



**Network 18**

## CASE STUDY

### About Network 18

Network18 Media and Investments Ltd. is a media and entertainment company with interests in television, internet, filmed entertainment, digital business, magazines, mobile content and allied businesses. Network18 manages various digital businesses including portals such as moneycontrol.com, ibnlive.com, burrrp.com, in.com and firstpost.com. It also operates digital commerce properties like HomeShop18 and bookmyshow.com. In addition, Network18 is a leading player in the Publishing space publishes Forbes India, Overdrive, Better Interiors, and Better Photography. Network18 has also allied investments in Colosseum, Toppers, 24X7 Learning, Yatra, Ubona and other companies.

### Customer Requirement

Customer need hotline services between head offices located in Noida and branches offices at state Headquarters. Customers don't want to dial the number and wants to initiate the call when the cradle picked up by the either side of the users. If head office news editor picks up the cradle the call will be automatically initiated to the state head office/Reporter & Vice Versa.

### Solution Offered

Cohesive worked with the management with 60 extension where 30 extension are placed at the head office/ News Room. We configured one-to-one call/which is a hotline services between state head office /News Room & Respective State head Reporting Offices

#### Advantages to the user –

- No need to dial the Extension Number as we configured a hotline service between two extension.
- No need to use the telephone services from the basic services operators.
- As we are using on utilized bandwidth to make the call which makes a economic solutions
- Dependency on the support team not required to initiate the call Supporting
- As we are using the existing under utilized bandwidth so there is no additional recurring charges Attached to it.
- Its Reliable & Cheaper solution

### About Cohesive Technologies

Cohesive Technologies is a renowned Global Telecom service provider working on the platform of IP and VoIP. We are working with an association of our technology partners such as **Cyberdata, Grandstream, Digium, Epygi, Milesight, and Yeastar** who support us in offering innovative products and Solutions to the premise or cloud-based need of different Customer requirements.

## Client Profile

**Organization :**  
Network 18

**Location :**  
Noida, Uttar Pradesh

**Industry Segment :**  
Media & News Channel  
**Partner Name :**  
Binary Global

### Grandstream IP Phones

*Simple, intuitive, and effective. Our GXP1600 series of Basic IP phones deliver interactive communications to a desktop for the user who needs access to VoIP but does not require advanced features.*

### Grandstream IPPBX

*Our UCMS range from small and medium business deployments to small and medium enterprise solutions.*



## Product Used



- 1) IP Phones
- 2) UCM 6208 IPPBX