

sify<sup>+</sup>



**COLLABORATION SERVICES**  
FROM SIFY TECHNOLOGIES



Sify, the pioneer in converged ICT solutions and services provides a range of collaborative tools that allow customers to conduct meaningful deliberations across different geographies and time zones without the associated travel and hospitality costs. Sify's audio and video conferencing systems and services are device & network agnostic, thus delivering huge resource benefits, vis-a-vis other fixed conference tools in the market. Sify's on-demand, network and carrier independent conferencing tools facilitate planned and unscheduled meetings across locations. Sify's audio and video business conferencing solutions require zero to minimal investment in infrastructure and with a scalable pay-per-use plan, savings on capex and maintenance costs are high.

Sify provides enterprise grade collaboration services to verticals ranging from Healthcare, IT/ITES, Manufacturing, Retail, Education, etc. and has wide ranging products and solutions suiting the varying business needs of customers. Sify has aligned with major technology OEMs like Polycom, Cisco, Vidy, Aspect, Avaya, Microsoft, SONUS etc. to provide collaboration services on a hosted as well as on premise models.



**The Collaboration services include:**

- a) Video Collaboration
- b) Enterprise Voice
- c) Contact Center Solutions
- d) Special Solutions like SBCs
- e) Professional Services

## Video Collaboration Solutions

Hosted Video collaboration Services - *Sify videomeet*

- **On-premise video collaboration solutions and services** – multi-locational video collaboration solutions and services
- **Audio and video system Integration solutions and services** – room design including Audio, Video and acoustics.



## Enterprise Voice Collaboration Services

**Outbound Voice Termination on MPLS/Internet across the world:** provides end-to-end managed voice solution with increased flexibility, scalability and high voice quality. Pay per use model reduces call cost to international locations.

**Inbound Voice Calling:** inbound call termination services route calls from international locations to India. This includes:

- Toll Free Numbers from US, UK and EU
- DID numbers from US and UK

## Contact Center Solutions

**Hosted Contact Center:** Contact centers now have access to state of art technology for Predictive Dialing & Automatic Call Distribution without upfront huge capital outflows with Sify's Contact Centre on Demand solution for international calling.

## Session Border Controllers

With the increasing demand for VoIP in business critical voice communication infrastructure, it is imperative to protect and isolate the VoIP infrastructure from external threats and allow seamless communication between multiple voice devices. It is also important to centrally manage VoIP policies and bandwidth for VoIP devices and applications. Session Border controllers act as a one-stop-solution for these requirements.





## VERTICAL SOLUTIONS

### Healthcare Collaboration Solutions

Healthcare, like all business, is evolving globally, there is a shift from just treating the illness to preventing illness with associated cost reduction as demographic changes apply pressure on already stretched systems. There is a trend towards improving care in the community as well as outreach and team work between agencies resulting in high quality healthcare independent of geography.

An increased distributed demand for all levels of healthcare team members, results in practitioner shortages. Accelerating development of new treatments leads to an increased need for medical education.

## Collaboration and Continuous Care

This requires collaboration across hospitals, community health centers, long-term care facilities and right into the homes of patients, their families and their healthcare teams. Continuous care supports the patient right from diagnosis to cure.

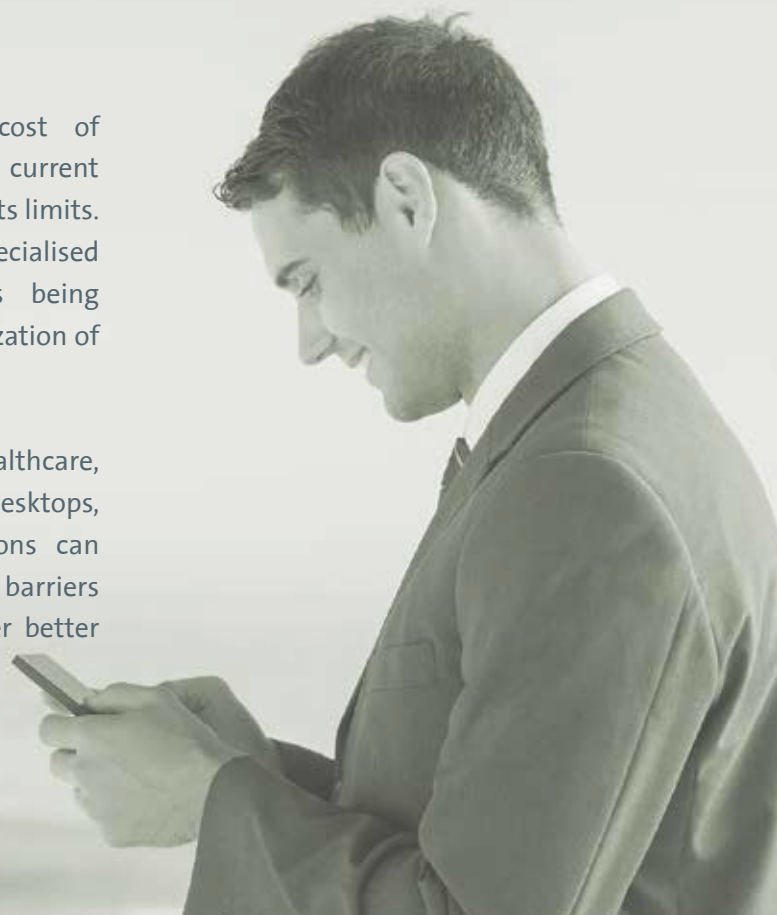
## Closing the gap

Our collaborative video and voice landscape enables healthcare organizations to close the distance to respond and interact with post-discharge patients or those needing urgent care. It also provides the collaboration pathways to facilitate patient-centric care and the new healthcare model connecting patients, service providers, etc., independent of their location.

## Addressing the Challenges

With today's aging population, skyrocketing cost of healthcare and shortage of service providers, the current delivery model of centralized care is being tested to its limits. The focus of delivering healthcare from specialised healthcare complexes when not necessary is being challenged by timely access to healthcare and localization of talented specialists in urban centers.

Using collaborative video and voice solutions for healthcare, such as immersive environments, meeting rooms, desktops, tablets, and smartphones, healthcare organizations can implement innovation models of care which remove barriers to healthcare and support best practices to deliver better outcomes at reduced cost.



**Extended access to healthcare:**

- Patient access to outreach prevention and wellness programs
- Extended reach for high-quality interaction between doctor and patients, irrespective of their location

**Improved quality of care:**

- Timely access to specialists
- Multi-disciplinary teams convened quickly and as required
- Collaborative network across health facilities
- Fewer re-hospitalizations through consistent patient education and outreach wellness programs
- Reduced Emergency Room loads and decreased patient waiting hours

**Increased skill levels:**

- Educate hospital staff, clinicians and the patient community more effectively through remote learning/mentoring and shared knowledge and skills.

**Decreased cost of care:**

- Increased productivity of healthcare professionals - less travel means more patients can be seen
- Fewer unnecessary re-hospitalizations

**Reduced travel costs:**

- Team meetings via multipoint collaboration saves travel time and cost
- More efficient Executive/Board meetings

**Improved Processes:**

- Faster, better informed decision-making
- Improved workflow
- Collect ideas to support accountable care organizations and pay for performance models





## Education Collaboration Solutions

### **Innovative and agile learning environments**

- Highly interactive and collaborative spaces
- Augment instructional design to increase immediacy and relevancy

### **Greater Interaction**

- Provide accessible and affordable learning opportunities
- Live and on-demand learning, content collaboration
- Personalized learning

### **Flexible and Blended Learning**

- Receiving and delivering instruction remotely
- Alternative learning spaces
- Curriculum enrichment with remote expertise

## BFSI Collaboration Solutions

Financial institutions are always looking for new and innovative products as well as more effective ways to provide services to their customers. Collaboration can enable a higher level of customer service, spawn interactive kiosks, aid in new product training and facilitate faster and more effective go-to-market.

Bank branches can communicate more effectively to increase customer service levels. New financial products can be launched more quickly to a larger audience. New product training or market trend analysis can be completed remotely. These are just a few of the reasons financial companies worldwide choose Polycom to provide the most lifelike experience for collaboration and communication from anywhere to anywhere, instantly.



## Benefits

- Improved Customer Service
- Enhanced Communications
- Innovative Products and Services
- Competitive Differentiation
- Cost Reductions
- Faster Decision-making

## Key Applications

- Branch-level Communications
- High net-worth Customers
- Morning Call





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"we are building a world in which our converged ICT ecosystem and our 'bring it on' attitude will be the competitive advantage to our customers"

- telecom services
- data centre services
- cloud & managed services
- applications integration services
- technology integration services

reach us now

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