



Soya Industries Ltd.

Client Profile

Organization :
Ruchi Soya Industries

Location :
Indore, M.P

Industry Segment :
Food & Beverages

CASE STUDY

About Ruchi Soya Industries Ltd.

Ruchi Soya is India's largest manufacturer of edible oils. Ruchi Soya has been ranked at 175 in the top 250 consumer products companies, in the "Global Powers of the Consumer Products Industry 2012", according to report published by **Deloitte Touche Tohmatsu** (Deloitte).

The company exports Agri-Commodities, including raw cotton. It procures material from its close business associates (directly ginners) based at various locations across India. It is exporting to various buying houses, textile mills, and trading companies worldwide.

Customer Requirement

- To connect their two offices and one manufacturing plant, all at three different locations for voice.
- The I.T team wants to have such connectivity that SIP Trunking should be done in all these three places.

Solution Offered

- Grandstream IP-PBX (**UCM6202**) and IP Phones (**GXP1615 & GXP1625**) at all locations connected through internet for VOIP services.
- SIP trunking between all three locations.

Challenges Faced

- Firstly, To connect all three places with SIP Trunking, as they have only one WAN port in their Firewall at Indore. They also have SIP Trunk line at Indore location.
- Secondly, The manufacturing plant was at the remote area, and hence Internet speed is very slow.

How are solution different from other competitors

- To gain an edge towards the competition, we focused the prime need of customer, which is to connect the three places.
- We provide them with Grandstream converged solution and told them about the services and its expansion in future.
- We provided them with IP telephony, within cost effective budget.

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, 2N, Digium, Milesight, TelephonyKart & Yeastar** helped us delivering state-of-the-art-technology Products to Premise and Cloud based requirements for various companies that span across multiple segments.

Competition Faced

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- *Being an AVAYA customer, we had a huge competition against AVAYA, in terms of services and product quality*
- *MATRIX, CORAL, ALKA-TEL was also a part of this race to get this order.*

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Product Used

- ✓ Grandstream UCM6202
- ✓ Grandstream GXP1615 & GXP1625

