



VAMS®

Customer Solution Case Study



TATA MOTORS FINANCE LIMITED

VAMS® helps Tata group company improve customer experience with reliable, non-intrusive visitor security process at 20 offices

"With two-factor authentication, we have 100% traceability of all visitors thanks to VAMS®."

Mr. Padmakumar P S, Associate Vice President – Information Technology, Tata Motors Finance Ltd.

Tata Motors Finance Limited (TMF), a part of the USD 100 billion Tata group and a subsidiary of global automotive major Tata Motors Ltd., has a fifty-year presence in India with 200+ locations and more than 2 million customers.

TMF has created a conducive and secure business environment for walk-in customers by implementing VAMS®, a modern, reliable, fast and non-intrusive visitor management system.

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Established in 1957, Tata Motors Finance Ltd. (TMF) is a subsidiary of Tata Motors Ltd. and a part of the 150-year old USD 100 billion Tata group, India's most reputed business house. TMF finances the entire range of passenger cars and commercial vehicles manufactured by Tata Motors Ltd. They are present across 200+ locations and have more than 2 million customers.

Situation

Tata Motors Ltd. is India's largest and among the world's top five commercial vehicle manufacturers. A large part of TMF's business comes from this segment, where the typical customer owns less than 10 vehicles and is based in a tier-2 or tier-3 Indian town.

Passenger vehicle financing represents the high-growth portion of TMF's business portfolio, fuelled by the twin factors of increasing consumerization and new car launches by Tata Motors Ltd. Typical customers in this segment are salaried professionals in tier-1 or tier-2 Indian cities.

Creating an open, welcoming environment for visitors to branch offices is therefore a key business imperative for TMF. Some TMF branches receive a visitor footfall as high as 100 people every day. In this context, it becomes crucial for TMF to ensure that security is not compromised.

Mr. Padmakumar P S, Associate Vice President – Information Technology at TMF, says, "We want to ensure that our branches offer a conducive business environment to our customers. At the same time, we cannot take the risk of allowing just anybody to enter and linger in our offices without due process and verification of some kind. We needed a system for managing visitors that was modern, reliable, fast and non-intrusive."

Solution

In mid-2011, TMF's administration team scouted the market and discovered VAMS®, a software-based visitor management system (VMS) created by Viraat Authentication

Systems Pvt. Ltd. (V-Authenticate), a specialist security software company based in Mumbai, India.

In August 2011, after thorough evaluation and extensive trials, TMF decided to implement VAMS® at its corporate headquarters in Thane, near Mumbai. After proven success, it was rolled out to 12 more TMF branches by November 2012 and today it is running at 20 key locations.

"VAMS® is unique compared to all other visitor management systems, because it has been built to address the fundamental need of authentication of visitor's identity on the spot," says Mr. Padmakumar. "Additionally, V-Authenticate have captured all usage scenarios thoroughly and have included advanced usability features better than other VMS packages."

Benefits

The importance of two-factor authentication (2FA) is well established in the field of software security. Yet, VAMS® is the only visitor management system (VMS) in the world today that is built with 2FA at its core.

Mr. Padmakumar explains how this helps to enhance security at TMF. "V-Authenticate have integrated 2FA very well into the application architecture. Branch business heads are happy with the smooth experience for their customers. We now have 100% traceability of all visitors, thanks to authentication of their mobile numbers by VAMS®."

Additional Information

For more information about Tata Motors Finance Ltd., visit www.tmf.co.in

For more information about VAMS® and Viraat Authentication Systems Pvt. Ltd., visit www.v-authenticate.com or follow the company on [LinkedIn](#)