



Client Profile

Organization :
Serdia Pharmaceuticals Pvt Ltd
Location:
Mumbai
Industry Segment :
Large Enterprise

CASE STUDY

About Serdia Pharmaceuticals Ltd, Mumbai

SERDIA, a subsidiary of research based French multinational - the Servier Research Group. Operating in India since 1986, Serdia Pharmaceuticals manufactures and promotes original research products of Servier and is well respected in the medical fraternity for scientific and ethical pharma promotion. It is a main player in the fields of cardiology, metabolism, venous disease & neuropsychiatry and is a top pharma company in India.

Customer Requirement

The client is a top account of our SI partner and its India operations are Head quartered out of Mumbai. They had an existing setup of analog EPABX and PBT's and were looking at cost effective, easy to operate IP Telephony solution for their new Corporate office at BKC, which would help them easily and seamlessly upgrade from analog telephone system to a 100% IP telephony network complete with SIP trunk facility from TSP as well as retain their existing telephony connectivity for their business community.

Solution Offered

Our team pitched our unique range of Grandstream's UCM & IP Phone's for Voice over IP and Video over IP and our ability to deliver the solution in totality and to ensure 100% uptime as expected from their high profile client across their multiple geographies in India as well as their overseas principles. A Proof of Concept demonstration at their Mumbai Head Office with complete integration of UCM server with expandability up to 800 SIP endpoints using our wide range of feature rich, versatile IP Phones.

Challenges Faced

Multiple meetings with the client to understand their need for upgrading from legacy analog PBX to IP telephony and convince them with a ROI (Return on Investment) that showed them multiple benefits of a single Unified Communication platform across their centers in India thereby reducing telephony costs, increase productivity by offering video calling and collaboration on the UCM platform, increase efficiency by sharing a **common directory, phonebook ie LDAP server**, improve customer interaction with a professional IVR and Voice mail system, all of these built in on the single appliance thus saving in costs and increasing reliability and insure against technology obsolescence at a competitive price. Unfortunately none of these value adds could be provided by the existing supplier and other competition.

About Cohesive Technologies

Cohesive Technologies is a Global Telecom Solution Provider on VoIP and IP Platform As well as 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, Wi-Tek, 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.

Key Points

- Offer Unified Communication Platform for Voice and Video with the Grandstream UCM server, wide range SIP Based IP Voice and Video Phones.
- Integrate with upcoming TSP SIP trunk for IP telecommunication.
- Replace existing analog EPABX and deploy complete IP Telephony solution. Improve efficiency, reduce costs, be future proof.

Competition Faced

“ Matrix ,
Panasonic, Alcatel

Product Used



- Grandstream IPPBX
- Grandstream IP Phones