



AID YOUR BUSINESS GROWTH  
WITH AN UNINTERRUPTED  
VOICE SERVICE

## PRI

Businesses today need to respond to the continually evolving needs of their customers and partners. Seamless voice communications play a critical role in accomplishing this objective. Enterprises, regardless of their size are on the lookout for effective and scalable voice solutions to transform their business connectivity.

Tata Tele Business Services (TTBS) PRI solution is designed to drive a multitude of connectivity possibilities for business growth, with its uninterrupted voice services. Our PRI services provide full featured, 2-way connectivity between Integrated Services Digital Network (ISDN) compatible PBX or Key System and the Public Switched Telephone Network (PSTN).

Our unmatched SLA offering includes network service availability of 99.5%, a complaint MTTR (Mean time to resolve) of 4 hours and service credits in case of commitment breach. It reduces points of failure and manages networks with fewer channel equivalents.

## Why TTBS PRI Solution?

TTBS PRI solution is a service that packs many benefits in a single solution.

- **Standard PRI:** This solution is used by enterprises where inbound and outbound calls are required. DID's are allocated to enterprises to enable them with DID/DOD facility as needed.
- **Telemarketing PRI:** This is typically used for telemarketing calls with DND scrubbing feature on IN platform which also have other restrictions as per DOT and TRAI regulations.
- **ISDN PRI:** Offers features and benefits which allows enterprises to communicate and exchange information quickly and easily.



## Key Customer Benefits

- **Reliability:** TTBS PRI lines provide stability as they are powered from the central office, allowing them to stay up during power failures. These lines are also digital which makes for easier troubleshooting.
- **Security:** The digital nature of our solutions, help provide an added layer of security and privacy to communications, compared to analog lines which can be easily tapped into.
- **Speed:** High-quality calls made over our PRI lines are established much quicker due to their dedicated line structure.

## PRI

- **Control Costs:** Start your journey with 'Zero Investment' and bundle your EPBAX/PRI Card with any of the PRI plans on offer. TTBS team will manage warranty obligations for CPE during the contract period (2 years).
- **Disaster Recovery:** Protect your communications with solutions for backup configuration. Our disaster recovery option for dual last mile connectivity provides circuit switched capability for alternate paths in the event of an emergency.
- **Availability:** TTBS PRI network is provided in high availability mode with the help of ring architecture.
- **Single Pilot Number:** A unique call solution for your enterprise, which provide you with a single number across the top 50 cities in the country.
- **PBX Trunking Efficiency:** Our call-by-call service selection can reduce trunking requirements and allow customized time-of-day selection of service.
- **Video Conferencing:** Our large bandwidth enables quality video resolution and allows for faster screen refresh. Save on travel expense by using video conferencing with full motion virtual meetings.
- **Service Level Commitment:** TTBS is the first and the only operator in the country that commits to 99.5% of service uptime on voice solutions to ensure that your operations run smoothly.
- **Pooling:** Utilize the full benefit of free call value/minutes across product and locations, through our pooling feature.

## Key Features

- Easy to Deploy, Easy to Manage Voice Connectivity Solution
- Supports Video Conferencing Solutions
- Enterprise-Friendly Billing System, Extension-Wise Billing Across Offices
- Terminates on a PRI Card in PBX Devices
- Similar Pilot Number Across Cities
- Bundled with PRI Card or EPBAX
- Simultaneous 30 Calls Through Single Connection
- Reduced Points of Failure

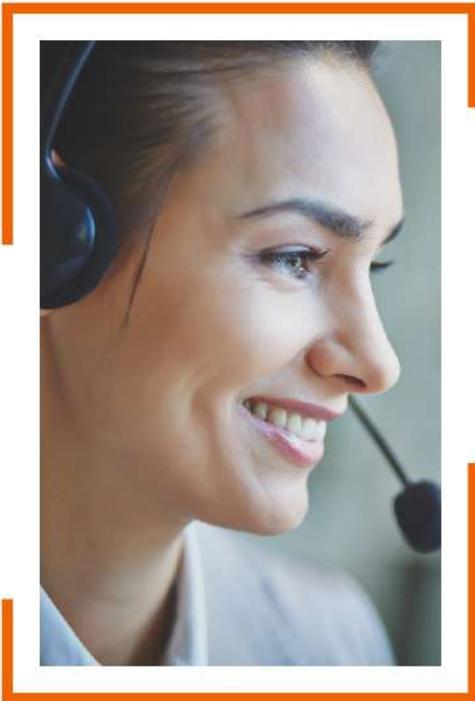


## PRI

### Industry use case

#### Services

**Challenge:** To double the productivity of the enterprise and utilize resources to the maximum potential.



#### Key requirements

- Streamline the support team's productivity by automating their call workflow
- Pricing plan needs to include internal and often national or international calls

#### How does TTBS PRI solution help?

- Application aware routing helps in traffic prioritization
- WAN optimization helps in intelligent WAN management and auto failover
- Advanced WAN management feature ensures seamless connectivity on multiple WAN links
- Granular analytics create deep insights on network

#### BFSI

**Challenge:** Requirement for a common/similar board number across multiple cities.



#### Key requirements

- Unique similar number across all cities
- Ease of advertising and branding

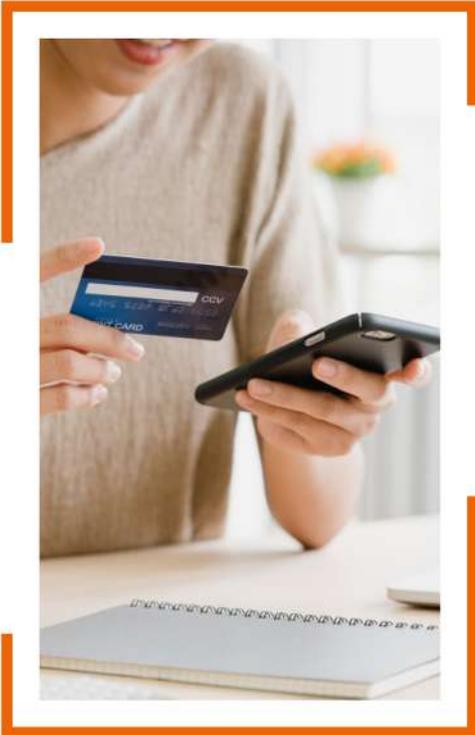
#### How does TTBS PRI solution help?

- Customer was provided with Single Pilot Number solution where customer just needs to prefix the STD code of location
- The solution provided was easy to scale enabling expansion across top 53 cities
- Single Pilot Number made it easy to remember for customers, employees, and vendors

# PRI

## Retail

**Challenge:** Need to supercharge productivity of sales and support teams.



## Key requirements

- To streamline call workflows and increase productivity
- Decrease idle time of agents

## How does TTBS PRI solution help?

- Can be integrated with any auto dialer technology allowing the dialer system to acknowledge these elements and prevent the agent from connecting to busy tones, answering machines
- With low idle time and better call connect ratio, agents spend more time communicating to the prospects and customers
- Provides better customer engagement and high agent confidence and productivity

## FAQ's

**Q1. How many channels does the PRI solution offer?**

**A1.** PRI offers 30 voice/data channels.

**Q2. In what multiples can the PRI channels be upgraded?**

**A2.** PRI can be upgraded in multiples of 30.

**Q3. Does PRI support video conference service?**

**A3.** Yes, you can connect to the video conference CPE and start using the service.

**Q4. Is closed user group calling provided on PRI?**

**A4.** Yes, customer can provide CUG numbers across any TTBS voice product.

**Q5. Does PRI support merging with single pilot number feature?**

**A5.** Yes, you can merge two PRI within the same SDCA.

**Q1. Do we provide EPABX bundling with PRI?**

**A6.** Yes, you can opt for any available EPBAX in TTBS approved inventory.