

## CUSTOMER SUCCESS STORY

# Bajaj Group Streamlines Collaboration Across Energy Sector's Five Remote Power Plants in India, with Polycom® RealPresence® Video, and Halves Travel Costs and Accelerates Time-to-Market

### Industry

- Energy, oil and gas

### Applicable use

- Global executive meetings
- Project related discussions and review meetings
- Product development and training
- HR Interviews
- Business continuity

### Solution

- Polycom® RealPresence® Video Solutions help enable real-time communication and collaboration among the main offices, group subsidiaries and remote power plants

### Results and benefits

- Replaced face-to-face meetings with video conferencing, creating an environment that allows for quick information sharing
- Streamlined communications and operational efficiency
- Cut travel in half
- Improved time to market by 25 percent
- Achieved ROI in 12 months
- Saved 2,000 hours in travel time per month
- Accelerated decision making and improved productivity



### Overview

The Bajaj Group is among India's top 10 business conglomerates. It has interests in a diverse range of sectors from power generation, fast moving consumer goods (FMCG), and coal mining to sugar manufacturing, ethanol production and real estate. The group currently employs over 15,000 people across India. The company's energy business division, which is privately held by the Bajaj family, is in the midst of implementing 2,500 megawatts (MW) coal-based independent power plants in the state of Uttar Pradesh. With its power plants currently dispersed across six remote locations in India, some 1,500 kilometers from the corporate headquarters, its site employees faced challenges in communication and project execution due to their isolated locations and lack of basic amenities.

Bajaj Group turned to Polycom® RealPresence® Video Solutions, to power its complete end-to-end communications network, which included: two Polycom® RealPresence® Immersive Solutions (RPX™) in their head offices in Mumbai and Noida, seven Polycom® RealPresence® Room Solutions (HDX® 8000 Executive Collection) across the five power plants, in addition to 30 VVX® 1500 business media desktop video phones. The solutions are powered by the Polycom® RealPresence® Platform, transforming islands of employees and fragmented communications systems into a seamless video enterprise, which makes enterprise-grade video easily and securely accessible to all authorised personnel whether they're mobile, remote, or on-site.

“Polycom’s high-definition video solutions provide the face-to-face meeting experience we require to aid project discussions. Although widely used in our energy business, video is fast gaining acceptance in other parts of the organisation, including our sugar, coal mining and real estate divisions.”

Mr. Kushagra Navan Bajaj, Vice Chairman, Bajaj Group

### Bringing together remote locations

Prior to the implementation of Polycom solutions, Bajaj staff and key senior officials were required to travel great distances for in-person meetings, which proved time consuming and costly. During the construction, operation and maintenance phase in the power business, quick decisions were required to ensure speedy project delivery times and enable high productivity levels.

Polycom’s video solutions solve the challenge of being there, and executives and employees at the company’s main offices in the industrial hubs of Mumbai and Noida and its power plants are now seamlessly collaborating with each other over secure, high-definition video. As a result, the company has been able to increase efficiencies across employee communications; business-critical processes and executive board meetings. The technology is also being used to support a variety of different business units across the company, providing the most life-like and same-room meeting experience, from project-related discussions including reviews of on-going projects in each of the power plants, HR interviews, and also for sales and marketing team meetings.

The benefits have been immense. Already the company has reduced its travel costs by 70 percent in 12 months, saved more than 2,000 hours in travelling and staff downtime per month, and has accelerated its time-to-market by 25 percent, while also reducing carbon emissions.

### Video from the boardroom, desktop & mobile

The deployment of video communications has been significantly important for senior management, who now increasingly converge over Polycom® RealPresence® video for board meetings, where content can be recorded and archived, saving time and resources while extending communication and enabling greater knowledge-sharing.

The company has witnessed increasing demand and usage for the video conferencing solutions and will look to expand the solution further across its various business units, providing

equal access to the video conferencing facilities to all employees from management down to junior staff.

Bajaj employees have also adopted the use of Polycom® Desktop Solutions VVX® 1500 video phones to conduct daily meetings with project managers on site. Using the integrated video and audio desktop solution gives teams the ability to instantly initiate high quality, ad-hoc video calls at the touch of a screen from their desks, which has significantly helped to speed decision making.

“In a power plant environment, frequent and immediate communication with corporate headquarters is especially necessary for Bajaj Energy to ensure uninterrupted operations and business continuity,” said Mr. Dinesh Kumar, CIO, Bajaj Energy Pvt. Ltd. “Polycom’s range of video solutions provided the high definition quality, multi-party, face-to-face meeting experience we required to aid project-related and corporate-level discussions, making it easier for us to reach out to our remote sites, or to be reached without the need to travel to the locations,” added Mr. Kumar.

### Service support drives video adoption

A key requirement and benefit of the solution for Bajaj Group was the comprehensive product support, due to the demanding nature of their business and the frequency for which video is used. Bajaj Energy deployed the Polycom ImmersiveCare Services offering dedicated after-sales support for product support for RealPresence Immersive products including software updates and upgrades, advance parts replacement, onsite support and 24x7 telephone access to technical experts.

“Polycom’s comprehensive after-sales support was a great benefit for us, enabling us to start using the video solutions as quickly as possible, thereby saving invaluable time and resources in which we were able to increase our efficiency in daily operations,” said Mr. Kumar.

“In a power plant environment, frequent and immediate with corporate headquarters is especially necessary for Bajaj Energy to ensure uninterrupted operations and business continuity. For Bajaj employees, video collaboration is accessible 24 hours a day, making it easier for us to reach out to our remote sites.”

Mr. Dinesh Kumar, CIO, Bajaj Energy Pvt Ltd.

Bajaj Energy will look to expand use of Polycom’s RealPresence Platform by integrating the software into existing IBM Sametime® desktop clients, and will also look to incorporate mobility solutions such as the Polycom® RealPresence® Mobile for tablets and smartphones.

**Learn more**

To find out how Polycom solutions can help your organisation, visit us at [www.polycom.co.in](http://www.polycom.co.in) or speak with a Polycom Account Representative.

**Product listing**

**Polycom® RealPresence® Platform**

- Polycom® RealPresence® Collaboration Server
- Polycom® RealPresence® Secure Access Manager

**Polycom® RealPresence® Room**

- Seven Polycom® HDX® 8000 Room Series

**Polycom® RealPresence™ Immersive**

- Two Polycom® RealPresence® Experience (RPX™)

**Polycom® RealPresence™ Desktop**

- 30 Polycom® VVX® 1500 Business Media Phones

**Partner**

**Bajaj Group**

<http://bajajgroup.org/>

**About Polycom**

Polycom is the global leader in open standards-based unified communications and collaboration (UC&C) solutions for voice and video collaboration, trusted by more than 415,000 customers around the world. Polycom solutions are powered by the Polycom® RealPresence® Platform, comprehensive software infrastructure and rich APIs that interoperate with the broadest set of communication, business, mobile and cloud applications and devices to deliver secure face-to-face video collaboration in any environment.

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