



CASE STUDY

Client Profile

Organization:
Co-operative Bank Ltd.

Location:
Lucknow

Industry Segment:
Banking

About U.P Co-operative Bank Ltd.

The MAIN BRANCH of UTTAR PRADESH COOPERATIVE BANK LTD is located in the LUCKNOW district of the UTTAR PRADESH State at 2, M. G. MARG,. The IFSC Code of the branch is UPCB00MAIN and its MICR Code is MICR not provided.

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 **GVC3220** along with **GMD1208** at each locations. The client was successfully able to do Video Conference among offices situated at remote locations. One of the biggest advantage of supplying **GVC3220** was that client was able to host video conference through Zoom and also any cloud application with their remote vendors and executives situated at different locations of globe without the necessity of a VC hardware set-up at all locations.

Competition 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 client because of outstanding quality and performance of 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 GVC3220 uses for video conference like IP Call, Zoom, and also any cloud application 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. GMD1208 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.

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 communications all end points with centralized communication server.



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, Akuvox, Akubela, Cyberdata, Epygi, Grandstream, Guardian Telecom, Milesight, Snom, Tonmind, Wi-Tek and Yeastar** who support us in offering innovative products and solutions for the premise or Cloud-based requirements.

Product Used

Grandstream GVC3220 Video Conferencing & GMD1208 Desktop Wireless Microphone