



Micro Fibre Group partners with Tech Republic Limited and Jabra to strengthen communication across its offices

Weaving new lines of communications

As our intricately interwoven world embraces the technology dependent “new normal”, businesses have been quick to adjust to a work-from-anywhere culture, discovering previously unexplored opportunities – such as the ability to transcend geographical limitations – to unlock massive potential and new ideas. It’s now easier for people to contribute to an organization’s success regardless of their location, providing a larger talent pool for hiring organizations to fill positions faster, thus reducing the potential of productivity and efficiency being affected. This shift doesn’t come without challenges however, as both human collaboration behaviour and communication technologies have had to adapt to the changing demands on them.

Micro Fibre Group is a textile and readymade garment manufacturer with headquarters in Dhaka, Bangladesh. It has created a strong market presence in Bangladesh and across Asia over the past two decades. With their manufacturing spread over multiple locations, the sudden work-from-home culture made monitoring all of its day-to-day operations particularly difficult since employee travel was discouraged. This change also heavily impacted Micro Fibre Group’s ability to engage and communicate with its vendors and buyers, highlighting the need for an effective high quality video conferencing solution to replicate the immediacy of in-person contact.

Challenges in the garment industry

The challenges Micro Fibre Group faced could be summarized as:

1. Mobility. Pandemic-induced mobility restrictions disrupted traditional manufacturing operations, with managerial staff unable to visit production sites as normal. The existing infrastructure was not designed to support the new communication requirements, due to its fixed nature and inability to be easily deployed, so the company needed to quickly upgrade

to a cloud-based video conferencing solution in order to adapt to the new hybrid way of working.

THE PROJECT AT A GLANCE

Micro Fibre Group hired technology experts at Tech Republic Limited and Jabra to equip their offices with industry leading solutions, to facilitate an efficient hybrid working experience for employees.

Solution

Jabra PanaCast

- Crystal-clear Panoramic-4K resolution
- 180-degree view of the meeting room
- Compatible with all leading Unified Communications platforms

Benefits

- Easy, seamless plug-and-play functionality
- Expansive field of view across meeting rooms of any shape or size
- Seamless connectivity and collaboration



“The portability of Jabra’s camera and speaker presented a compelling advantage for us.”



2. Comfort, protocols, and total cost of ownership (TCO).

Micro Fibre Group employees experienced challenges using its existing SIP-based video conferencing solution. The company's high volume of international calls impacted the overall running cost of the solution.

3. Audio/Video quality. The most important expectation from the new infrastructure was to provide very high-quality audio and video. The existing solution at Micro Fibre Group required consistent high quality internet connectivity, something that was often unpredictable and unfortunately outside of its control. Micro Fibre Group needed a reliable, wireless, and hands-free cloud-based video conferencing solution that was not a bandwidth guzzler, which could deliver a predictable and consistent high-quality experience.

Timely deployment of the right solution enhances business communications

Choosing Audio/Video solutions for its unified communication (i.e. Zoom) system was not a task that Micro Fibre Group took lightly. Having faced many challenges with its existing solution, it set up a series of technology demonstrations from multiple vendors to select the best option for its needs. These demos were conducted across the relevant locations to understand and evaluate practical utility along with the end users' comfort and experience.

Consequently, Micro Fibre Group chose Jabra PanaCast, partnering with Tech Republic Limited to deploy its preferred A/V solution to its offices so it could meet the needs of the changing business environment. Jabra PanaCast is the world's first Panoramic 4K plug-and-play video solution, designed to bring meetings to life with high-definition video. It offers a full 180° view, and its Intelligent Zoom function automatically includes everyone in the conversation – even if they are spread out in the room.

“The solution from Jabra is a fantastic one. It covers 180° field of view and comes with outstanding sound.”

The Jabra solution provides a compelling advantage for Micro Fibre Group's unique needs as a textile manufacturing company. The plug-and-play nature of Jabra audio and video devices – combined with their compact portability – ensure quick and easy set-up and a hassle-free user experience. Now management teams can seamlessly interact with different offices, and deliver clear communication for sales and merchandise personnel to connect with clients and vendors everywhere. Within a short period, and even with deployment restricted to a limited number of locations, Micro Fibre Group is already beginning to see rapid adoption and positive impact on business from its investment in Jabra solutions.

Communications driving business excellence

The Micro Fibre Group understands the importance of connectivity, especially in the current business climate. By deploying Jabra devices, Micro Fibre Group adopted connectivity solutions that helped them to adapt to pandemic-induced changes quickly and effectively, resulting in continued growth, even as the global business climate remains challenging.

“The Jabra solution has increased sales deals and volume of calls. It has also ensured better video quality, and reduced physical movement of our teams.”

-Mr. Rafiqul Islam
IT Manager, Micro Fibre Group