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Taking a leap towards the new tomorrow through digital revamping — Viraj Profiles

Viraj Profile Limited, one of the largest manufacturers and exporters of Stainless Steel long products in the world, has embarked on a new journey of technological upgradation. The company has plans to revamp its Communications, Collaborations capability. In the month of April'18, Viraj has signed an agreement with CISCO, a world-class supplier for network & communication equipment, on the areas of networking revamp, introducing enhanced video collaboration capability and securing Email communication. The years ahead will be an interesting mix of retaining basics, but renovating the outer structures in shade of digitization. New technologies will replace many traditional work practices. Gone are the days when companies were viewing the digital transformation as a project. Now, it is like an ongoing journey and in order to stand out from the crowd, companies are evolving themselves from time to time with the aim of improving customer experience. Viraj Profile Limited has already joined the bandwagon and taken a long list of initiatives for embracing technologies to optimize its processes and enhance customer satisfaction.

Neeraj Kochhar, Chairman & Managing Director of Viraj Profiles Limited said that due to the rapid inorganic growth Viraj had since 1992, the company really did not have the luxury of design and structure of network equipment and in so many years, Viraj ended up using various technologies provided by different service partners. Although individually, they



Neeraj Kochhar,
Chairman & Managing Director,
Viraj Profiles Limited

all were great choices, but as an Enterprise-wide network, Viraj did not fare well. A constant source of complaints in IT Infrastructure area, particularly in Video Conference, SAP performance and Email speed always haunted the company's IT support team. Viraj realized that in the days to come when they will plan to work more from remote locations and also introduce Internet of Things, the network backbone should be more robust compared to what the company has today.

Sharing more details about this, Suman Basu, President IT & CIO of Viraj Profiles Limited said that the company has now planned to have proper three layer Network architecture where the Head office data center will have two Core Switch of latest technology (CISCO 9500 Series) in high availability, whereas all remote offices and all dedicated Distribution

Switch so that Viraj can create different VLANs to segregate the network traffic and decide QoS (Quality of Service) for different applications and also a constant load balancing between different incoming internet connections. In Data Center, Viraj is also adding two Firewalls in High Availability mode and all plant endpoints are getting connected with dedicated Access Switch. These major revamps of the network are expected to be over in a five-month from now so that the response time reduces considerably. Also, Firewall will add an important security layer.



Suman Basu, CIO, Viraj Profiles Limited

Talking about the reasons for the change, Pooja Mehra, Executive Director of Viraj Profiles Limited said that the biggest challenge being faced by Viraj was the diverse location of its plants and accessibility to its Indian and overseas offices. Viraj plants, which are spread over a distance of 10 KM and are connected through Public Road,



Pooja Mehra, Executive Director, Viraj Profiles Limited

do not have an internal voice communication network and at times when the mobile networks are not available, Viraj faced complete communication blackout causing serious business loss. Also, dependency on the Mobile network has a health hazard, especially when meetings continue for a long time. Thus, Viraj is now switching to IP Telephony where the mode of communication is over the company's own Fiber or Radio Frequency link and not dependent on a mobile network. For selected users, the company is also providing Video phone so that the video chat is also possible. With this technology, the company shall be able to collaborate with all its offices located in Delhi, Mumbai, Netherlands and Dubai. And using another application called CISCO Jabber, they would be able to talk to international and domestic mobile phones; even during international roaming. Moreover, she expects that the communication will be at ease and at a considerably less expensive than the medium being used currently. Fax machines can also be connected to this infrastructure as well.

Talking about the new video conferencing infrastructure, Suman Basu said that CISCO DX unit, a TV fitted with Video conference capability, will be available in core team offices of Viraj Profiles Limited so that they can get connected with any video unit anywhere in the plant and during any Video Conferencing anyone who has an android phone or Laptop can collaborate in the same video talk even on travel. In addition, Viraj is introducing two MX700 & MX200, which are mobile large TV and VC equipment so that the same can be used in different office locations. The company is also improving Video Conferencing facility at its Port Office. In addition to this, Viraj is also procuring CISCO Webex license so that the company can now introduce organizing multiple conference calls with video facility and also if required, can convene customer meet, vendor meet completely online.

Overall, the entire IT infrastructure at Viraj Profiles Limited is undergoing a sea change and soon the results of the same will be visible to partners, customers and suppliers all over the world. ■

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