



EMCO Limited builds a collaborative culture empowered by Google Apps for Business



At a Glance

What they wanted to do

- Upgrade email reliability and capacity and provide access anytime, anywhere
- Seek a cost-effective way to communicate with employees as well as overseas partners and customers
- Develop a single, integrated communication and information platform
- Explore a more efficient way to secure and protect data

What they did

- Implemented Google Apps for Business to enhance communications and boost collaborative efforts

What they accomplished

- Enabled employees to stay connected anytime, anywhere on their mobile devices
- Reduced cost of IT operations and maintenance as information is now stored securely on Google's cloud infrastructure
- Increased collaboration among international teams and reduced travel and telephone costs, with Google Drive and Google Hangouts

Background

Founded in 1964, EMCO Limited (EMCO) is India's leading products and solutions provider for the power generation, transmission and distribution industry. Headquartered in Thane, India, EMCO operates 15 regional offices and six state-of-the-art manufacturing plants across the country. In addition to exporting more than 100 products to over 50 countries, EMCO also builds electrical transmission lines, substations and energy metering systems across the globe.

Challenges

EMCO constantly works with overseas partners and customers to innovate and manufacture numerous product and segment lines for the international market. Overseas discussions are held frequently to ensure effective project planning and high operational efficiencies. EMCO thus sought a solution to help reduce expenditures on video conferencing and audio calls.

Email communication is one way to communicate more cost-effectively, but even that was posing a problem. Their existing email system was not able to scale to accommodate large attachments and increased bandwidth requirements from an expanding international project portfolio. EMCO also needed a solution that could provide mobile accessibility.

"We want our employees to be able to communicate without relying on their desktops and laptops. Without mobile access, our ability to respond to business needs was limited," said Bhagwat Patil, Head IT at EMCO.

EMCO wanted a cost-effective solution that could efficiently back-up the vast amounts of valuable data in their two datacentres. The IT department spent a great deal of time backing up this data for storage and recovery purposes. EMCO was also concerned that data sitting on users' local drives could not be adequately accounted for in the event that computers were compromised or damaged.

"Google offered us with a single, cost-effective platform to stay connected with employees, partners and customers anytime, anywhere, in any way we need to. On top of all that, information is now easily available via mobile devices, so we are always up-to-date, even on the go. This significantly aids faster and better informed decision-making."
—Bhagwat Patil, Head IT of EMCO

Patil says, "Data is the heart of every enterprise today. To pool our intelligence and protect information from being lost or damaged, we decided to look at cloud-based solutions. Storing data in the cloud will allow us to address challenges such as hardware failure or natural disasters. It will also support faster recovery in the event of such emergencies."

About Google Apps

Google Apps is a cloud-based productivity suite that helps you and your team connect and get work done from anywhere on any device. Google Apps includes Gmail, Google Calendar (shared calendaring), Google Drive (online content storage and sharing), and Google Docs, Sheets & Slides (document creation and collaboration).

For more information, visit
www.google.co.in/apps

"Data is the heart of every enterprise today. To pool our intelligence and protect information from being lost or damaged, we explored several cloud-based solutions and Google was the obvious choice. With our data stored in the cloud, we feel better prepared to address challenges like hardware failure or even natural disasters. Cloud storage also ensures faster recovery in the event of such emergencies."

—Bhagwat Patil, Head IT of EMCO

Solution

To ensure they had identified the solution that best fit their needs, EMCO conducted a parallel comparison based on the solutions' capabilities as well as set-up and running costs. Google Apps for Business came up tops. EMCO then engaged Google authorised reseller, Searce IT, to test out the solution to ensure it could fulfill their extensive and stringent technical and content management requirements. This included security and remote access for its 200 mobile employees.

Dinesh Dicholkar, IT Manager at EMCO explains, "We decided on Google as it provided us with a stable and secure platform that fit right in from the start – with hardly any customisation needed. User migration was smooth and hassle free. It was as though Google knew exactly what we were looking for."

Following the implementation, feedback to management was largely positive. Employees felt better equipped to run projects more smoothly and respond to customer needs faster with the tools provided by Google.

Results

The benefits from the Google Apps implementation were immediately felt throughout the organisation. Teams could now collaborate on the same document or spreadsheet simultaneously in real-time, ensuring that every member is updated with the same information. Management in turn gained visibility into the teams' progress so they can better monitor project timelines and set the right milestones for project completion.

Thanks to Google's chat and video conferencing features, overseas communications are no longer limited to just emails. With an internet connection, employees can now access Google Hangouts to conduct group video conferences virtually worldwide. Documents can be shared easily either through Gmail, with its generous storage capacity, or through Google Drive.

Dicholkar says, "Google provided us with an efficient means to stay connected to our international partners and customers anytime, anywhere, in any way we need to. With information now easily available via mobile devices, we are always up-to-date, even on the go. This significantly aids faster and better informed decision-making."

EMCO's fast paced business demands frequent discussions on strategies to handle issues or seize opportunities as they arise. Google Calendar helps EMCO schedule these meetings quickly, without having to physically check in with everyone on their availabilities.

Dicholkar explains, "We operate in an ever-evolving industry that calls for quick turnovers. We hold quick brainstorm sessions, especially when we are faced with unpredictable issues that require our immediate attention. Now, as soon as a discrepancy is discovered, even though we are not physically in the office, we can quickly schedule a common time and conduct Google Hangouts to discuss our next course of action."

At the backend, Google Apps' cloud-based model resulted in significant time and cost savings as IT teams could focus on more strategic projects rather than maintaining in-house systems and servers.

Dicholkar concludes, "We are very happy with our switch to Google Apps. The features empower employees with greater flexibility in completing their daily responsibilities more efficiently, thus freeing up more time for innovation to serve our customers better."

