



Proposal for Co-Location Facility

COPYRIGHT © 2001, SM Telesys Limited

The information contained within this document is provided by SM Telesys Limited for internal use only. Any copying, distribution, or release of any of the information contained within this document in any way or form is not permitted without the written consent of SM Telesys Limited.

Overview

This proposal has been prepared for **Call Centers** in India for handling Co-Location facility and providing fully blended contact centre technology. Our offerings are tailor-made to cater to the requirements for a company like yours.

With our cumulative experience of over 10 years of Telecommunication & Call Center Technology and networking infrastructure expertise in USA & India, we are aware of the technological challenges and our offerings are tailored so that these challenges are met very effectively.

The SM Telesys Advantage

- **Single Point of Contact in USA and India:** We provide a one-stop shop for your Point of Presence in the US. End to end professional services for configuration and installation in USA and India for trouble free operation of call center in India. **SM Telesys takes full responsibility for routing the calls to your Call Center from USA.** Our tier-one co-location site provides the quality environment you need, and our qualified multi-service engineers will configure and tune your network for Voice Over IP traffic or Voice Over Frame Relay traffic, and will provide ongoing support to assure uptime and a well-tuned network connection.
- **Seamless Integration:** At our site, our unique call center technology is based on an open & reliable architecture. This allows us to seamlessly integrate the advanced features of our technology to your existing call center technology outside of the US. Now you can roll out new services to your clients, such as blended queues, web collaboration and chat, fax back, email back, and shorter hold times. The fact that you are leveraging our technology will be invisible to your customers, and you pay monthly fees for only for what you need, rather than face large upfront capital expenditures.
- **Low Set Up and Ramp Up Time:** Our technology allows outbound and inbound campaigns to come up very quickly.
- **Qualified & Certified Technical staff in New York & India:** SMT has a board for extremely talented & qualified staff stationed at both US & India to provide after sales & tech support to its existing & new clients. The Engineers are certified by Cisco, Nuera, Microsoft to name a few.
- **24/7 Support:** SMT even provides 24/7 support so essential to Call Center Services both in India as well as USA.

Co-Location Proposal

This section provides a summary of various offerings under our model of business.

Co-Location Offering

Option –1 US-POP Hosting Clients' Equipment

- Hosting of Client's Switch, Router, IPLC termination equipment, MUX and Servers at our Co-location Facility in USA.
- Engineering Support at both the ends (USA and India), if required, for WAN connectivity
 - Local PSTN Connectivity to USA and Canada
 - Long distance services in USA, Canada & rest of the world.

Option –2 US-POP Hosting Using SM Telesys's Infrastructure

- Use of SM Telesys's IPLC termination equipment, & Nuera Multiplexer and Servers providing compatible functionality to integrate with the existing overseas infrastructure of the client from SM Telesys's AISP facility in USA.
- Engineering Support at both the ends (USA and India)
- Local PSTN connectivity in USA and Canada
- Long distance services in USA, Canada and rest of the world.

□ **SM Telesys will provide the following at its Co-location facility:**

- ◆ Physical space of cabinet
- ◆ Wiring channel
- ◆ Wiring patch panel
- ◆ Power distribution bar
- ◆ 1 dedicated 20 amp circuit UPS – backed AC power (120v)
- ◆ 1 IPLC Termination – one T1 cross connect to MUX/Switch

□ **Our Offer includes the followings:**

- ◆ Initial Configuration of all the hardware equipment as per client specification at our facility.
- ◆ Engineering Support in USA and India for configuration and installation of hardware/software.
- ◆ Reconfiguration of networking hardware once a month for an unchanged back-end infrastructure of client
- ◆ Setting up of Dialer software as per clients specifications
- ◆ Report generation on behalf of client for outbound campaign

□ **One time engineering support included in the price:**

- ◆ Initial configuration of router, mux in USA
- ◆ IPLC Connectivity and Testing

□ **On-going engineering support service**

- ◆ Engineering Support in USA for Hardware – Router/Mux. This will include configuration/testing/card replacement. All the replacement cards need to be stocked by the client at our Co-Lo facility. Engineering response time will be within one hour during business hours 8 A.M. to 5 P.M. EST and two hours outside business hours.
- ◆ On-need basis support in India – to be determined by SMT & Client.
- ◆ For clients equipments other than the Router/Mux/Switch a high level diagnostic will be provided.

Besides the above, SMT Co-Location Offers:

- Flexibility in Space Configurations, Caged Space, Cabinets, Racks.
- Electricity, Air Conditioning & Back-up Generators.
- 24 hours Engineering Network Management.
- 12/5 Alarming & Access.
- Electronic Key Access.
- Technical Support Services.
- 12/5 Network Facility.
- End-to-end Network Diagnostic Capability.
- Carrier Priority Status.
- Customer Service Department.
- FX Capability.
- On-line Network Alarm Systems.
- Carrier Class Switch Termination.

Corporate Profile

Established in 1991, SM Telesys (SMT) is today a 200 people strong company providing solutions & infrastructure to the telecommunication world. SMT has operations in the USA and India. We provide Sale, & support services for high technology equipments for the IT enabled Industry. SMT professionals have successfully completed projects for various companies in the call center, IT enabled services, and telecommunications, ISP and eBusiness market sectors.

SM Telesys Ltd. (SMT) (<http://www.smttelesys.com>) a publicly held, listed company has been involved in the field of providing Turnkey solutions and integration to Voice, Data & Blended Call Centers to various companies in India.

SMT, a distributor for some of the major names in Call Center Solutions such as AMCAT, Nuera & Advantech. We not only provide technology from these leading names but also help in integrating the complete Call Center Systems for its customers. Integration of Software and the required Hardware with the leased line (IPLC) in some of the most important aspects of any Call Center implementation. SMT takes pride in providing one of the finest integration technologies & solutions to its customers, hence proving vital assets in the Call Center Business.

SMT has provided such services to establish Call Centers in the India and assures its customers the benefit of reduced time of implementation, reliability, proven & tried solutions along with integration of CRM software. This not only reduces cost but also gives advantage of Call Center experience of USA to our clients. SMT offers its services in identifying the correct hardware, selection and procurement, besides supply, commissioning and integration of the same.

The senior management team of SMT in USA, and India consists of qualified professionals who have held senior management as well as senior technical positions with large Telecom firms in these countries. The members of SMT core team have successfully managed and delivered various infrastructure-internetworking projects at international and national levels in USA and India. We take pride in emphasizing our internetworking designs and project management skills to our customers. We keep in touch with the industry's leading International Call Centers and networking companies, which enables SMT to offer our clients the most cost-effective, efficient, robust and scalable solutions for their enterprise networks, call centers, eBusiness initiatives, eEnabled applications.

Besides Call Centers, SMT also provides Consultancy services in Telecommunications to various Multinational companies such as **Siemens, NTT Japan, PTT Telecom Netherlands, ITOCHU Japan, RAM Technologies, USA, MTNL, DOT, Bharti Telnet** to name a few.

Technical Competencies

SMT network and systems engineers have significant expertise and experience in a wide variety of network technologies and applications as listed. Our Engineers are located both at New York as well as India at Delhi, Mumbai & Bangalore.

Multiplexers	Nuera Communications, Cisco Systems, Nortel Networks, Formosa
CRM/Predictive Dialling Software	Amcat, True-Dial, Symposium, Davox, CellIT
Routers	Cisco Systems, Juniper Networks, 3Com
Hubs/Switches	Cisco Systems, Entrasys, 3Com
Remote LAN Access	Cisco, Intel
Management Systems	HP OpenView, Cabletron/Enterasys Spectrum, Novell NMS, CiscoWorks
Network Analysis Tools	Sniffer, Lanalyzer, Cable Scanner, WAN Analyzer, OTDR
Physical Datalink Layer	Cisco PIX, Checkpoint Firewall-1, Milky Way, Cisco Secure
Internet/Intranet	Development/deployment, DNS, NIS, POP3, SMTP, IMAP, Usenet NNTP, World Wide Web services
Network Operating Systems	Intraneware, Banyan Vines, Windows NT 4.0, WIN 2K adv. Server, AIX, Solaris, Linux, BSDI, HP-UX
WAN Technologies	X.25, Frame Relay, ATM, SMDS, ISDN, T1/E1, T3/E3, Leased Lines, xDSL, OC-3, OC-12, OC-48, ATM, SONET, V-SAT
Physical/Data Link Layer	Ethernet (10BaseT, 100BaseT, 1000BaseX) Token-Ring, FDDI/CDDI, broadband.

Client References

SM TELESYS personnel have a proven track record of successfully delivering large internetworking projects. Some of our clients are:

- ◆ Hero ServeIT, Gurgaon, India - Installed & commissioned WAN using Nuera Multiplexer at India, Miami & Pennsylvania USA.
- ◆ HFCL: Designed and deployed complete International call center at Mumbai.
- ◆ Infotalent Systems Bangalore: Designed and deployed complete International call center at Bangalore.
- ◆ Horizon Technologies (P) Ltd.: Designed and deployed International call center.
- ◆ Excel Callnet (P) Ltd.: Installed & commissioned WAN using Nuera Multiplexer at India, & New York, USA.
- ◆ E3R Infosystems (P) Ltd.: Designed and deployed network Management System for their Call Center.
- ◆ Adani Group: Designed and deployed International Call Center including Multiplexer, CRM & Predictive Dialling Software at Ahmedabad.
- ◆ Jindal Transworld (P) Ltd., New Delhi – replaced their call center Technology solution with AMCAT.
- ◆ IRM Information Technology Ltd.: Installed & commissioned WAN using Nuera Multiplexer at India, & New York, USA. for their International Call Center.
- ◆ I-Spatial Communications (P) Ltd.: Designed and deployed International call center.
- ◆ IMT: Designed and deployed campus-area-network & Call Center in Ghaziabad.
- ◆ Esquire Electronics, New York, USA: Designed and deployed WAN and Network Management System & co-location for their clients in the Tri-State area.
- ◆ Solid Marketing, New York, USA: Designed and deployed Multiplexers & Softswitches for VoIP Network.
- ◆ Switch & Data, USA: Installed Multiplexer & integrated with T1 & T3 circuit for international Voice traffic.
- ◆ ICall, Chicago, USA: Installed Multiplexer & integrated with T1 & T3 circuit for international Voice traffic.

Besides Call Centers, SMT also provides Consultancy services in Telecommunications to various Multinational companies such as **Siemens, NTT Japan, PTT Telecom Netherlands, ITOCHU Japan, RAM Technologies, USA, MTNL, DOT, Bharti Telnet** to name a few.

SM Telesys Corporate Head Quarters & Field Offices

CORPORATE HEAD QUARTERS



A-51 Sector 8
NOIDA, UP 271302
Phone: 0120-4544678, 4544676
Fax: 011-6674999
Email: info@smtelesys.com
<http://www.smtelesys.com>

TECHNICAL SUPPORT OFFICES:

- Bangalore
- Mumbai

USA OFFICE:
206 Terminal Dr.
Plainview
NY 11803, USA
Email - ajain@smtelesys.com
Work Phone: 516 813 9577
Mobile: 516 351 8888
Fax: 516 349 0620