



## CASE STUDY

### About ICICI Prulife

ICICI Prudential Life Insurance Company Limited (ICICI Prudential Life) is promoted by ICICI Bank Limited and Prudential Corporation Holdings Limited. ICICI Prudential Life began its operations in fiscal year 2001 and has consistently been amongst the top 5 players\* in the Indian life insurance sector. In FY2015 ICICI Prudential Life became the first private life insurer to attain assets under management of `1 trillion. ICICI Prudential Life is also the first insurance company in India to be listed on NSE and BSE.

### Customer Requirement

- Client is a top Insurance company and one of the largest private players in the BFSI vertical
- The nature of business demands high degree of privacy and security in all business dealings
- Client has multiple locations across India and Headquartered at Mumbai
- Client wanted a robust enterprise boardroom Audio Conferencing equipment that meets mandated requirement of locally hosted conferencing equipment to meet their high levels of security and privacy for their top management.

### Solution Offered

We understood customer need and addressed the pain point for a robust, easy to operate and compact boardroom audio bridge that can easily be integrated with their existing IP telephony server ie Cisco and therefore be accessed across a secure managed IP Telephony network across their locations in India.

The Grandstream **GAC2500** Audio Conference Bridge met their exacting expectations perfectly and both their executive boardrooms are now adorned with the solution.

### Challenges Faced

Existing audio conferencing solution on cloud from Huawei was being pushed aggressively but did not meet their exacting specifications. Client had explore other options available eg Cisco Webex ,Polycom Soundvision, Logitech They finalized on Grandstream GAC2500 for its robust build, excellent audio capabilities and easy and open compatibility to 3<sup>rd</sup> party SIP enabled equipments.

### About Cohesive Technologies

**Cohesive Technologies** is a Global Telecom Solution Provider on VoIP and IP Platform As well a 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.

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.

## Client Profile

### Organization :

ICICI prudential life Ins.

### Location :

Mumbai

### Industry Segment :

BFSI

## Key Points

- *GAC2500 is an embedded Audio conferencing solution and meets mandatory requirements for BFSI segment.*
- *GAC 2500 is open SIP compatible and integrates easily with 3<sup>rd</sup> party SIP servers.*
- *GAC 2500 is Android enabled*
- *GAC 2500 has a robust yet stylish form factor and excellent audio properties perfect for Boardroom equipments*

## Competition Faced

“

Cisco Webex ,Polycom Soundvision, Logitech

”

## Product Used

