

# CASE STUDY



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### About Prime Focus

Prime Focus Limited (PFL), the world's largest independent integrated media services powerhouse, employs over 9,098 professionals in 17 cities across 4 continents and 7 Time zones. We provide end-to-end creative services (visual effects, stereo 3D conversion and animation), technology products & services (Media ERP Suite and Cloud-enabled media services), production services (equipment rental) and post-production services (Digital Intermediate and picture post) to the Media and Entertainment industry.

### Customer Requirement

The user had been using some asterisk based model which was outdated and in-efficient, so they needed a system by which their employee though on the move, can be a part of the organizations meetings, call and can be supervised upon.

### Solution Offered

The client is now connected between his head office and his branch office internally through UCM, For sure this deployment was successful and it was a whole new system for them, they have been using their own phone for calling, so this was very new for them and plus they got connected between their two locations internally which means now they are cutting on the cost of Lease line.

**UCM6510 IPPBX** – The UCM6510 series allows businesses to unify multiple communication technologies, such as voice, video, surveillance, data tools, and facilities access management into one common platform that can be managed and accessed remotely. With features such as customizable call-routing, multi-level IVRs, call queues, auto-attendant, call detail records, multi-site peering, SIP video support, voicemail/fax forwarding to email and more, the UCM6510 delivers complete unified communications.

**GAC2500 Audio Conferencing** – The Android-based GAC2500 offers access to features and functionality not traditionally found in conference phones.

**GXP2130 & GXP2170 HD IP Phone** - The GXP21xx Series is the perfect selection for a user who wants a flexible and powerful High-End IP phone to handle medium to high call volumes. Equipped with dual color LCD BLF/speed-dial and line keys, a large color LCD screen and its 4 XML programmable soft keys this device delivers a quality call experience for the user.

### About Cohesive Technologies

Cohesive Technologies is a Global Telecom Solution Provider on VoIP and IP Platform As well a 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, 2N, 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.

## Client Profile

**Organization :**  
Prime Focus Limited  
**Location :**  
Goregaon, Mumbai  
**Industry Segment :**  
Media

### goal/purpose of the new deployment

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To integrate the whole company's communication onto single platform

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## Product Used



- Grandstream UCM6510
- Grandstream GXP2130
- Grandstream GXP2170
- Grandstream GAC2500

