

California-based UST Global is a key IT end-to-end services and solutions provider for Global 1,000 companies. It has recently set up a global telecom centre in Gurgaon, which houses professionals having expertise in telecom, network management, M2M communications and customer experience management. Vivek Varshney, Vice-President and Global Head, Telecom Practice, UST Global discusses the company's current scale of operations and its plans for India.

Excerpts...

### **Where is UST Global based and what are its key operations?**

UST Global is a 15,000 associate organisation. It was started in 1999 simultaneously in India and the US. In the US, UST is headquartered at Aliso Viejo, LA and in India at Trivandrum. The Trivandrum office is the company's major global delivery centre and it is also the largest IT employer in Kerala. Presently, the company is coming up with a campus in Techno Park, Trivandrum across an area of 36 acres. Apart from Trivandrum, UST has its delivery centers and offices in Bangalore, Kochi, Chennai and Gurgaon. Gurgaon is the newest one which was started last year.

Worldwide UST Global has its presence in the Latin America, Mexico, North America East Coast, and West Coast and also in Singapore, UK, Spain, Denmark and Middle East. Apart from these, the company has recently opened its offices in Sydney and China.

### **What are UST Global's operations in the Indian telecom market?**

In the Indian telecom industry, the company is engaged with top service providers as well as the equipment vendors. Through its operations, UST assists them in their strategic initiatives. In Cybercity, Gurgaon, the company is planning to open its 200 people centre. The future plans include scaling this centre up to 1,000 people.

### **What are your challenges in the Indian telecom sector?**

We are handling the global telecom market. The company plays the role of the IT service solution provider in the telecom segment. Based out of Telecom COE, the idea is to support the various service providers through the company's unique delivery model as well as various engagement models as per their business needs.

**Who are your current competitors in the market and how you plan to have an edge over them?**

There is not much competition in the market. The company has its own unique methodology to manage services and global delivery which actually separates it from other players in the market. The company believes in providing value to its consumers and therefore it has its own dedicated consumer base.

**Is the Indian branding likely to come up soon?**

UST Global's customers include Fortune 500 and Fortune 1000 companies. The company strives towards giving value to these clients. Most of the company's operations in the telecom sector are relationship driven and delivery driven. The company is now working towards creating an impact on the Indian customer business.

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