



Tusuka Fashions uses Grandstream's Video Conferencing solution as multi-platform collaboration system

Tusuka is one of the big name of Garments industries in Asia. Headquarter in Dhaka, Bangladesh. Tusuka started its journey in garment business since 1997. Specialized denim/jeans making. Tusuka has the washing capacity of 60,000 pcs per day, with total 44 sewing lines specialized in denim garment making.

With Garments sector, Tusuka started International Telecom business name as NovoTel Ltd. In 2013 entered in Air Transport business, with a private passenger airline as Novo Air, which is serving domestic routes in Bangladesh.



Requirements of Tusuka Fashions

Flexible, Collaborative State-of-the-Art Video Conferencing Solution

- As Tusuka Fashion is one of the large garments sector in Bangladesh which expanding its business day by day. As their requirements for their communications networks began to expand, the company needed a communications solution that would be able to support full video, data and mobility features to offer them more productivity-enhancing tools and resources.
- Tusuka Fashions had a video conferencing network in place that was made up mostly of Polycom units. The whole video conferencing solution was completed through the Cisco Call Manager platform and therefore only supported in-network units and would also not be able to support any additional expansion. The company began to look at their options to build a new video conferencing network that expanded their current solution while also being able to support web, mobile and cloud video conferencing. This would allow the company to easily conduct video conference between multiple locations and support remote workers and improve the collaboration with the buyers.
- Video collaboration was becoming an important tool for Tusuka Fashions Limited. Therefore, updating and expanding their video conferencing solution was a major priority. Video conferencing is one of the best tools that any business has to communicate at a high-level between different locations, whether it be with employees, partners, clients or perspective clients. Video conferencing not only offers one of the most productivity-enhancing communication tools but it also allows business to drastically lower travel costs while giving off a great impression of their company.
- Our local system integrator "Excel Technologies Limited" advised, Tusuka Fashions to take a Grandstream unified communications solution. Their new Grandstream solution gave Tusuka Fashions a state-of-the-art unified communications network.



Requirement Highlights of Tusuka Fashions Limited

- Flexibility
- Platform Independence
- Easy Expandability
- Reduction of Cost
- Saving time
- Remote Workers Collaboration



Our Offered Solution Tusuka Fashions

Grandstream's GVC series and IPVideoTalk Collaboration platform

- To expand Tusuka's video conferencing solution boundary we offered them Grandstream's GVC series and IPVideoTalk Collaboration platform
- In terms of the compact hardware, Grandstream's GVC series offered a combination of all in one features and functionality. Android operating system of the GVC series offers them the flexibility they need to implement any SIP or H.323 video conferencing platform. Because of that flexibility, It could easily communicate with the Polycom devices they already had.
- The built-in MCU of Grandstream's GVC3200 allows them to host meetings with up to 9 video participants, which allows Tusuka's network to better Manage incoming video traffic.
- This Android device supports any Android app, including Skype and Google Hangouts. On top of that, the GVC series offers all of these at a price point that is Essentially unprecedented on the video conferencing marketplace.

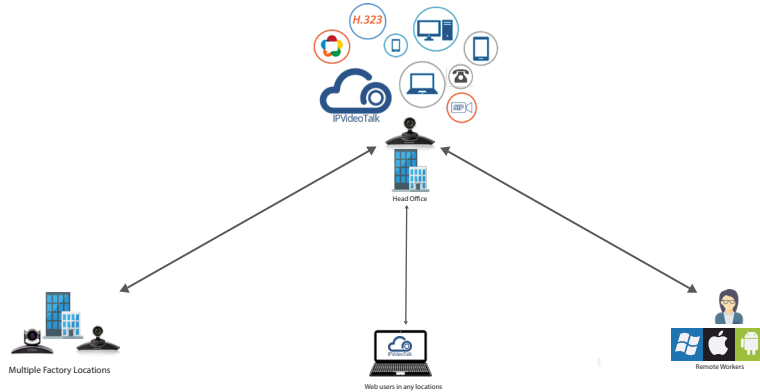


Figure: Video Conferencing Solution Diagram of Tusuka Fashions Limited

- As the requirements of collaborating with buyers and board of directors from different parts of the world, Excel Technologies offers Grandstream collaboration Platform IPVideoTalk to Tusuka as a video, audio and web conferencing platform.
- IPVideoTalk is a cloud-based platform that facilitates all of Tusuka's video conferences that use Grandstream's GVC series and supports web and mobile attendees. All IPVideoTalk meetings can be joined by Grandstream's GVC series hardware devices, web users from any PC or MAC, or mobile users through the IPVideoTalk Android and iOS apps.
- This award-winning video conferencing platform allows Tusuka to hold meetings that anyone can join no matter if they are in the office, a conference room, working from home, traveling, at a job site, etc.

Outcome of the solution

Overall Development after integration of the solution

- Tusuka Fashions now has the flexible, state-of-the-art collaboration and conferencing solution they need to connect all of their offices, buyers, Board of Directors and remote workers from anywhere.
- The existing Polycom video conferencing system is also utilized via the IP to IP calls features.
- Grandstream's IPVideoTalk conferencing platform & GVC series of Video Conferencing devices delivers a complete solution that is extremely easy-to-use, can be accessed from a wide-variety of devices and offers robust video resolutions and productivity features.
- 12X zoom capabilities and exact color output of GVC3200 allows Tusuka Fashion to show their products to the buyers connecting from abroad
- The GVC series allows Tusuka Fashions to integrate third party devices they already had while IPVideoTalk allows them to seamlessly link all GVCs and supports web and mobile attendees.
- The overall traveling cost for meeting purpose is reduced at a great margin even the productivity of the employees also improved at a scale as using this solution wastage of time reduced to zero.

About Excel Technologies Ltd.



Excel Technologies Ltd. Is a leading ICT company in Bangladesh that has established a strong foothold in this competitive market. Since the inception in the year 1999, the company is trying in the most pragmatic manner to provide excellence in products and services to its customers that suits their interest perfectly. With the huge range of products from internationally reputed hardware manufactures the company emphasize on providing customers with prompt, effective and sophisticated products and services that is specially designed for them.

About Grandstream



Grandstream Networks, Inc. has been connecting the world since 2002 with SIP Unified Communications solutions that allow businesses to be more productive than ever before. Our award-winning solutions serve the small and medium business and enterprises markets and have been recognized throughout the world for their quality, reliability and innovation. Our open standard SIP-based products offer broad interoperability throughout the industry, along with unrivaled features, flexibility and price competitiveness. Grandstream was named the 2016 Global Enterprise IP Endpoints Company of the Year by renowned market research firm, Frost & Sullivan.