



TATA COMMUNICATIONS

Tata Communications

Leading In a Digital-First World - Global Thought Leadership Campaign

Summary

The unprecedented situation during Covid-19 pushed businesses to not only adapt to the new normal as quickly as possible but also re-think their digital-first strategies. We realized organizations were at different stages when it comes to being digital- first and prepared for such unprecedented situations. There were very few that were “ready” and the majority struggled as they tried to ensure business continuity.

As soon as the pandemic hit, we developed the Secure, Connected Digital Experience (SCDx) proposition to help enterprises advance to the next stage of their digital-first journey. However, our endeavor to understand our customers and their digital journeys didn’t end there and we decided to fortify our SCDx philosophy & storylines with an outside-in global and industry-specific point-of-view with a proprietary survey-based approach.

Our objective was to not only understand the businesses and their digital-readiness but also give them a forward-thinking view of the digital transformation and arm them with recommendations to help them become digital-first.

Through our CXO community, we tried to understand how their organisations have addressed the challenges adjusting to the new normal and what their digital transformation visions look like. We not only wanted to learn the global trends but also understand regional trends and how the new normal was different across industries. To gain outside-in global perspective, we launched a proprietary survey-based approach with 750 C-suite executives and 10 in-depth qualitative interviews with CXOs/Industry Analysts and Academicians.

As a result, we launched “Leading in a Digital-First world”, an international report and 4 regional reports (APAC, Europe, Americas, and India) which were amplified globally through a sophisticated multi-channel program.

Our research reveals why the leading firms are performing better than the rest. The research shows that companies with mature, digital-first operating models – The Digital Trailblazers (10%) – outperform the two less mature groups: The Digital Migrants (52%) which have made partial progress to digitalisation, and The Digital Aspirants (38%), which are still at the early stages of the journey. The analysis identifies three key strategies Migrants and Aspirants need to adopt to become Digital Trailblazers, i.e., Digital-First Mindset, Hyperconnected Ecosystem, and Digital Trust. Our perspective in the report reiterates the role of the identified strategies in delivering Secure, Connected, Digital Experiences (SCDx).

Program Execution & Lessons Learned

The initiative was a fine example of seamless and in-sync cross-team collaboration, after 10 months of tireless work to bring it to life. Every function worked seamlessly and in sync with the stages, which helped Tata Communications achieve outstanding outcomes. We strategized our outreach plan aligned to the Launch and the Sustenance stage. Each stage had a tailored messaging strategy and GTM plan.

The GTM plan was developed by leveraging industry best practices to drive results for both Launch and Sustenance phases. The launch plan was laid out keeping in mind the global report outreach in the Launch stage, introducing the key findings of the reports followed by regional report findings and delving further into global report findings and establishing ourselves as a Digital Ecosystem Enabler in the Sustenance stage. All Paid, Owned and Earned channels were leveraged to their full potential along with a comprehensive sales enablement program. This was further strengthened through on-ground and virtual events in different regions and a tailored CXO outreach program.

Business Results & Future Plans

Leading in a Digital-First world was a truly integrated campaign that involved contribution and seamless collaboration across all marketing functions. Designed as a thought leadership campaign, the program helped to build pipeline of over \$5Mn in less than 10 months. All the elements were crafted to build a campaign which strengthened our position as a Digital Ecosystem Enabler in the market.

This integrated program resulted in:

- 1900+ global media capture across 50 countries over 5Bn media website reach through
- \$5Mn sales funnel generated within 10 months of the program launch
- 1300+ global report downloads
- Over 407 CXOs engaged through personalized CXO programs
- 58K+ visits (500% achievement to target) to the microsite

The Digital-First world will require digital transformation across its ecosystem, hence near-real-time Uninterrupted Connectivity and Seamless Collaboration would be pivotal. Our upcoming thought leadership program Hyperconnected Ecosystem- Connected Workforce, Connected Customers, Connected Partners and Connected Things will address this topic.