



Client Profile

Organization :
Annapurna Group

Location :
Assam, Siliguri,
Guwahati

Industry Segment :
Manufacturing Units

CASE STUDY

About Annapurna Group

Annapurna Group is a pioneer in “Diary and Food Processing” derived out of Agriculture and its allied Industry in Eastern India. It has major footprints in major markets of Eastern India and is looking forward for a major footprint across PAN INDIA. We hold a prosperous legacy of 66 years of proven track record and have transformed from a family driven business to a complete “Corporate Entity” with right professionalization of its structures and business processes. We have a great combination of superior quality products that are enriched with healthy nutrients and we say “Right to Purity” as our Brand Promise along with enriched nourishment.

Customer Requirement

Customer wanted to have a single platform solution for inter branch communications.

Solution Offered

Customer is using their existing ILL & broadband Infra network for Voice communication as well as video conferencing now. Earlier they were using analog EPABX separately and no VC. As a result owner has to travel a lot with-in the branches from HO. Now in our solution they are using video phones with Grandstream VC and Grandstream PBX & SIP phones for inter branch communication between HO & branch offices.

In IP platform customer is using IP phones in their LAN as well as WAN network successfully which is completely new to their system. They did not have such facility in EPABX system and they were facing problem in branch to branch communication due to which excessive travel expenses were happening. They were looking for new technology where they get latest technology integrated which they got after switching over VoIP platform from TDM platform.

Based on the requirement these are the products offered to them:

- ✓ Grandstream GVC3202 & GAC2500 Video & Audio Conferencing.
- ✓ Grandstream UCM6202 IPPBX
- ✓ Grandstream Basic IP Phone GXP1625
- ✓ Grandstream Android IP Video Phone GXP3275



Goal/Purpose of the new deployment

To reduce the cost of operational expenses and use the optimum use of broadband connection to establish voice and video communication between Siliguri and Kolkata with Guwahati HO.



Product Used

- Grandstream GVC3202 & GAC2500 Video & Audio Conferencing
- Grandstream UCM6202 IPPBX
- Grandstream Basic IP Phone GXP1625
- Grandstream GXV3275 Android IP Video Phone

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.