

# GROW THE BUSINESS AND THE COUNTRY IT'S IN. **THE IBM BHARTI AIRTEL PARTNERSHIP.**

:30 teaser.

**Dr. Jai Menon:** Our challenges in 2002 were on scale to go from a few million to 100 million customers. We needed a very innovative, comprehensive model, and IBM played a very important role in working together to co-create this model. We've got a very complex data center move that's happening and we don't have to worry about it. IBM takes care of everything. It allows us to focus on our business processes, on our organization construct, and how it is we really bring to bear what it takes to deliver services to the customer.

