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Case Study

Abu Dhabi University

e&'s state-of-the-art advanced solutions revamped the legacy ICT infrastructure and strengthened the communication and collaboration systems of
Abu Dhabi University.

Customer Background

Founded in 2003, Abu Dhabi University is the largest private university in the UAE that provides an engaging learning environment, quality education and qualifications that is respected worldwide. With undergraduate and postgraduate programmes and campuses in Abu Dhabi, Al Ain, Dubai and Al Dhafra Region, the university has multiple affiliations with globally renowned institutions.

Abu Dhabi University has over 7,500 students across its campuses and corporate programmes. This educational institution has a strong team culture that supports faculty, students and staff by staying motivated and working on common goals and delivering the highest quality to the stakeholders. Abu Dhabi University believes in the power of effective communication that inspires creativity and innovation, thus accomplishing the vision of becoming globally relevant and technologically advanced. Being rated by QS as 2nd globally for international faculty and 10th for international students, the university has made a distinguished mark for itself.

Challenges

The biggest challenge for the education sector is the need to constantly adapt to new-age online learning patterns and technology-driven collaborative learnings. Educators find themselves under pressure to communicate with students in a more interactive manner using the most advanced solutions. The growing competition among educational institutes creates the urgency to upgrade the network and restructure operations to keep the students, faculty and staff well-connected in real-time.

Aligning with the present-day communication needs along with staying abreast of other competing institutions' technology implementations, Abu Dhabi University needed to rethink their conventional communication and collaboration model. Built on principles of innovation, sustainability and excellence, the university was looking to replace its high-maintenance legacy PBX solution with an end-to-end unified communications solution delivered by a single managed service provider.

Given the size and number of people connected to the university's network, security from potential threats was fundamental to strengthen the overall infrastructure. As remote working gained momentum and collaboration became essential, securing communication solutions was the topmost priority for the educational institution. Abu Dhabi University wanted to onboard a trusted managed service provider who could deliver quality solutions and comprehensive security along with support services to its users and timely technology updates for a seamless experience.

CHALLENGES

- Legacy PBX solution
- Inefficient support process
- Lack of advanced features and functionalities
- High-maintenance cost
- Vulnerable to attacks

Solution Details

The global business diversification has led to an increased need for communication and collaboration among the university teams and partners. Users expect a unified solution that offers ease of use but at the same time fulfils all their modern communication and collaboration requirements. With efficient remote working tools becoming a priority for decision-makers, Abu Dhabi University wanted to ensure that its staff and faculty are well-equipped to work productively from anywhere, anytime.

e& proposed CloudTalk – an end-to-end UCaaS solution for cloud telephony with enhanced security and fraud protection. This implementation boosts productivity and the scalable design facilitates easier upgrades in the future.

As an exclusive managed service provider for Abu Dhabi University, e& wanted to improve the overall experience and service satisfaction along with increasing business efficiency and employee productivity for the university. The proposed solution was based on a cloud-hosted PBX solution that would help in aligning with the university's communication vision of 'working better together' to foster a diverse, respectful, collaborative and team-oriented environment. The implementation ensures that the staff and faculty stay connected even while working remotely. Apart from basic telephony, e& also provided real-time communication services like instant messaging, audio and video, based on the user profile.

The education sector has undergone tremendous changes over the years; institutions need solutions that are mobile and help in seamless interaction, promoting learning on-the-go. CloudTalk application offers the ease to virtually connect with team members from anywhere, anytime, using any device.

The university also has access to CloudTalk Meeting, which allows some employees to use this collaboration platform comprising HD video conferencing, screen sharing, whiteboard, built-in group chats and more.

e& incorporated a phased approach to successfully deliver the solution in a structured way. During the pandemic, the migration of 600 extensions from the PRI into the cloud was achieved rapidly, thus equipping the faculty staff with softphones. This was followed by the systematic installation of desk phones at Abu Dhabi University's offices.

Customer Testimonial

Technology in telephony has significantly evolved; mobile phones have surpassed the functionality of a traditional PBX or NBX technology. Today, the telephone device is another piece of furniture in your office, it does its purpose but limits the feature to deliver the constant connection. A mobile phone is hardware to get connected with people through mobile applications, so why not bring the landline number to the mobile device.e& CloudTalk delivered this feature allowing employees to be reachable virtually anytime and anywhere as long as they have the data connection while the end-user controls its functionality. The overall design also delivers value to the institution by contributing to operating cost savings.

Joseph Aninias
Director of Information Management & Technology Services
Abu Dhabi University

SOLUTION OVERVIEW

- Migration of existing numbers to e& CloudTalk PBX solution with 600 softphones for remote working
- High-quality UC link provisioned on top of existing e& dedicated internet connectivity, ensuring smooth operation of the university's converged network
- Proactive fraud protection for all the voice services and fully secured solution with end-to-end encryption
- Round the clock proactive management and monitoring by e&'s professional team, thus ensuring business continuity
- Access to CloudTalk Meeting that will help the remote workforce to collaborate efficiently

BUSINESS RESULTS & BENEFITS

- Seamless migration from legacy systems to cloud-based telephony
- Secure in-country setup for combating fraud risks
- No upfront investment for on-premise infrastructure
- Reduced hardware footprint in the office
- Access to all the latest updates
- Single managed service provider
- Round the clock support services for users