



**PeopleLink**

## **CASE STUDY**

Experiencing The Power  
Of Collaboration with  
**PeopleLink Video  
Collaboration**





## Experiencing The Power Of Collaboration with **PeopleLink Video Collaboration**

### **Business Requirement / Challenges**

As Hindu newspaper is one of the leading news presenters for the readers at various parts of India. It has got many numbers of editorial offices in India. In order to build up an effective communication channel between these offices, the Hindu has intended to integrate the video conferencing solution. The Hindu intended to integrate Full Board Room solution integrated in their Master Board Room, Editorial Board Room and "The Hindu Centre for Politics and Public Policy"

### **The Challenge**

Executing the video conferencing, in low bandwidth was a challenge, In order to manage the video conferencing under these circumstances, PeopleLink had to test with different PeopleLink architecture and integrate the solution which utilizes low bandwidth for high definition video conferencing capabilities.

### **Solution Offered**

After seeing the performance of the product through Data Card, Hindu implemented PeopleLink Video Conference solution. Initially they started with Multipoint MCU, and implemented the same in their offices across cities. With this they were able to implement the technology which is portable, easy to use, suited to their requirement as well as under their budget. PeopleLink offered Full HD Video Conferencing Platform with necessary AV Peripherals for the locations. Full Board Room solution integrated with PeopleLink Video conference wherein their Master Board Room, Editorial Board Room and "The Hindu Centre for Politics and Public Policy" are using the Integrated Board Room Solution with PeopleLink VC.

### **Business Results achieved by the client**

With the aid of PeopleLink solution, Hindu is able to conduct effective video communication among their editorial offices within the country, as their conferencing can now be done in low bandwidth. The editorial offices which fall under south India all are collaborating using Peoplelink VC solution.



### **About The Hindu**

The Hindu is an English-language Indian daily newspaper. Headquartered at Chennai, The Hindu was published weekly when it was launched in 1878, and started publishing daily in 1889. It is the second most circulated English language newspaper in India, with average qualifying sales of 1.39 million copies (as of December 2013). According to the Indian Readership Survey in 2012, it was the third most widely read English newspaper in India (after the Times of India and Hindustan Times), with a readership of 2.2 million people. The Hindu has its largest base of circulation in southern India, and is the most widely read English daily newspaper in Kerala and Tamil Nadu. Also, it is the most popular newspaper and the prime source of analytical views on socio-politico-economical, legal and administrative acts of Indian and other world institutions for Indian Administrative Service aspirants. Today they are spread across 8 states with 17 locations from where it is printed.



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