



Real Estate Firm Differentiates its Services

Unified Communications improves flexibility and efficiency for Dheeraj & East Coast in Dubai.

Case Study

Customer Name: **Dheeraj & East Coast L.L.C.**
Industry: **Real Estate**
Location: **Dubai,
United Arab Emirates (U.A.E.)**
Number of Employees: **80**

Business Impact

Benefits delivered by the Cisco® solution include:

- **Reduced capital costs by 40-50 percent**
- **Increased productivity with better internal communications**
- **Improved client responsiveness**



Business Challenge

Dheeraj & East Coast L.L.C. is a joint venture between the Dheeraj Group, a leading real estate developer based in Mumbai, India and the East Coast Group from U.A.E., a diversified organization whose activities include real estate and construction. Dheeraj & East Coast provides real estate consultancy and development services, aiming to convert land and buildings into strategic assets for its clients.

With an extensive portfolio of residential and commercial projects, Dheeraj & East Coast was planning to further expand its core line of business in U.A.E. The company had set up a new office location in Sheikh Zayed Road, Dubai, and was looking for a robust communications infrastructure that would protect its previous investments by integrating with the existing computer and telephone systems. Dheeraj & East Coast also wanted an infrastructure that would be cost effective to deploy and easy to maintain, helping reduce the company's capital and operating expenses.

Equally important was the need for a scalable communications solution that would easily accommodate future business growth and the integration of additional network devices.

Solution and Results

Dheeraj & East Coast wanted to install a single new network that could be used for telephone services and computer systems. Having researched the market, the company chose Cisco® technology for its performance, value for money, and low total cost of ownership.

Cisco 2800 Series Integrated Services routers provided a converged platform for computer, telephone, and video communications. This platform reduced capital costs by 40-50 percent. Operating costs will also be lower because there is only one network to manage. Dheeraj & East Coast can add new users or services at minimal extra cost, as the business continues to grow.

IP telephony, an integral part of Cisco Unified Communications, has helped improve employee efficiency because the phones and services are easy to use. Employees who need to move to another working space for a meeting or project can now do so conveniently because they can use their extension numbers on any phone on the network, with full access to services such as voicemail. In addition, this flexibility and ease of use have helped make client-facing staff more responsive and have given Dheeraj & East Coast a valuable differentiator.

“Deploying Cisco IP Communications has reduced our capital and operating expenses by providing an infrastructure that is cost effective to deploy and easy to maintain. Our state-of-the-art Cisco Unified Communications platform has given our agents added flexibility, which has enhanced their ability to respond to clients’ wishes, giving Dheeraj & East Coast a valuable differentiator.”

Anish Lonappan
HR officer, Dheeraj & East Coast

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