



## Client Profile

**Organization:**  
DS Group

**Location:**  
Noida

**Industry Segment:**  
FMCG

## CASE STUDY

### About DS Group

The DS Group (Dharampal Satyapal Group) is a Multi-Business Corporation and one of the leading FMCG (Fast Moving Consumer Goods) conglomerate with strong Indian and International presence. Founded in the year 1929, it is an inspiring and successful business story that blends a remarkable history and legacy with visionary growth. The Group continues to build successful brands across diverse business categories to delight the consumers, while the undeterred pursuit for 'Quality & Innovation' ensures consumer loyalty and satisfaction.

### Customer Requirement

- No LAN cabling can be done as it's a marble stone wall where LAN cabling is not possible.
- Detailed reports of incoming and outgoing calls, recorded calls, abandoned calls, etc., are available. All reports can be downloaded in CSV, PDF, and Excel formats.
- Centralized Management System.

### Solution Offered

Based on the requirements, here are the products we offered to them:

- ✓ Grandstream IPPBX with WIFI IP phone & WIFI Access Points
- ✓ Grandstream WIFI IP Phones as Extensions at both the locations.
- ✓ Single Solution connecting all Wi-Fi Devices in the same Lan.
- ✓ With the free GS Wave application on mobile, top management can enjoy mobility and better manageability.
- ✓ We have offered Grandstream Unified Communication Server along with WIFI IP Phone & WIFI AP where as users will be connected & will be communicated through Wi-Fi network .

### Competition Faced

All big players like Aastra, Siemens, Techroutes NEC, Panasonic as being their existing EPABX vendors challenged us with their brand images and credential .

### 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.

## Key Points

- To offer cost effective solution which incurs zero recurring cost for intra Dept connectivity
- To offer IP telephony solution
- To offer integration solution which communications all end points with centralized communication server.

## Competition Faced

Aastra, Siemens, Techroutes NEC, Panasonic

## Product Used



GRP2602W Wi-Fi IP Phones



GWN7664 Wi-Fi 6 Access points



WP810 Wi-Fi Cordless IP Phones