TATA COMMUNICATIONS

Taking You Farther ™

TATA

Lemon Tree Hotels partners with Tata Communications for its strategic growth initiatives

Managed Hosting and Storage Case Study

Lemon Tree Hotels trusts Tata Communications for robust and secure Information Communication Technologies (ICT)

Lemon Tree Hotels, India's fastest-growing hotel chain, provides full-service, business and leisure hotel accommodations throughout India. Lemon Tree required a highly robust and scalable solution, to accommodate an 11-hotel build-out over the next two years, and a reservation and billing system that would be available 24x7x365, with minimal disruptions.

Users needed high-performance access to mission-critical business applications, linked to a centralized, remotely hosted server and storage system. Lemon Tree Hotels realized that to develop a solution that met its requirements, it needed to find a telecommunications provider who was an industry leader in network communications to handle its growing IT infrastructure, including all IT hosting, storage, security and Internet connectivity.

"We consider Tata Communications to be a strategic partner."
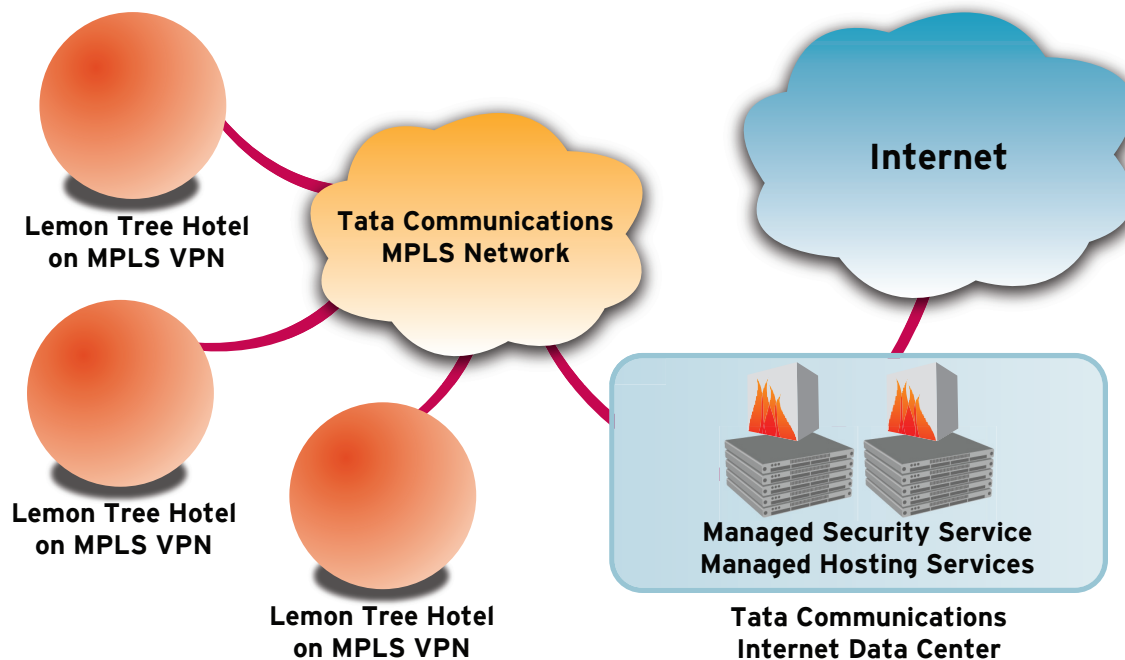
Ajai Kumar
Deputy GM of Technology at Lemon Tree

Tata Communications met Lemon Tree Hotels' needs by providing an integrated MPLS VPN service to all existing properties. As part of its strategic expansion plan, the hotel chain decided to have its Data Center hosted at Tata Communications' Managed Services Operation Center (MSOC), enabling hotel management to better focus on its core job duties, instead of network and IT infrastructure concerns.

Centrally Managed Data Centers

Phase one of Tata Communications' engagement established MPLS connectivity for Lemon Tree's initial 10 hotels at the MSOC facility in Chennai, with plans to expand service to the additional 11 hotels as needed.

Previously, Lemon Tree Hotels had hosted applications at each individual hotel location. Now, however, the company needed a common platform to host a multi-tier property application and to consolidate data for reporting and analysis. To meet these requirements, Tata Communications established a centralized, robust network architecture solution. Tata Communications helped Lemon Tree scale up quickly and meet its expansion plan requirements, eliminating the need to maintain a large, in-house IT staff, and reducing operational expenditures.

The Managed Hosting and Storage solution is delivered via a dedicated network backbone housed at the Tata Communications data center in Chennai, India. Scalable, centralized management can accommodate the networking needs of new hotels as they are built, optimizing performance, reducing total cost of ownership, and enhancing peace of mind. Tata Communications was also able to answer concerns about reliability and uptime, and meet the company's security and service quality requirements.

Lemon Tree Hotel on MPLS VPN

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Tata Communications MPLS Network

Internet

Managed Security Service
Managed Hosting Services

Tata Communications Internet Data Center

For more information on **Managed Hosting and Storage Services**, please visit: **www.tatacommunications.com/contact**
www.tatacommunications.com

Why Lemon Tree Hotels Chose Tata Communications

_ High-speed, scalable, MPLS VPN architecture
_ Hosted, fully managed and monitored on-demand storage services
_ A highly available, reliable and secure solution
_ An expand-as-you-grow model to add bandwidth and services as needed
_ Uniform service and reporting through a consistent global platform
_ Predictable, accurate cost model
_ Managed firewall service to proactively prevent attacks from known and emerging threats
_ Secure web portal for monitoring and reporting

"Tata Communications' expertise has allowed our team to stay focused on building our hotel brand in India."

Ajai Kumar
Deputy GM of Technology at Lemon Tree

Looking Ahead

Through a partnership with Tata Communications, Lemon Tree Hotels implemented a streamlined, scalable VPN solution, and is benefiting from secure, reliable service with a fully managed hosting and storage solution. Ajai Kumar, Deputy GM of Technology at Lemon Tree states: "We consider Tata Communications to be a strategic partner who can support our growth initiatives by delivering a set of high-end, scalable services that accommodate our plans for expansion."

Lemon Tree Hotels is continuing its work with Tata Communications, and has recently added numerous IT elements to a Storage Area Network (SAN), as well as a backup facility. "Tata Communications' expertise and high quality connectivity solutions have allowed our team to stay focused on building our hotel brand in India", says Mr. Kumar. As the hotel chain continues to expand across India, management has also expressed significant interest in outsourcing additional IT services to Tata Communications, and exploring solutions such as messaging and collaborative video conferencing.

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Tata Communications, a member of the $62.5 billion Tata Group, is a leading global provider of a new world of communications. The emerging markets communications leader leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national and Indian enterprises, service providers and Indian consumers. Tata Communications' range of services include transmission, IP, converged voice, mobility, managed network connectivity, hosting and storage, managed security, managed collaboration and business transformation for global enterprises and service providers, as well as Internet, retail broadband and content services for Indian consumers. The Tata Global Network encompasses one of the most advanced and largest submarine cable networks, a Tier-1 IP network,

with connectivity to more than 200 countries across 300 Pops, and more than 1 million square feet of data center and co-location facilities. Tata Communications' unique emerging market depth and breadth of reach includes a national fiber backbone network and access to network in over 60 cities and 125 Pops in India, strategic investments in South African converged services operator, Neotel, Sri Lanka and Nepal and, subject to fulfillment of conditions precedent, a 50% ownership in China Enterprise Communications (CEC) providing full country VPN coverage in China. Servicing customers from its offices in over 80 cities in 40 countries, Tata Communications is the number one global international wholesale voice operator and number one provider of international long distance, enterprise data and Internet services in India, the Company was named

"Best Wholesale Carrier" at the World Communications Awards in 2006, "Best Pan-Asian Wholesale Provider" at the 2006 and 2007 Capacity Magazine Global Wholesale Telecommunications Awards and was awarded "Best Progress in Emerging Markets" at the 2008 Mobile Communication Awards. Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India and its ADRs are listed on the New York Stock Exchange. (NYSE: TCL)

www.tatacommunications.com