Business Week's Annual Asia Hot Growth Companies and twenty-second in Forbes Best under a Billion list. The Tulip team now comprises over 2,300 employees, 70% of which are technical. We were also recognized as DQ Best Employer for FY '08.

On the business side, we have kick-started the managed services and data center business in full throttle. These practices are being powered by three Tulip Level 3+ data centers in Mumbai and Delhi. These facilities are ISO 20000-1 and ISO 27001 certified and already have some of the biggest organizations as customers.

The Tulip fiber rollout is being carried out strategically with an aim to have our fiber terminations at commercial buildings in major cities.

What is the future roadmap for Tulip?

Tulip today is at an inflection point where the only way is to move ahead. With Tulip strategically entering a larger market of enterprise data services, our focus will be around these key areas of operations:

- Enterprise data connectivity (MPLS, DLCs, Internet, IPLC, and Global MPLS)
- Network integration
- Managed and VAS services

Tulip, with the fiber access in place, is now aiming at a market size of approx Rs 6,000 crore, compared to the Rs 1,200 crore MPLS-only market.

What is the expected market size for IT infrastructure in the coming year?

I believe IT Infrastructure in India is surely on a very healthy growth track. The national e-Governance initiatives and the vision of "Broadband for all" will see substantial growth in this sector in the coming times. Also, fast emerging business models around financial inclusion, telemedicine, and teleeducation will propel the industry numbers. The enterprise data connectivity market alone should cross the Rs 6,000 crore market size as per some research reports.

What are the areas within IT infrastructure that are expected to grow faster than others?

The growth in infrastructural services will happen on two fronts: increase in penetration, and further optimization of business processes leveraged by technology. The penetration of infrastructure will be fueled by projects revolving around e-Governance, financial inclusion, rural branch rollouts, healthcare, and education.

On the other hand, organizations with established setups will upgrade to further optimize their operations. Content solutions, collaborations solutions, BI, and other industry specific solutions will drive this growth. ◀



Rapid Rollout

Fullerton India uses Tulip Telecom's service to rapidly roll out robust network links to its branches

Fullerton India Credit Company (FICC) is a non-banking financial company (NBFC), which began operations in India in January 2006. It is a subsidiary of Fullerton Financial Holdings, which is a fully owned subsidiary of Singapore-based Temasek Holdings. In India, FICC offers customized financial products and solutions for the mass market and low income population segments. They have two product ranges—Parivaar, for salaried individuals, and Vyapaar for the self-employed and small businesses.

Need for Rapid Rollout

Having made a relatively late entry into a financial market inhabited by numerous players, FICC targeted a rapid rollout of its branches and services across India. One of the requirements for this was the rapid availability of robust network links for last-mile connectivity to these branches.

The company evaluated several network providers, and finally went with Tulip Telecom. Tulip was chosen, for their pan India reach, not just in metro areas but also in B, C, and D category towns and districts. In addition, Tulip's project management expertise, and use of wireless as the last mile, proved to be the clincher for the deal.

Tulip Telecom provides IP-based infrastructural solutions. It is India's largest MPLS (Multiprotocol Label Switching) VPN (Virtual Private Network) player. Its forte is provisioning and managing multi-location WANs (wide area networks). Tulip provides network integration, corporate data connectivity, as well as man-

aged services, including infrastructure management services and IT consulting services, to enterprises. It has also successfully executed several e-Governance projects for the Government of India.

The Solution

MPLS (Multiprotocol Label Switching) services from Tulip enabled FICC to offer connectivity to its branches quickly. This was one of the factors that enabled the company to make more than 800 branches operational within a short span of eighteen months. FICC has around 850 branches across India today.

"Tulip is one of our Top 4 Most Important Partners," says Pramod Krishnamurthy, executive vice-president, technology, Fullerton India Credit Company. "They provide connectivity to over 550 of our branches and several of our core central links. We plan to expand the relationship into other areas of technology services as well," he adds.

In end 2007, FICC and Tulip also entered into a ten-year total outsourcing deal, encompassing current and future areas of ICT. Tulip will deliver thought leadership to FICC and ensure that the total cost of ownership for FICC continues to decrease over time.

Deployment of connectivity was fast and didn't pose many issues. According to Krishnamurthy, the issues that cropped up "were related to RF mast installation not being permitted by some landlords". Krishnamurthy concludes, "In the current economic scenario, we are looking at ways to get leaner with our IT Infrastructure. With Tulip, we are sure we will be able to do this." ◀



PRAMOD KRISHNAMURTHY
EXECUTIVE VICE-PRESIDENT,
TECHNOLOGY, FULLERTON INDIA
CREDIT COMPANY

Tulip is one of our Top 4 Most Important Partners. We plan to expand the relationship into other areas of technology services as well

Results

- Enabled rollout of over 800 branches within eighteen months
- High reliability of network links with uptimes well over 99%
- Flexible bandwidth options based on branch size and business requirements, for instance, FICC was able to enhance bandwidth from 64/128 kbps to 256 kbps for over 300 branches within three days

Rapid Application Delivery



JASON GONSALVES
CIO, KANSAI NEROLAC PAINTS

“The key attribute of Tulip is their customer centricity. That has given us a lot of confidence”

With Tulip Telecom’s services, Kansai Nerolac is able to deploy bandwidth-hungry, but critical, enterprise applications in real time

Kansai Nerolac Paints is the second largest coating company in India, with a market share of more than 20%. In the industrial/automotive segment, the company is a market leader, and supplies more than 90% of OEM requirements.

Need for Connectivity

In 2000, Nerolac invested in an ERP solution to be deployed in real time for its geographically spread points of presence, including four factories and about seventy depots and RDCs (regional distribution centers). To enable connectivity, the company invested in VSAT. The SAP R/3 solution was capable of taking the time lag in VSAT performance.

However, when the company migrated to SAP R/3 4.7 in 2005, the 1400 ms time lag, inherent in VSAT performance, began creating issues in application delivery. Nerolac, therefore, required investing in a faster mode of connectivity.

ISDN and other ground-based solutions available at that time did not provide guaranteed uptime. Therefore, Nerolac decided to invest in a more innovative mode—MPLS VPN using RF for the last mile, for which they partnered with Tulip Telecom.

Being the largest MPLS VPN service provider in India, Tulip has deployed a countrywide network using wireless on the last mile. This has helped bridge the gaps in connectivity to remote and rural areas in India.

Quick Deployment

“We were very impressed with the way Tulip handled the installation,” says Jason Gonsalves, CIO, Kansai Nerolac Paints. “They deployed the solution as fast as possible.”

“In addition, they are customer centric. Whenever the customer requires a particular service, they provide it, no matter what,” he adds.

For instance, he cites that some of Nerolac’s godowns are in remote areas; where most service providers do not have presence. However, Tulip invested on its own to create infrastructure for RF connectivity in these areas, and then provided the service to Nerolac.

Similarly, when an urgent requirement for connecting a particular factory came up, Tulip managed the deployment in 24 hours. “It came as a surprise that they could manage it so soon,” says Gonsalves.

Though the engagement began with a small order three years ago, today, about 75% of Nerolac’s connectivity infrastructure is on Tulip. A number of enterprise applications requiring heavy bandwidth—transaction system, ERP, supply chain package, data warehousing, knowledge management, employee portal, and so on—use this connectivity, along with services such as Web conferencing.

Proactive Management

Gonsalves is happy with the way Tulip manages its customers. “They are very proactive in meeting customers regularly and understanding their needs and challenges in a growing and changing business environment. They then come up with innovative solutions to meet those needs.”

He also says that Tulip always “does something disruptive in the market, which changes the rules of the game”.

“Deploying our applications would not be possible without the connectivity provided by Tulip,” he concludes. ◀

Results

- Heavy bandwidth requirements met at a cost less than for traditional forms of connectivity
- Uptime for end user guaranteed
- Even remote locations have been connected via RF



Enabling e-Governance

Pune Municipal Corporation's engagements with Tulip have helped the corporation in various initiatives for end users

Pune Municipal Corporation (PMC) is responsible for the administration of the city since 1950. Covering an area of 430 sq km, Pune has a population of three million (2001).

The PMC has implemented several e-Governance initiatives to provide better services to the people of the city. Tulip Telecom's services have been instrumental in some of these initiatives.

Backup Connectivity

One of the initial engagements came about when PMC required backup connectivity for 27 locations, including ward offices and citizen facilitation centers.

The corporation had leased lines to connect these locations to the central server, but failure of these lines created difficulties in providing continuous service to the customers. PMC decided to deploy RF connectivity as a backup to the existing infrastructure for these locations.

A tender was taken out for providing RF connectivity in return for a monthly fee, and Tulip Telecom won the contract.

Tulip Telecom provides IP based infrastructural solutions. It is India's largest MPLS (Multiprotocol Label Switching) VPN (Virtual Private Network) player. Tulip has innovatively deployed a countrywide network using wireless on the last mile, which has helped to improve connectivity to remote areas. Tulip also offers end-to-end fiber connectivity to all large metros of India.

Overcoming Challenges

A tender was taken out for providing RF connectivity in return for a monthly

fee, and Tulip won the contract.

"The job had a certain amount of challenge," says Ambarish Galinde, chief auditor and joint municipal commissioner, Pune Municipal Corporation.

At several of the remote locations, no service provider, Tulip included, had presence. However, Tulip installed towers and built their infrastructure in these areas, in order to provide the service. Deployment, therefore, took three to four months.

Post deployment, PMC found that every time the leased lines failed, the switchover from leased lines to RF had to be done manually. To enable automatic switchover, PMC purchased a router from Tulip, at a cost of about Rs 5 lakh. This also led to the need to upgrade some routers to ensure compatibility. Management of all the routers is done by Tulip.

Other Initiatives

Subsequently, Tulip has also worked on the BRT (Bus Rapid Transport) project for the PMC. Tulip has bagged 116 MPLS links spread across the city. It is also responsible for network integration and supplying the central and edge routers. The links are being deployed through Tulip's own fiber.

As part of the BRT project, the PMC has built a data center to monitor traffic flow in the BRT lanes. Each traffic signal on the BRT corridor has a camera with in-built zoom facility, which is connected via Tulip's backbone to the central room.

This enables real time transfer of images from the cameras to the central room, thus helping the traffic control room to monitor any trespassers entering the BRT lanes. ◀



AMBARISH GALINDE
CHIEF AUDITOR AND JOINT
MUNICIPAL COMMISSIONER, PUNE
MUNICIPAL CORPORATION

The solution and service are satisfactory. Tulip has been very responsive to our requirements

Results

- RF connectivity ensures high uptime and provision of continuous service to end users
- Router enables automatic switchover from leased lines to RF, in case either fail
- Even remote locations are connected via RF
- Real time transfer of images from cameras on the BRT corridor to the central room enable monitoring of trespassers in BRT lanes