



Client Profile

Organization:
Skechers South Asia Pvt. Ltd.

Location:
Mumbai

Industry Segment:
Performance Lifestyle, Sports equipment.

Key Points

- High availability, reliable and upgradable Unified Communication Platform. Flexibility in work environment, enterprise mobility and easy scalability were the specific functionalities that were key performance criteria.
- The Grandstream UCM series of IPPBX are flexible, easy to manage and extremely feature rich with IVR, Voice Mail, Call recording, Security encryption and scalable upto 3000 users. They support enterprise features like mobility, collaboration and scalable upto 3000 users

CASE STUDY

About Skechers South Asia Pvt. Ltd.

Skechers USA, Inc. is an American lifestyle and performance footwear company. Headquartered in Manhattan Beach, California, the brand was founded in 1992 and is now the third largest athletic footwear brand in the United States.

Skechers South Asia Pty Ltd is a subsidiary of the parent company and is based out of Mumbai India and manages the South Asian market.

Customer Requirement

- Skechers runs over 100 brand retail showrooms that maintain a high degree of brand visibility and fast turnaround of the inventory in a highly competitive and dynamic performance and lifestyle market.
- These brand retail stores are also entrusted with valuable pre release brand IPR and have to be supervised 24 x 7 for security and IPR breaches as well as always on communication network.
- Skechers therefore required a high availability, reliable and upgradable Unified Communication Platform. Flexibility in work environment, enterprise mobility and easy scalability were the specific functionalities that were key performance criteria. Reliable and responsive 24x 7 x 365 support mechanism.

Solution Offered

We understood customer need and application and addressed the pain point for a robust (outdoor, easy to operate and scale Unified Communication platform to integrate smoothly with the multi locational network topology of the organization with cutting edge VoIP system supporting voice and video communication simultaneously Enterprise mobility for a mobile and agile workforce with efficient bandwidth utilization was another key factor.

Challenges Faced

Legacy hybrid TDM/PCM systems that were slow to adapt and modify to a modern network topology had to be replaced in a phased manner at remote sites with similar or better specifications and results. encoding this ensuring higher resolution but lower bandwidth utilization.

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.

Competition Faced

Avaya, Alcatel Lucent, Cisco, CUCM, NEC

Product Used

