

GORGEOUS COLLECTIONS

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CASE STUDY

About Steckbeck Jewelry, Mumbai

Steckbeck Jewelry Pvt Ltd is an Indo-American joint Venture company headquartered out of its multiple units at SEZ Mumbai and is one of top 10 Gems and Jewelry export Houses in India. The JV came into existence in 2005 and has, since then, been a known name in its field.. Their business strives to make for a positive experience through its offerings .Customer centricity is at the core of Steckbeck Jewelry Pvt Ltd and it is this belief that has led the business to build long-term relationships.

Customer Requirement

The client is a top account of our SI partner and the company's India operations are Head quartered out of SEZ Mumbai. Using a legacy /existing setup of Hybrid EPABX and PBT's, Steck Beck were looking to upgrade to a pure IP based yet cost effective, easy to operate Telephone solution for their Corporate office ,as well as their satellite offices across 6 locations in Mumbai at BKC and multiple units at SEEPZ.. Due to the pandemic and the consequent lock down conditions , the company had adopted a hybrid WFH and WFO model and remote extensions as well as intra and inter office communication was essential. They were also facing a challenge with old legacy 2 wire cabling infrastructure and wanted to leverage their new IP network.

Solution Offered

Our team designed the entire topology using our range of GS UCM 63xx series , ATA's & IP Phone's for Voice over IP and Video over IP and our ability to deliver the solution in totality and to ensure 100% uptime as expected from their high profile client across their multiple geographies in India as well as their overseas office. Essence of our solution was seamless connectivity across their pan India locations and safe and secure enterprise mobility using the Wave , with UCM Remote Connect ie cloud companion service with auto NAT traversal service from Grandstream.

A Proof of Concept demonstration at their Mumbai Head Office with complete integration of UCM server with expandability up to 1000 SIP endpoints using our wide range of feature rich, versatile IP Phones and keeping in mind their strict adherence to TRAI regulations. After a successful POC, **currently the client has deployed UCM63xx series across 6 of their offices in mode with over 550 IP Phones, 25+ Video Phones and 20+ Wi-Fi handsets interconnected seamlessly across their multiple geo locations and across their existing network**

Challenges Faced

Multiple meetings with the client to understand their need for upgrading from legacy analog PBX to IP telephony and convince them with a ROI (Return on Investment) that showed them multiple benefits of a single Unified Communication platform across their centers in India thereby reducing telephony costs , increase productivity by offering MVP, Mobile and webRTC based video calling ,video conferencing and collaboration on the UCM platform, increase efficiency by sharing a common directory, phonebook ie LDAP server and look up across the organisation, true mobility using Grandstream's unique cloud companion service ie UCMRC , improve customer interaction with a professional IVR and Voice mail system and above all adherence to all regulations for VoIP setup, all of these built in on the single appliance thus saving in costs and increasing reliability and insure against technology obsolescence at a competitive price. Unfortunately none of these value adds could be provided by the existing supplier and other competition.

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.

Client Profile

Organization :
Steckbeck Jewelry

Location : Mumbai SEZ
& 6 branches

Industry Segment :
Gems & Jewelry
Exports

Key Points

- Offer Unified Communication Platform for Voice and Video with the Grandstream UCM server, wide range SIP Based IP Voice and Video Phones.
- Integrate with upcoming TSP SIP trunk for telecommunication.
- Replace existing hybrid EPABX and deploy complete IP Telephony solution. Improve efficiency, reduce costs, be future proof with true collaboration .

Competition Faced

- ✓ Avaya
- ✓ Alcatel
- ✓ NEC

Product Used



**GXV3470, GXV3450,
GRP2602P,
GRP2604P, GRP2615,
UCM6304, UCM6302**

