



AU SMALL FINANCE BANK

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CASE STUDY

About Au Small Investment Bank

Founded in Jaipur in 1996 as Au Financiers, a non-deposit taking Non-Banking Finance Company (NBFC), it effectively worked on funding economic growth, especially for the under-served and un-served low & middle-class individuals. For over two decades we provided secured funding to customers largely in Vehicle Loan, Business Loan and Housing Loan segments while organically spreading our geographical presence.

Customer Requirement

- With almost zero down time for calls & Unified Communication system.
- Detailed Report of Incoming, outgoing calls, Recording Calls, Abandoned call, etc. All reports downloadable in CSV, PDF and Excel format. Pri Connectivity.
- Connectivity onto server as No service provider caters this customer location.
- Extension wise call recording details along with CDR.
- Au Small Investment bank requires Desktop Video Call solution along with intercom solution between the railway circle.

Solution Offered

We have also provided Grandstream IP Phone calling between branches & IP Phones for voice connectivity for on premises intercom & remote extension.

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

IP PBX, Soft Phone, Provision of Phones, Video Phones, SIP Camera works on SIP Protocol, there in future.

Challenges Faced

Cisco, Avaya, Nec, Coral which gives the same feature with competitive prices

About Cohesive Technologies

Cohesive Technologies is a renowned Global Telecom service provider working on the platform of IP and VoIP. We are working with our technology partners like **2N, Cyberdata, Guardian Telecom, Epygi, Grandstream, Milesight, Sangoma, Planet, Wi-Tek and Yeastar** who support us in offering innovative products and solutions for the premise or Cloud-based requirements.

Client Profile

Organization:

Au Small
Investment Bank

Location:

Jaipur

Industry Segment:

Banking

Goal/Purpose of the new deployment

- To offer cost effective solution.
- To offer IP Desktop video telephony solution on Customer's Desktop
- To offer integration solution which communications all end points with centralized communication server.
- To communicate multiple offices within india & dubai & egypt .
- To give a seamless intercom solution within the branch offices across the globe.

Product Used

