



**WE ARE TELECOM PROFESSIONALS WHO  
ASSIST IN GROWING YOUR BUSINESS**



# ABOUT **PULSE**

Pulse has been an Internet & Internet Telephony Service Provider since 2003. We are an Authorized Service Provider licensed by DOT vide Unified License Number 821-162/2014-DS. Pulse is the preferred service provider for all kinds of Enterprises, since we meet the entire ISP and ITSP needs across India.

Pulse has its own infrastructure, which enables it to stay at the top of the trend and ensure that our services continually and consistently meet industry standards.

Our data centers are collocated in and around Tamil Nadu and our VoIP switches are at Chennai and overseas thus enabling voice and data traffic to be routed in the most efficient & cost effective way.

# HISTORY OF PULSE

2020



Video Conference, Broadband, Domestic Calling  
Solution (08 Digit Solution & 10 Digit Solution)  
Managed Security Solutions (Cyber Security)

2021

2003

SET UP INTERNATIONAL CALLING TELEPHONY BOOTH

2006

ENTERED THE ENTERPRISE MARKET FOR INTERNATIONAL CALLING

2007

INTERNET THROUGH RF & FIBER FOR THE ENTERPRISE MARKET

2013

THE COMPANY'S OWN RF & FIBER INFRASTRUCTURE IS DEPLOYED

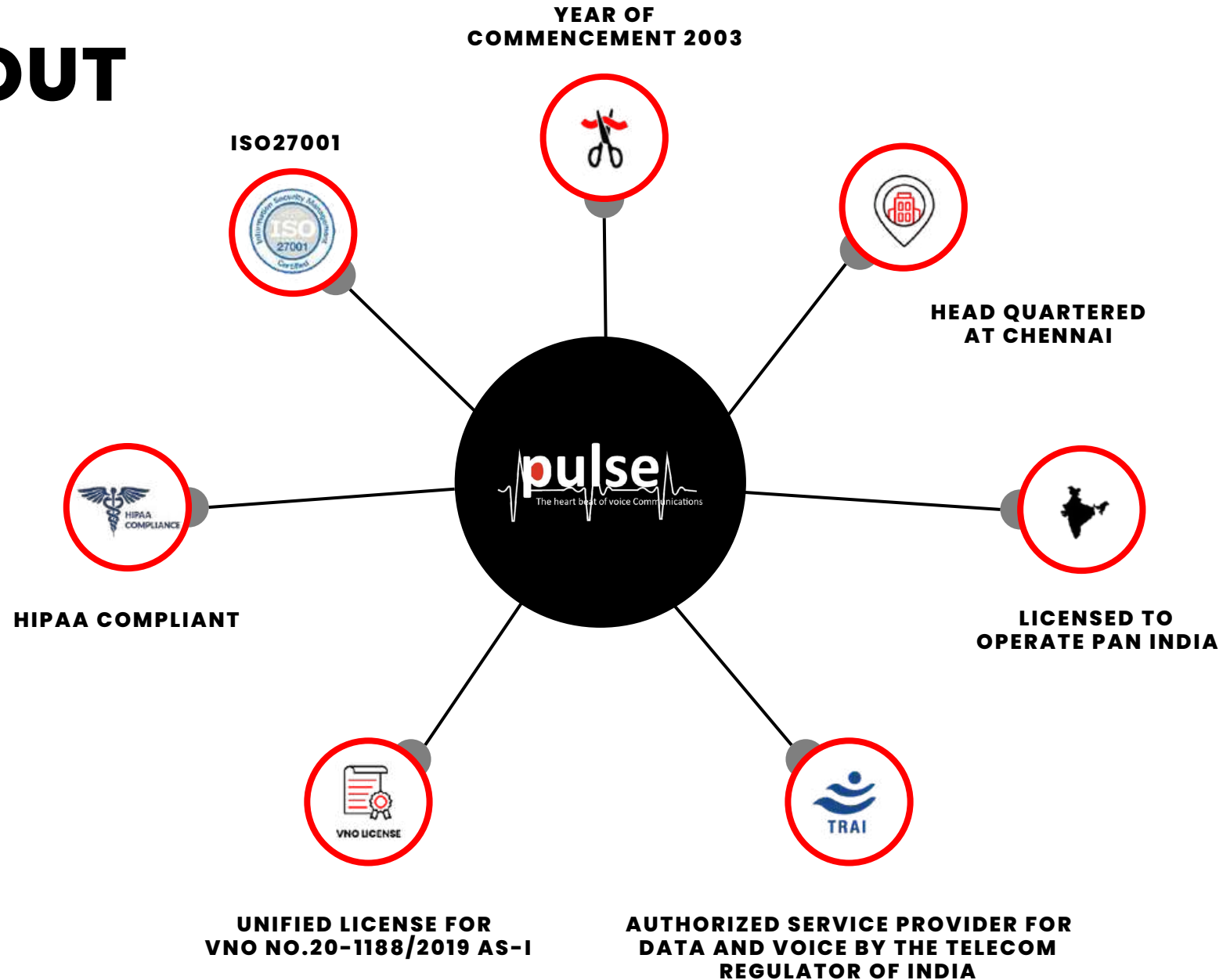
2018

THE LAUNCH OF WEB BASED ENCRYPTED CALLING

2019

SPEECH AI, DOMESTIC SIP CALLING, CLOUD  
TELEPHONY, SD-WAN, VIRTUAL NUMBER MASKING

# BRIEF ABOUT PULSE



# TELECOM SOLUTIONS UNDER ONE ROOF



**DEDICATED INTERNET  
LEASED LINE**



**CLOUD -PBX**



**VoIP**



**IP-PBX**



**CLOUD DIALER**



**DOMESTIC SIP TRUNK  
(08 & 10 DIGIT SOLUTION)**



**PULSE FIREWALL**



**MANAGED SECURITY  
SOLUTION**



**PULSE VIDEO  
CONFERENCE**



**SD WAN**



**CRM INTEGRATION**

# SERVICES WE OFFER



## INTERNET LEASED LINE

Pulse provides only (1:1) premium bandwidth. Our Internet core network has been designed with high redundancy. We offer dual last mile and provide you with 99% up-time.



## CLOUD PBX

Cloud PBX (Cloud-based Private Branch Exchange) is a virtual PBX system rooted on the internet, which automatically answers all calls and routes them to the right department or user extension. The cloud changed all that. Cloud PBX is hosted in secure remote data centers and is delivered through the internet.



## VOIP

To use VoIP you need an internet connection and a VoIP telephone. You can run VoIP on IP phones, soft-phones, and web-phone.



## CALL CENTER SOLUTIONS

The Pulse contact center focuses on providing your customers and the callers with the best experience.

# SERVICES WE OFFER



## **PULSE-CLOUD DIALER**

Cloud dialer is an outbound dialer used to call a certain set of contacts automatically. Pulse dialer helps in telemarketing and tele sales which improves your business and production.



## **DOMESTIC CALLING SOLUTION**

An agile business needs a quick and easy to scale telephony service. Effortless expansion of concurrent sessions from 10 to 2000 on a single connectivity using Pulse SIP trunking. This solution is safe, convenient & helps enterprises to unite their distributed workforce with a single company number making it a perfect communication tool for business.



## **PULSE-FIREWALL**

A firewall is a network security system that controls and monitors network traffic based on predetermined security rules



## **WORK FORM HOME**

Pulse provides work from home enabled call center services to clients. Highly secure & scalable to many users. Users can make calls from the pulse web-phone directly through the chrome browser.

# SERVICES WE OFFER



## **CYBER SECURITY SERVICES**

Cybersecurity is the protection of computer systems & networks from theft or damage to their hardware, software or electronic data as well as from the disruption or misdirection of the service they provide. Pulse offering: 1. Incident 2. Security Information & Event Management 3. Forensics 4. Threat Hunting 5. Monitoring



## **AI(ARTIFICIAL INTELLIGENCE)**

Pulse provides a wide range of services built on Artificial intelligence.

1. Speech to Text 2. Text to Speech 3. Content Filtering



## **PULSE VIDEO COMMUNICATION PLATFORM**

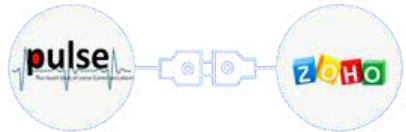
Now, provide an enriched experience to your customers while working remotely by just sharing a unique link to join video calls at their convenience anywhere & anytime.



## **SD-WAN**

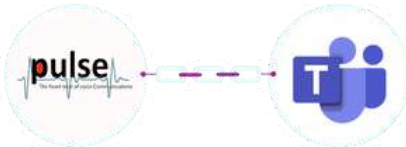
A Software-defined Wide Area Network (SD-WAN) is a virtual WAN architecture that allows enterprises to leverage any combination of transport services including MPLS, ILL, LTE and broadband internet services to securely connect users to applications.

# SERVICES WE OFFER



## ZOHO-PULSE CTI INTEGRATION

Pulse-**Zoho CRM Integration**. Increase sales productivity by managing calls inside the Zoho CRM dashboard without switching platforms



## MS TEAMS INTEGRATION

Turn your Teams into a full-fledged business phone system. You can make important business calls via Teams with a simple Calling platform enables on the desk



## WHATSAPP API INTEGRATION

Pulse has integrated WhatsApp into our Call Centre Solution creating a multi-channel communication platform. Send and Receive Texts, Images, Videos through WhatsApp Business API. Personalize your customer connection with Customised Interactive Message Templates



## SELL.DO & BITRIX CRM INTEGRATION

Integrate your calling solution with your existing real estate CRM.

# **DIRECT ROUTING WITH MICROSOFT TEAMS**

**Direct routing connects Microsoft Teams To the PSTN (Public Switched Telephonic Network) Through SIP Trunking by way of Session Border Controller (SBC).**

## **By enabling Direct Routing**

**You get phone system features like**



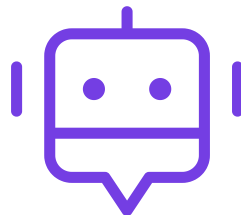
**Call transfer**



**Call queue**



**Call Routing**



**Auto attendant**



**Voicemail**

## CRM Integrations



# PULSE USP

## (Unique Selling Proposition)

### **CUSTOMIZED SOLUTIONS**

In house team of experts can customize & design voice & software solutions required by the enterprise segment

### **CORE NETWORK**

Highly Redundant design by using a mesh architecture and a combination of fibre and RF as medium.

### **QUICK DELIVERY**

Link will be delivered within 7 working days from date of PO

### **DUAL LAST MILE**

Two different mediums (Fiber & RF) originating from different pops to ensure high uptime

### **CUSTOMER SERVICE**

Dedicated in house call center functioning 24/7

### **SLA**

Signed SLA committing 99% Uptime with the commitment to waive one months rental if SLA is not met

# CLIENT TESTIMONIALS

## APPRECIATION LETTER FROM RAMCO

This is to confirm you that, we are using 1 GBPS Internet Leased Line from 08th July 2020 onwards from Pulse. This is working fine.



**ASHOK T - HEAD IMG**

## APPRECIATION LETTER FROM MRF - ARKONAM

I really appreciate your project completion of ILL which was done on 09th Oct' 2020 (i.e. before the target date). It not only recognizes the individual effort but also highlights that their contribution was valuable to the rest of the team as well. This will also reinforce the positive behaviour's you would like to encourage the rest of your staffs. Thank you for your dedication and commitment. Expecting your support & co-operation in the near future.



**SUKUMON K - DM ITS**

# GLOBAL INVESTORS MEET **2015 & 2020**



## **GIM: 2015 & 2020**

"The first edition of the Global Investors Meet held in 2015 and the second edition held in 2020 attracted most of the well established Indian and International corporates and to provide seamless connectivity for these high end users, Pulse Telesystems was the service provider who serviced them for Internet and Wi-Fi connections. This event was held in Chennai trade centre.

# CASE STUDY: MADURAI CORPORATION

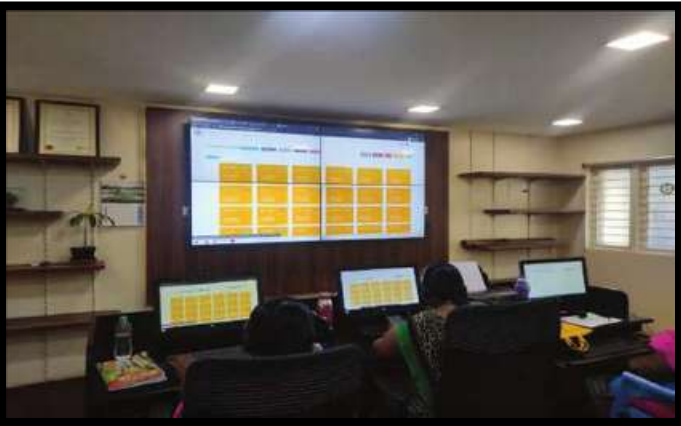
## PUBLIC GRIEVANCE REDRESSAL



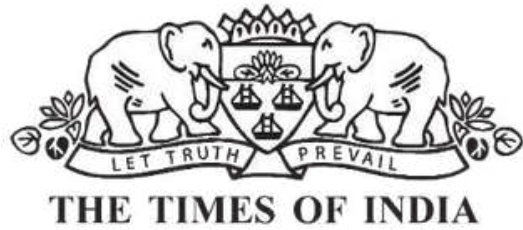
**INTRODUCTION:** Since the existing traditional telephony solution used by Madurai Corporation was not efficient in addressing the grievances of the citizen's issues, the Corporation wanted a state of the art telephony solution. So, Pulse Telesystems after having multiple rounds of discussions with the various stake holders in the corporation, proposed a cloud call centre solution, which was designed to take care of the present and future requirements.

# MADURAI CORPORATION

| CHALLENGES FACED                                                                                                        | PROPOSED SOLUTION                                                                                                                                                       |
|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Many of the complaints go unaddressed.                                                                                  | System hosted on the cloud with redundancy                                                                                                                              |
| Not easy for the citizens to access.                                                                                    | Fancy number provided with concurrency                                                                                                                                  |
| Not able to update the citizens on the status of the complaint. Delay in the complaints reaching the concerned officer. | SMS enabled to update status and automated call feature enabled to inform citizen on complaint closure. Automated the process of ticket assignment to officers & wards. |
| No proper escalation matrix.                                                                                            | System introduced on a hierarchy basis for ticket escalation.                                                                                                           |
| No system to identify performers in the corporation.                                                                    | Performance based reports created                                                                                                                                       |
| No comprehensive reports for analyses.                                                                                  | Live display dashboards, department based reports created.                                                                                                              |



**BENEFIT:** There has been an increase of almost 6 times of trouble tickets raised, which means that more number of citizens have been able to raise their concerns and correspondingly the % of closure has improved by over 80%,leading to an significant improvement in happiness quotient of the citizens.Thereward and recongnitation programmehas improved the moral of the official which in turn has led to a quicker closure of the ticket.



**MADURAI:**Madurai Corporation has introduced a new complaint processing system, where complaints will be closed only after the complainant is satisfied with the action. The complainant will get an interactive voice response (IVR) call, where he/she will be asked to provide input to say whether the issue has been addressed. A software has been designed for this purpose. Officials say that this is the first-of-its-kind initiative for complaint redressal among local bodies in the state. The corporation has introduced a new phone number 8428425000, where complaints can be raised. Calls made by the residents will be recorded and forwarded to the respective official. A reference number will be immediately created so that the complaint can be escalated with higher officials if it is not solved in three days. The contact numbers of officials and complainant will be exchanged with each other, officials said. A notification sent regarding the complaint to the official will be alive till it is closed. Once the issue is rectified, IVR call will be made to the complainant, where he can confirm whether the complaint has been addressed or not. "The new system will address a lacuna in the earlier system, where officials can close complaints even without acting on it. Now, a complainant has to testify on the status for a complaint to be closed," an official from the corporation said. Corporation commissioner S Visakansaid that "residents can continue to raise complaints through WhatsApp, Facebook, landline number and petitions. The complaints will be fed into the software so that they can be processed as per the new system," he said. He said that complaints on garbage removal, street lights, water supply and drainage issues will be immediately addressed, while those on road issues and encroachments will take time as they involve extensive work. As awareness level has increased among the public, the number of complaints received by the corporation has increased. Earlier, it used to receive 1,200 complaints a month on an average, but now it has increased to 3,000 now. The number is going up due to confidence the corporation has instilled among the residents that complaints taken up with the officials will be addressed soon, Visakansaid.





## PULSE TELE SYSTEMS LAUNCHES COMPLETE TELECOM SOLUTIONS FOR HOMES IN ECR AREA; AIMS ADDRESSING HIGH-END HOMES

CEO/INTERVIEWS, IT, LATEST, UNCATEGORIZED 4TH SEPTEMBER 2020



**WISHES  
FROM**



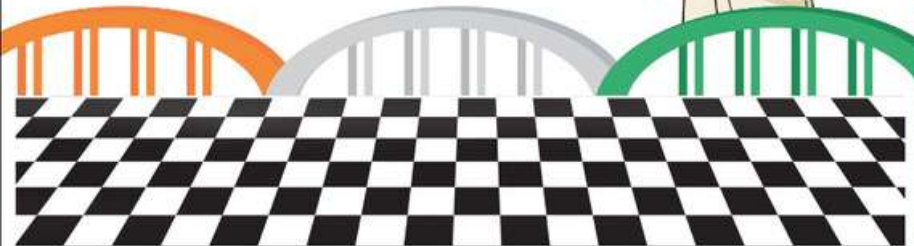
**CHENNAI:** Chennai based Pulse Telesystems, a leader in the enterprise telecom market for close to two decades in Internet service as well as Internet Telephony Service is gearing up for the changing demands and trends. The internet provider, who is also into other segments including cloud telephony, data, and voice and AI connectivity is keen on exploring select pockets of various cities where internet services are in high demand. Hiroshan, Director -Technical Pulse Telesystems, says rather than focusing on the mass-consumption market, they have identified select-areas of high-end residences where the customer has not much of a choice for an experienced/professional service provider. "As a first-launch, we had tried East Coast Road (ECR), a locality in Chennai, a high-end corridor of the state which houses many educated and tech-savvy users. The initial response to our broadband services has been very positive since the customers are convinced that we do not only have a very robust telecom infrastructure but also have the required skill sets to meet the demands of tech-savvy homes. He also further said, along with broadband, Pulse Telesystems is providing value-added services like CCTV, Voice calling, Wi-Fi, etc, with the internet to provide a complete telecom solution. Speaking on the latest trends in the enterprise-level, Hiroshan says, the new normal had made many organizations rethink the way they were consuming bandwidth. "We have to accept the fact that due to this situation, many organizations have adopted the model of remote workplaces as they have found ways to work without having to be physically present in the office. However, we cannot brush aside the fact that many industries still prefer working from physical office spaces", he said. Stating the example of the media and entertainment vertical, Hiroshan states, "They [media companies] work in a highly-secure environment. In this digital era, a small compromise might lead to a total loss of their entire investments."

## MAKE THE SMART MOVE WITH PULSE

Pulse connected the 44<sup>th</sup> Chess Olympiad through its High-Speed Internet Connectivity and strong Infrastructure ensuring an Uninterrupted broadcast around the World.

We humbly thank the Government of Tamil Nadu, Government of India and the Organizers for giving us the Opportunity to be a part of this prestigious event.

Congratulations to all the winners!



### Our Services:



Choose **Pulse** The Premium Internet Service Provider

7092122221

### Our Esteemed Clientele:



11/9, Pulse Province, Sterling Road 3<sup>rd</sup> Cross Street, Nungambakkam, Chennai-600034

044-40001800 sales@pulse.in

# INTERNET SERVICE PROVIDER FOR THE 44TH CHESS OLYMPIAD

Pulse was proud to have been a part of the 44th Chess Olympiad which was held from the 28th of July to the 10th of August in Chennai. Pulse was the Internet Service Provider. With our robust fibre infrastructure in and around the Olympiad venue, we provided 4GBPS Internet Leased Line. . Broadcast of the entire event to the world was a downright success without any single flap in our network. The Chess Olympiad was a huge success for the state of Tamil Nadu and for Pulse as well. As a token of thanks for the opportunity given, We advertised on

**The Hindu ISSUE 14.08.2022 PAGE ONE.**

# OFFICIAL INTERNET SERVICE PROVIDER FOR



# UmagineChennai

Leave the future behind

## TECHNOLOGY, ENTREPRENEURSHIP & SKILLS SUMMIT



Pulse was proud to have been a part of Umagine 2023 held at Chennai Trade Centre from the 23rd to the 26th of March 2023.

# PARTIAL LIST OF CUSTOMERS





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**THANKS**

**PULSETELESYSTEMS**

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