



## Summer Projects of Batch 2008-10

- Understanding Dynamics of VAS and Future Killer Applications
- Developing the sales strategy of TATA INDICOM for the IOIP AND COCP customers of the GSM market
- Identification of measures to maximize post-paid sales(Corporate/SME/Government)
- Study of VoIP market with respect to the telecom operators in India
- Market Research on New Enterprise Business Solutions
- Business planning with projections
- Interconnect Billing
- Forbes India Launch (sales and distribution)
- VAS Competitive Analysis
- To understand the best practices of the enterprise sales channel across current telecom wireline operators in India and benchmarking against Cable & Wireless
- Mobile Value Added Services (MVAS) for Banking and Financial Services Market- Current Scenario and Future Opportunities
- Study of Telecom Laws and Regulations
- Revenue Assurance and Billing
- Product development & Finding New Business Avenues for the emerging Business Unit of Tata Teleservices (Maharashtra) Ltd
- Implementation of BSS Local Switching in Alcatel 5020 Spatial Atrium
- Study and potential mapping of wireline and wireless solutions for Enterprise Business Services
- SMB Customer preferences while buying Storage Products
- Demand Generation practices for server and storage products under SMB market in Mumbai
- Intellect Management : A vein of HCL
- Business Viability Analysis of Location Based Services and Video Surveillance over IP
- Market Analysis of the Training Service in the IT Industry
- Exploring and analyzing business opportunities for Force10 Networks
- Inventory Management System & Analysis of Reports used by NCP



- Vendor Risk Management
- Planning And Management of GSM Network To Maintain Quality of Service
- Study of Railtel NGN network, the Business Model and the Revenue Management
- VoIP Market Development & Pre sales for Bicnet Infoservices Pvt Ltd
- Implementation of Enterprise Management Software
- Product feasibility and market demand of Tata Wireless EPABX
- Dynamics of Enterprise Business Services of TTSL in Delhi & NCR Region
- Packaging and Selling IT Services Related To Social Media
- Research and sales of blackberry services
- Understanding rationalization of revenue assurance and un hiding the hidden leakages (CDR Analysis)
- Market Analysis to check awareness, relevance and feedback for Hughes Managed Broadband Service in Enterprise Market
- Conducting Market Research amongst customers and retailers to recommend Product and Brand strategy for launch of Videocon Mobile Services
- Airtel Business Services – ZPD Reduction Program
- Professional Services Market Research on Data Centre Services and Business Continuity and Security Governance
- Marketing and Business Ideas for MVAS
- Research and Design of Marketing Strategies for Mobile Advertising Products
- Mobile Advertising – Current Trends and Future Opportunities
- To analyze new target markets for Cable&Wireless and to create a business proposition/product positioning to address the need
- Study and Potential Mapping of High Speed Internet Access and other Voice and Data Services offered by TTSL
- Exploring and Analyzing New Business Opportunities for Force10 Networks
- Enhancing efficacy of communication modes for Special value vouchers
- Identifying lucrative business prospects for Indian Telecom Industry
- Emergence of DTH based entertainment in hospitality industry
- Market Potential for Training &Development
- Distribution tariff comparison for the state electricity regulatory commissions



- Corporate Plan for the business expansion of Imprint
- Rural Sales
- To Optimize the productivity of a cell site
- Broadband connectivity- shaping the future
- Launch of GSM Services by Virgin Mobile India
- Customer experience index framework development
- Spectrum for Broadband Wireless Access & Internet Telephony
- Study and potential mapping of wireline and wireless services and solutions for enterprise business service
- Model for Best practices in Pre-Sales
- Go GREEN Campaign
- Market study for the global expansion of Airtel Enterprise Services
- Analysis of the Enterprise Services market in India
- Understanding of Mobile web Services, Adoption to high speed mobile internet and development of products/services based on customer needs
- Study the EBS Market and TTSL's share in it
- Secondary Sales Tracking Enhancement and Roadmap
- Passive Infrastructure Sharing
- Site Planning and Infrastructure Sharing
- 3G in India : Present Status & Auctions Ahead
- Comparative Analysis of Marketing and Branding Strategies of IPL franchisees