

CASE STUDY
EDUCATION
VERTICAL



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Matters |





Etisalat's end-to-end IP Telephony and Unified Communications solutions upgrades the overall technology of the university to ensure complete security and business continuity.

CUSTOMER BACKGROUND

This university is a world-class teaching, learning and research institution offering a creative, inspirational and supportive environment for students and faculty members. With over 12+ colleges offering more than 85 courses in diverse academic programmes, the university has been recognised globally for its quality education.

There are over 14,000 students and approximately 600+ faculty members associated with the prestigious educational institution. The university strives to cultivate the skills required to meet current and changing demands for employability and cultural advancement. They aim to serve local and global communities through effective strategic partnerships and fully enabling academic and professional programmes.



CHALLENGES

As the education sector is diversifying and most institutes have branches across the country, there's always a need to have a seamless communication structure that allows rapid information flow. With technology playing a crucial role among students and faculty members, there's a drastic shift in the pattern of student-teacher interaction, hence, there's more pressure to deploy cutting-edge solutions.

The university wanted to deploy a unified communication solution that takes care of privacy and security concerns along with being swift and future-proof. Eliminating the use of bulky on-premise hardware and reducing the maintenance cost was one of the key objectives for the university. The education institution already had a robust infrastructure but was facing challenges in updating hardware and core software. In addition, they lacked the visibility of the network and receiving timely proactive support from the vendors. The customer was concerned about their security being compromised and the risk of becoming a victim to fraudulent attacks. It was critical for them to transform their existing infrastructure to a more secure, flexible, advanced and cost-effective one.

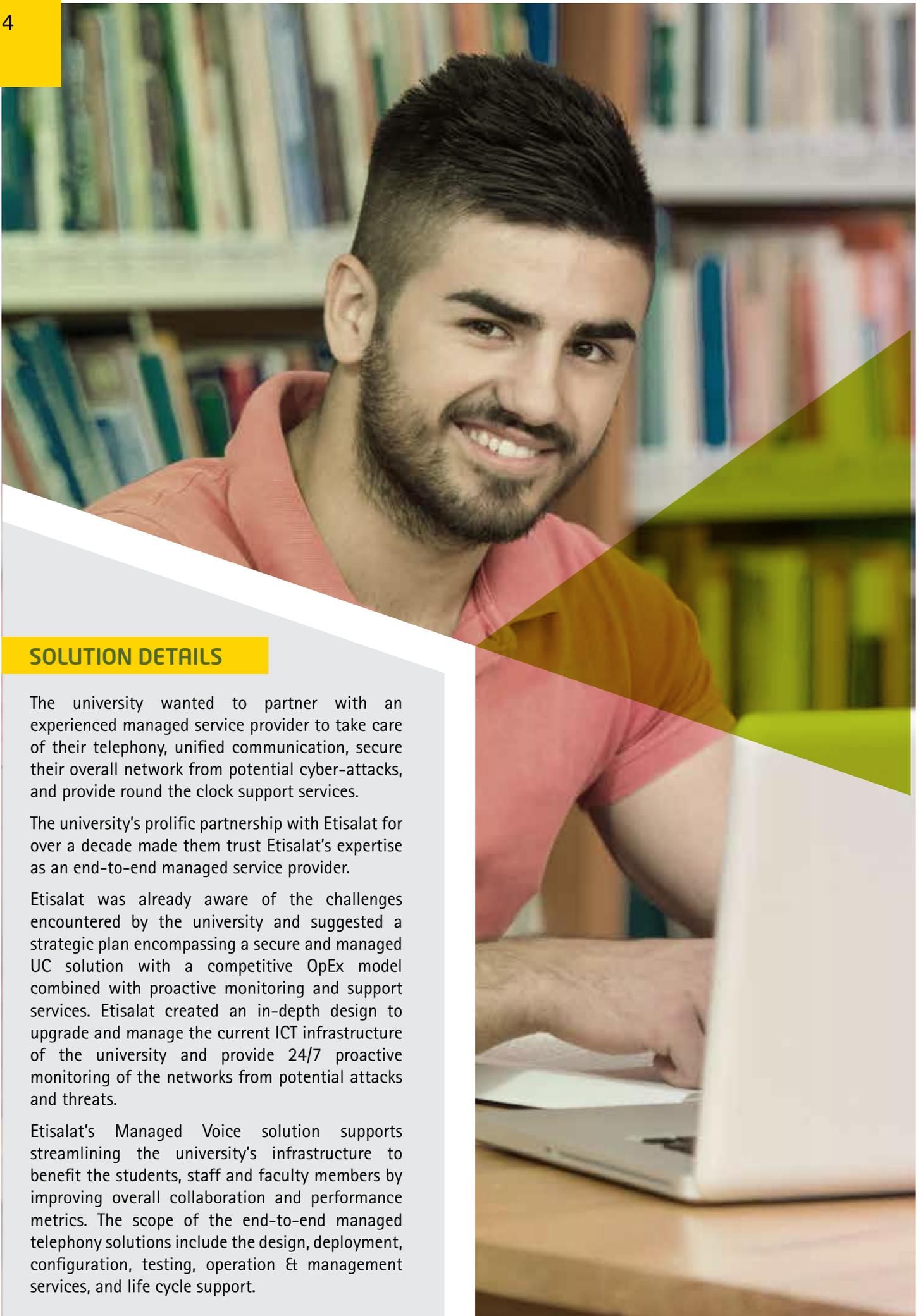
The university wanted their IT team to focus on core tasks rather than updates and solution management. Another challenge for the educational institution was the unclear SLAs and multiple vendor management, which made it extremely difficult to ensure seamless operation and governance.

Challenges

- Limited user features and expansion capability
- Large hardware footprint and high maintenance cost
- Vulnerable to security threats
- Multiple vendor management with no clear SLAs
- Skillsets constraint for technology evolution

What did Etisalat offer?

- IP Telephony and UC solutions
- Converged connectivity
- Proactive monitoring, management and support
- Reporting and analytics



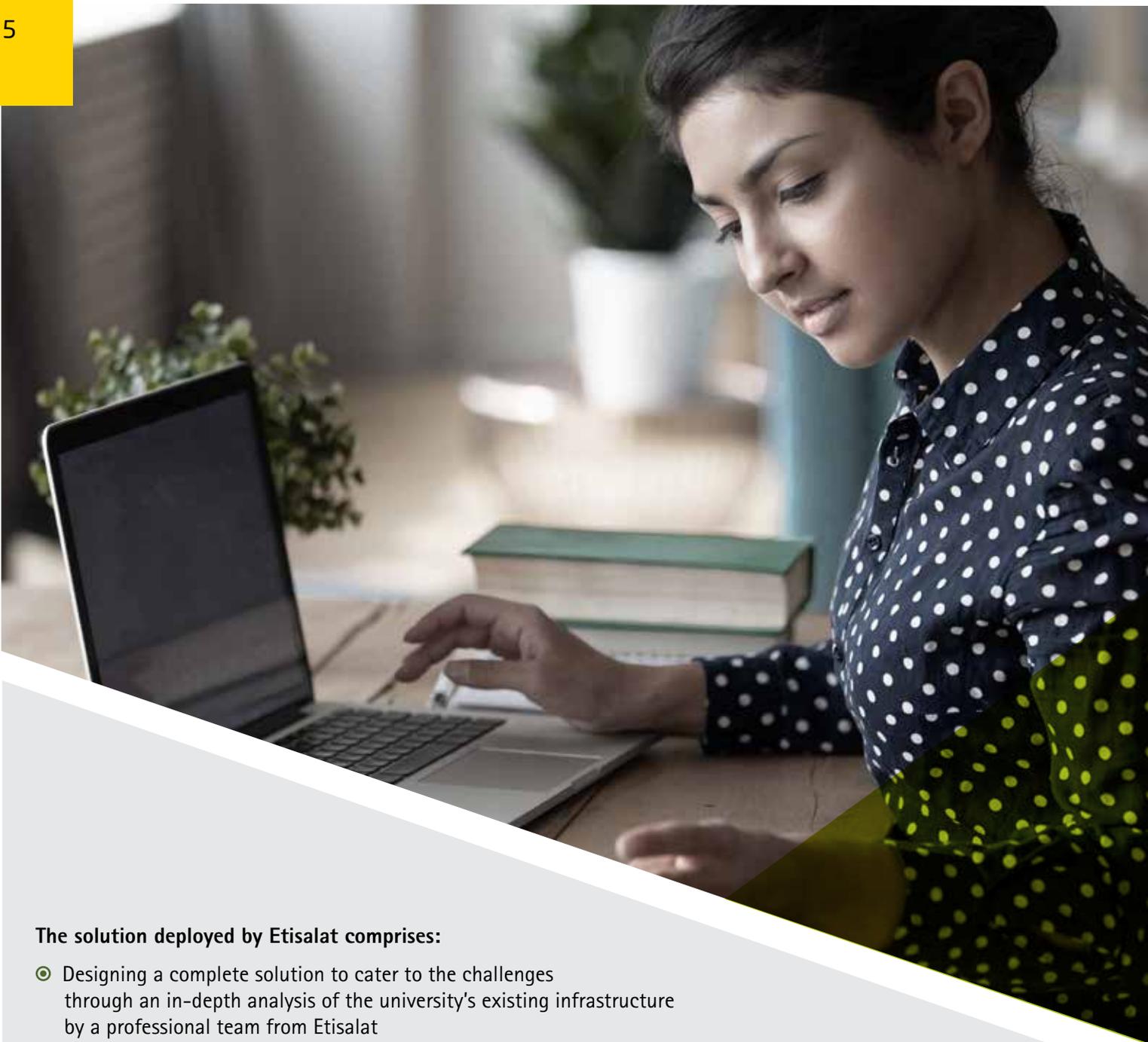
SOLUTION DETAILS

The university wanted to partner with an experienced managed service provider to take care of their telephony, unified communication, secure their overall network from potential cyber-attacks, and provide round the clock support services.

The university's prolific partnership with Etisalat for over a decade made them trust Etisalat's expertise as an end-to-end managed service provider.

Etisalat was already aware of the challenges encountered by the university and suggested a strategic plan encompassing a secure and managed UC solution with a competitive OpEx model combined with proactive monitoring and support services. Etisalat created an in-depth design to upgrade and manage the current ICT infrastructure of the university and provide 24/7 proactive monitoring of the networks from potential attacks and threats.

Etisalat's Managed Voice solution supports streamlining the university's infrastructure to benefit the students, staff and faculty members by improving overall collaboration and performance metrics. The scope of the end-to-end managed telephony solutions include the design, deployment, configuration, testing, operation & management services, and life cycle support.



The solution deployed by Etisalat comprises:

- ⦿ Designing a complete solution to cater to the challenges through an in-depth analysis of the university's existing infrastructure by a professional team from Etisalat
- ⦿ Deploying a converged network to cater to voice and data traffic, hence maximising the network utilisation and reducing costs
- ⦿ Consolidation and centralisation of existing PRLs to SIP trunks and providing security to SIP-based Unified Communications networks
- ⦿ Configuration to support advanced IP telephones and upgrade of servers
- ⦿ An experienced Project Management team to govern the full project to ensure timely readiness of service for seamless communication between all branches and buildings
- ⦿ Etisalat's 24/7 support model with links and hardware & software components offered an on-site support manager, a portal and proactive monitoring
- ⦿ 24/7 real-time remote monitoring and fraud management along with onsite support for quick fault resolution
- ⦿ Access to the portal for full visibility and report generation for faults and performance

The most significant concern of the educational institution was the monitoring and management of the infrastructure. Etisalat offered 24/7/365 proactive monitoring, management and troubleshooting to reduce downtime and help business continuity.



BUSINESS RESULTS AND BENEFITS

- ◎ **Unified Communications solution:** Converged connectivity with a Unified Communications solution connecting telephone, video and data communication on a single network
- ◎ **Cost optimisation:** Moving from the CapEx model to the OpEx model leads more predictability and the advantage of not incurring hefty costs of heavily depreciating assets
- ◎ **Fraud protection and mitigation:** Proactive monitoring and management, as well as 24/7/365 support services, ensures that the highest security standards are maintained and no obstructions whatsoever hamper the functioning of the university
- ◎ **Clearly defined SLAs:** Service Level Agreements define the scope of work for both parties and make it easier to achieve the set benchmarks and expected quality service
- ◎ **Technology upgrade:** Effective use of technology and easy updates for future requirements improve the productivity of students, faculty and staff. The technology shift also makes new technology implementations seamless and simpler
- ◎ **Single point of contact:** Onboarding a single end-to-end managed service provider streamlines management and increases business continuity with quick fault detection and resolution along with prompt support
- ◎ **Flexibility and scalability:** The upgraded technology and single point of contact allows future expansion plans to be seamless, rapid and uniform. In the case of new branches or extensions, the managed service offering can be delivered promptly
- ◎ **Enhanced user experience through mobility and additional features:** State-of-the-art features improve user experience and make real-time communication and collaboration user-friendly and productive