



PeopleLink

CASE STUDY

Gain a strategic
competitive edge in your
Retail Business with
**PeopleLink Cloud
Video Conferencing**



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Business Requirement / Challenges

Orra, One of the finest jewelers wanted to connect with their 35 Stores and 5 Design Centers visually to be able to have frequent discussions pertaining to stock availability, go to market strategy and for understanding the buying patterns from across the Country.

Technologies Evaluated

Orra evaluated various Hardware based Video Conference solutions, but after seeing the PeopleLink demonstration they were convinced about our Video Conference solution. The flexibility, scalability and the ease of use assisted the decisions makers to opt for the solution on Cloud to keep their Infrastructure costs optimized.

Solutions Deployed

Orra is now using PeopleLink Video Collaboration on Cloud for connecting with their 35 Stores and 5 Global Design Centers. By opting for a Cloud based solution, Orra ensures that it achieves the true BYOD platform. There are no restrictions of dedicated boardrooms for utilizing the solution.

Business Results Achieved By Using PeopleLink

- a) Orra has stepped forward to reduce their time to market by connecting their Sales stores with the design center to manage Supply Demand in a much more optimized manner.
- b) A Visual Connectivity with 2 way Interactions ensures that the existing setup also helps with surveillance options.
- c) A Comprehensive visual connectivity shall also be used for conducting regular trainings to ensure a well trained staff across all the stores available.



About Orra

- Orra is one of India's finest jewellery retail chains, having spread its glow with 34 stores across 25 cities and has consistently been at the forefront of design leadership and product innovation with 5 Global Design Centers.



www.peoplelinkvc.com

GLOBAL HEADQUARTERS

Q3-A3, 10th Floor, Cyber Towers, Hitech City,
Madhapur, Hyderabad - 500 081 (India)
Phone: +91 (40) 66903959 / 60
Email: vc@peoplelinkvc.com

INTERNATIONAL CONTACT NUMBERS

USA : +1-321-2163070
UK : +44-20-35190197

Africa : +27-10-5001977
Australia: +61-29-0988367

Canada : +1-647-4964195
Middle East : +973-1-6199342

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