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PRESS RELEASE

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Computacenter extends its Telepresence reach by joining Tata Communications' Global Meeting Exchange

Frankfurt, 07 April 2011 – Computacenter, Europe's leading provider of IT infrastructure services has joined the Tata Communications Global Meeting Exchange (GMX). Through the GMX, Computacenter's existing ten Telepresence facilities (located in Berlin, Birmingham, Frankfurt, Hamburg, Hatfield, Kerpen, London, Munich, Ratingen and Reading) can now connect to Tata Communications' growing global network of public Telepresence rooms as well as to other service provider networks connecting to the exchange. This extended ecosystem moves Computacenter's Telepresence from a private intracompany experience to a global collaboration tool for customers, employees and partners.

The Tata Communications GMX enables meetings to take place between any private or public room on its network; as well as rooms on the networks of Tata Communications' Intercarrier-Exchange partners, BT and Telefonica, and the National LambdaRail network, which links leading US universities. Tata Communications currently has the **largest global network of public Telepresence rooms** and is present in 30 major cities across five continents, with its 33 rooms spanning 17 countries.

The extended reach of this high definition, immersive video collaboration tool will enable Computacenter's executives to connect virtually with each other, as though they are in the same room, together regardless network or service provider. This creates the potential to improve all sorts of business interaction through better and more frequent meetings, resulting in stronger customer relationships and accelerated sales cycles, better project management and tighter integration of remote offices.

"Increased globalization carries many advantages. It also however, complicates the issue of communication. On a day-to-day basis, we work with customers, partners and other branch offices on an international level. The most important benefit of Telepresence technology is the ability to communicate face-to-face – a vital element in building trust in business" says Oliver Tuszik, CEO at Computacenter Germany. "By joining our private Telepresence rooms to the Tata Communications' Global Meeting Exchange, we have enriched our infrastructure and now have a collaboration tool that reaches even more destinations, enabling us to better communicate across our business internally and externally."

Collaboration Tools Carry Potential for Savings

Computacenter is the latest company to embrace the business benefits of virtual collaboration technology and enjoy better, more frequent 'personal' meetings over a virtual table, whilst at the same time cutting down unnecessary business travel.

However, according to a recent independent study by Tata Communications, there is still a high proportion of German executives who are unaware of the advances in technology that are available to them. Technological advances that cut down time spent out of the office, whilst at the same time increasing that 'personal connection'. Key highlights from the study that surveyed 100 decision makers in Frankfurt and Munich were:

- **50 per cent** of executives in Germany spend on average **up to 60 days a year** travelling for meetings, resulting in substantial dead time
- **One in five** executives surveyed spend **over 36,000€ each on travel expenses** annually
- **91 per cent** of respondents prefer **face-to-face contact** for meetings due to a heightened level of trust
- **84 per cent** of respondents recognize the need to embrace virtual collaboration technologies that provide personal contact, yet unaware of the options available such as Telepresence

"We are delighted to welcome Computacenter to our global Telepresence network. By joining our extensive ecosystem, the company clearly demonstrates that it embraces new technological innovation, in order to reduce the amount of time spent out of the office, whilst simultaneously encouraging global collaboration," comments Claude Sassoulas, Managing Director, Europe and Africa, Tata Communications. "Our global Telepresence network gives Computacenter the reach that transforms its current Telepresence services from a private intracompany experience to a truly global collaboration tool."

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Methodology of the Survey

This survey was carried out on behalf of Tata Communications by the independent research group 'Info GmbH' from Berlin in December 2010. Over 100 decision makers in Frankfurt and Munich. 49 per cent of those surveyed indicated that they were a member of the managerial team or a team leader, 30 per cent were departmental or sector leaders and 21 per cent managing directors, executives or proprietors. Companies from a range of industries were surveyed. At 23 per cent, the processing business was the best represented, followed by the information and communications industry and business service providers (11 per cent respectively), as well as the health and social care industry, trade with truck maintenance and repairs (9 per cent respectively). Participants were asked about their habits and preferences regarding meetings and business travel and gave information about applied collaboration technology.

About Tata Communications

Tata Communications is the 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 multi-national enterprises, service providers and Indian consumers.

The Tata Global Network includes one of the most advanced and largest submarine cable networks, a Tier-1 IP network, with connectivity to more than 200 countries across 400 PoPs, and nearly 1 million square feet of data center 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 operators in South Africa (Neotel), Sri Lanka (Tata Communications Lanka Limited) and Nepal (United Telecom Limited).



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