

## Client Profile

**Organization:**  
NTPC through Bajaj Electricals Ltd.

**Location:**  
Mumbai

**Industry Segment:**  
Smart Township

## Key Points

- Smart and Safe city concept is a part of the GOI smart city initiative.
- Smart Pole will be an integral component of this smart and safe city concept
- Cohesive Technology specializes in converged solutions encompassing SIP based IP Telephony, PA and Paging and Panic button elements.
- Bajaj Electricals is an industry leader in lighting solutions and is entering the smart pole market with our SIP elements as a part of their smart pole.
- The Cyberdata Outdoor Horn Speaker with Amplifier & Outdoor Intercom with SOS button 011186 were integrated with Milesight SIP camera MS C5363PB on Bajaj Smart Pole to create a new product portfolio.

## Product Used

**CyberData**  
The IP Endpoint Company

## About NTPC

NTPC is India's largest energy conglomerate with multiple thermal and fossil fuel fired mega power plants. To strengthen its core business, the corporation has diversified into the fields of consultancy, power trading, training of power professionals, rural electrification, ash utilisation and coal mining as well. NTPC became a Maharatna company in May 2010, one of the only four companies to be awarded this status. NTPC ranked 492<sup>nd</sup> in the '2019, Forbes Global 2000' ranking of the World's biggest companies.

**About Bajaj Electricals Limited (BEL)**, a globally renowned and trusted company, with a turnaround of Rs 4716 crores (FY 17-18), is a part of "Bajaj Group". Bajaj Electricals business is spread across – Consumer Products (Appliances, Fans, Lighting), Exports, Luminaires and EPC (Illumination, Transmission Towers and Power Distribution).

## Customer Requirement

- For their requirement of smart township adjoining Solapur & Khasgoan power plants with citizen centric SOS button and smart surveillance, NTPC was looking for a functional IP based system that could integrate with their cores smart street lighting and management solutions.
- The elements needed to be ruggedized & compact to fit into their pre-fabricated enclosures housing their other smart elements like light sensors and meters.
- Since we had already tested implemented similar Smart poles with Bajaj Electricals, their product fitted into their requirement perfectly.

## Solution Offered

We along with M/s Bajaj, understood customer need and application and addressed the pain point for a robust (outdoor weatherproof, easy to operate (using SIP protocol) and network enabled endpoints that can easily be integrated with any existing SIP telephony server and therefore be accessed across a secure managed IP Telephony network across their locations in India from a single command and control centre. Provision for video streaming in future was also built-in. The Cyberdata range of industrial grade, SIP enabled PA and Paging and Intercom equipments along our SIP servers met the requirements of the clients

## Challenges Faced

Legacy solutions using analog endpoints and multiple control units was being tried out without achieving the transparency and ease of operations from moving across applications. Cohesive Unified Communication server and Cyberdata PA server, Milesight SIP camera and endpoints were talking seamlessly to each other across the network at the touch of a dial pad in full 2 way mode for Voice and Video over IP on a single integrated network topology.

## 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, Digium, Milesight, Wi-Tek & Yeastar** helped us delivering state-of-the-art-technology Products to Premise and Cloud based requirements for various companies that span across multiple segments.

## CASE STUDY



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