

## CASE STUDY



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### About Bank of Baroda

Bank of Baroda (BOB) is an Indian multinational, public sector banking and financial services company. It is the largest public sector bank in India with 131 million customers, a total business of US\$218 billion and a global presence of 100 overseas offices. Based on 2019 data .It is ranked 1145 on Forbes Global 2000 list. The Government of India announced the merger of Bank of Baroda, Vijay bank and Dena Bank on September 17,2018 to create the country's third largest lender. The amalgamation is the first-ever three-way consolidation of banks in the country, with a combined business of Rs14.82 trillion (Short scale ), making it the third largest bank after State Bank of India (SBI) and ICICI Bank.

### Customer Requirement

Video conferencing solution to communicate majorly b/w Head Office located in Lucknow & branch offices at different locations. Occasionally the client also hosts virtual meetings with vendors and executives across the Globe.

### Solution Offered

For hosting video conference meetings among the mentioned three locations we have installed Grand Stream GVC3200 along with GAC2500 at each location. The client was successfully able to do Video Conference among offices situated at remote locations. One of the biggest advantages of supplying GVC3200 was that the client was able to host video conference through Skype with their remote vendors and executives situated at different locations of globe without the necessity of a VC hardware set-up at all locations.

### Challenges Faced

As the client was very well known to brands like Polycom and Cisco. Initially it was very tough to convince them for Grandstream which was completely new for them. But when given a chance to demonstrate our product range, we were able to win the confidence of the client because of outstanding quality and performance of the system. They found the solution very user-friendly with least requirements to get it installed and make it operational. Authorities were mainly fascinated by the multiple platforms the GVC 3200 uses for video conference like H.323, Skype, Blue Jeans, Hangout. Which made them to communicate with their vast group of vendors, RnD teams, Gov. Officials not only in India but abroad too without the necessity of a costly hardware set-up at all locations. GAC2500 stood as cherry on the cake enabling crystal clear audio during the virtual conference and also letting the participants communicate with their normal tone without putting extra energy to get audible.

### 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:

Bank of Baroda  
Regional Office.

### Location:

Gorakhpur, U.P.

### Industry Segment:

Banking

## Goal/Purpose of the new deployment

- To offer cost effective solution which incurs zero recurring cost for intra branch connectivity
- To offer Video Conferencing solution
- To offer integration solution which communicates all end points with centralized communication server.

## Product Used



Audio & Video Conferencing System