



Tonse Telecom

Knowledge Process Outsourcing

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Are you troubled by the costs involved in maintaining a huge workforce for your domain-based processes and business insights?

Are you worried about not utilizing skilled employees for more strategic and customer-oriented tasks?

With challenging global economic and competitive forces you need to seek additional and lower-cost knowledge resources outside of your organization and geography. Tonse Telecom Research allows you to focus valuable marketing bandwidth on your customers and competition. We bring to you a skilled team of knowledge professionals that offers knowledge-based processes with the twin benefits of round-the-clock production and fast on-time delivery of hard core valuable market data.

At Tonse Telecom, we are strongly committed to developing analytical knowledge solutions to address difficult business challenges. By helping you crystallize understanding of the complex options available to you, we translate complicated data into clear management decisions. Tonse Telecom offers its customers a range of sophisticated research and analytical services designed to support telecom businesses through market-related knowledge and business consulting. With our strong telecom expertise we address your needs for market intelligence, freeing your valuable internal resources for more strategic projects.

Tonse Telecom's team of diverse multi-domain professionals with in-depth knowledge and experience in various streams of the telecom industry promise you consistent quality and 24x7 on-time performance. With current industry and market updates and information reaching your desk, you enjoy valuable cost-savings on operations and manpower maintenance, as well as increased profits. We help you gain an in-depth insight of your markets, competition, products and services; and deal with rapidly evolving business scenarios.

Our high-end KPO services are customized and value-based, with the focus on driving quantifiable business growth for our customers. Tonse Telecom offers a hand-picked skilled team that works as the customer's marketing back-office team. Our personnel have extensive domain expertise and have worked with leading multi-national organizations. We cater to the needs of research and research publishing houses, telecom content providers, telecom companies as well as equity research companies and venture capitalists; offering them information services, research services, and complex, high end analytics.

Research & Publishing Houses

We help research and publishing houses obtain global and regional market data through extensive internet research and data analytics. Media tracking helps organizations stay informed about the latest news regarding any industry. We also offer fully-customized primary research and database build-out in this area. Customers benefit from:

- Detailed global / regional /local market data
- Global media/experts advice tracking
- Blog tracking

Telecom Content Firms

Customers can use Tonse Telecom's KPO services to track data on global content licensing. Other services to this domain include:

- Data - Content cross-licensing across four screens
- Data Tracking - Multimedia content deals in India
- Regional UGC - Views, trends, analysis, data and so on

Telecom Companies & Mobile Operators

Tonse Telecom's KPO services to telecom companies and mobile operators include delivering market intelligence at regular intervals, understanding customer preferences and tracking new service launches. Customers benefit from:

- Complete regional market intelligence in one stop
- Customer data analysis/preferences/reviews
- Instant customer review of broadcast content
- Regular tracking of new service launches and service reviews

Equity Research Firms & Venture Capitalists

We offer equity research firms and venture capitalists crucial research data required for decision-making and due diligence. Periodic updates of vital telecom statistics and analysis help customers track the industry better. Customers benefit from:

- Off-shore research support for analyst teams
- Indian telecom industry vital statistics and analysis
- Key trends/investments/M&A in the Indian telecom industry
- Start-up firms, innovation and eco-system tracking

Tonse's KPO service offerings:

Tonse's KPO service offerings include the following major services:

- Industry & Market Research
- Business and Technical Analysis
- Customer Surveys & Analysis
- Data Analytics
- Legal Research
- Intellectual Property Research
- Finance and Accounting Advisory services
- Educational & Training Services
- Report Writing
- Data Management

Tonse Telecom can successfully execute knowledge generation and processing in all areas requiring depth in domain and processes maturity. This confidence is based on our successful experiences with several customers and the eventual business growth:

KPO services require higher quality standards because the stakes for the clients are high	At Tonse Telecom, we share your business objective, and maintain stringent QoS standards that protect your interests. Our services are customized and strategic.
Lack of a good talent pool for the execution of projects may often prove to be a hindrance	We have a team of reputed senior telecom industry consultants who provide advisory services. Tonse's consultants bring over 200 years of industry experience.
KPO services require a higher level of control, confidentiality and risk management	At Tonse Telecom, we are proud of our reliability and our confidentiality standards. Our confidence stems from large Tier I companies trusting us with their business plans and strategic process needs, knowledge process needs.
KPO services require more investment in infrastructure	You can save as much as 60-70% by outsourcing data mining, analytics, and knowledge processing to us.

About Tonse Telecom

Tonse Telecom is a focused knowledge processing and research group dealing with emerging technologies in the telecom industry across the globe. Since its inception in 2005, Tonse Telecom has established a strong presence in the knowledge processing, custom research and consulting domains with special focus on the telecom sector. We offer customers a wide range of consulting services ranging from creation and validation of business plans, market sizing to feasibility studies and business roadmaps and market entry strategies for new geographies. Our services extend to providing in-house technology training and senior management briefings for corporate firms, helping them stay abreast of their competitors. Tonse's knowledge process services allow customers to offload non-core functions and focus on mission critical processes. Our services offer the following deliverables to customers:

- Research Reports
- Monthly Newsletters
- Consulting & Custom Business Planning
- Business Training with Focus on Telecom

Why Tonse Telecom:

Tonse Telecom offers several benefits that improve organizational effectiveness and increase business growth:

- Not just a knowledge provider, but a business partner with domain expertise.
- Improved operational efficiency and profit increments
- Savings in time and management energy for maintaining in-house services
- Option to recruit a larger workforce without raising costs
- Research information from diverse sources
- Raw technical data transformed into business knowledge
- Professionals with in-depth knowledge and experience in the telecom industry as well as business expertise
- Consistency in high quality performance

KPO Services Success Story

The Problem:

A leading Canadian market research firm wanted a detailed tracking of all WiMAX-related deployments and WiMAX customers worldwide. The project involved detailed market research, analysis as well as qualifying and populating a database related to an upcoming wireless technology. The market research firm also required generation of new leads, which needed to be qualified using stringent quality check procedures. Strain on the firm's internal resources did not allow for an in-house team to take on this project.

Tonse's Solution:

Tonse Telecom stepped in and helped its customer offload secondary research requirements without the overheads of management. The Tonse team consisted of a team of hand-picked skilled researchers, a senior analyst with strong WiMAX domain knowledge and a project lead who interacted directly with the client providing constant updates and reviews. The team used extensive online research to collect financial information, spectrum data, vendor contracts, deployment details, tariff plans and corporate information related to WiMAX companies. The data was then qualified and reviewed by Tonse's in-house analyst to ensure accuracy, relevance and consistency of the information. The client received results faster (than an in-house research team) while being assured of uncompromised quality.

Benefits to Client:

- Outsourcing to a reliable knowledge partner yielded faster and reliable results
- Client could focus on critical business and leave secondary and primary data collection to Tonse Telecom
- Skilled team with high-end domain expertise involved directly in the project
- Focused data mining and result-oriented detailed analysis of data
- Faster, cheaper, reliable access to valuable market information

Outsource your domain-based knowledge processes to Tonse Telecom. In addition to collecting and collating relevant data, we offer a competitive level of judgment and decision-making. Use Tonse Telecom's knowledge services for a deeper analysis of existing data for more predictive response modeling, precision marketing, and market mix modeling at the product and geography levels. And all this at minimized costs and with easy manageability! Call us today for more information!



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