

## Client Profile

**Organization :**  
Silaris Information Pvt Ltd.

**Location :**  
Delhi

**Industry Segment :**  
Customer Care Centre

## Key Points

- Video Conference with Unified IPPBX for connecting their customers and vendors from different branch offices with centralize Video recording



## Competition Faced

“  
Competitors like Logitech and Polycom were in the race  
”

## Product Used



# CASE STUDY



## CASE STUDY

### About Silaris

**Silaris Information Pvt Ltd** is one of the leading Customer care Chaturvedi specially for Hospitality Industry and Serving MAX, Apollo and many more customers since many years for customer inraction and back office process.

Silaris's business philosophy is focused on "**Service and Customer Delight**" by providing quality service in keeping with the philosophies of our customers with better cost efficiency.

Our management team are SMEs of BPO and banking - Credit Card industry. Team has experience in managing sales & marketing for new customer acquisition, revenue growth, product management, retention, customer services.

### Customer Requirement

- Silaris want one Video conference device to connect with his customers / vendors specially when Silaris have multiple offices in Delhi and physically not possible to buy many Video Conference devices.
- Customer already have TDM base Analog PBX system and want some solution to connect different offices over IP and use one Central VC device from all of his locations.
- Customer wants to connect third party people who don't have VC devices.

### Solution Offered

We (Cohesive Technologies) installed Grandstream's **IPPBX** and **Video Conference** device through which Silaris can do not only Video Conferencing with their customers/vendors who have some different brands of VC devices. Our Android supported VC device also give them ability to connect any remote person over skype or google hang-out who don't have any Particular VC device.

With the help of our unified IPPBX, we give option to customer that they can join VC call from any of his branch location through Video Phone, Laptop or even Mobile App.

### Challenges Faced

Competitors like Logitech and Polycom were present where Logitech is giving vanilla P-2-P Video call Solution and Polycom was very higher on price wise and asking multiple license base features at more additional cost.

### About Cohesive Technologies

**Cohesive Technologies** is a Global VoIP Solution Provider on VoIP and IP Platform as well as one of leading Integrator and Solution Provider with the Best Innovative IP Solutions which adds value to Customers through a combination of different high end technologies for a true Converged Solution at reasonable cost.

Working with Technology Partners like **CyberData, Grandstream, Epygi, Digium, Milesight & Yeastar** helped us delivering state-of-the-art-technology Products to Premise and Cloud based requirements for various companies that span across multiple segments.