



Success story

Emirates NBD

Background



Emirates NBD Bank P.J.S.C., an esteemed banking institution in the UAE and a key player across the MENAT region (Middle East, North Africa, and Türkiye), serves over 20 million customers across 13 countries. To further modernise their communications, they were keen to shift from traditional desk phones to an integrated softphone system on corporate devices such as desktops and laptops by leveraging the telephony capabilities of Microsoft Teams. Guided by a cloud-first approach, their goal was to make their operations more agile, scalable and cost-efficient, centralising all their phone services into a unified collaborative tool for their expansive organisation.

In this major transition, Emirates NBD found a pivotal partner in e&. Our Microsoft Direct Routing solution provided the seamless integration Emirates NBD sought. With the unwavering support and technological expertise of e&, Emirates NBD's communications capabilities were further improved, allowing its employees to work from anywhere using a streamlined communication and collaboration platform.



Challenges

⊗ Challenge 1

Reliance on physical desk phones restricted employee flexibility and posed challenges in setting up additional telephony systems at international locations.

⊗ Challenge 2

Enabling employees to work from anywhere while maintaining seamless access to crucial communication tools.

⊗ Challenge 3

Integrating a new digital solution seamlessly into existing platforms, ensuring that the transition is smooth and efficient.

⊗ Challenge 4

To align with Emirates NBD's vision to be the most innovative bank for its customers, people, and communities, and its cloud-first approach to leverage its technology investments.



Solutions

✓ Solution 1

By partnering with Microsoft Direct Routing through e&, Emirates NBD adopted a centralised telephony system using soft phones integrated with Microsoft Teams, boosting employee mobility and enabling easy provisioning of telephony services across all its operating locations.

✓ Solution 2

With the Microsoft Direct Routing solution from e&, employees can work from anywhere without any hindrance, using a state-of-the-art communication and collaboration platform.

✓ Solution 3

e& proved to be instrumental in ensuring seamless integration with Microsoft Direct Routing, offering dedicated support and expertise. e&'s collaborative approach made the transition smoother for Emirates NBD.

✓ Solution 4

e&'s early stakeholder engagement and proof of concept ensured that Microsoft Direct Routing not only aligned with Emirates NBD's vision but also added value by consolidating telephony into a singular, efficient collaborative tool across the entire organisation.



Modern calling

Leveraging e&'s expertise, Emirates NBD shifted seamlessly from traditional desk phones to softphones integrated with Microsoft Teams, promoting efficient communication.



Enabled employees to work from anywhere

Microsoft Direct Routing ensures that Emirates NBD's employees can operate from anywhere, providing them with consistent access to their dedicated phone lines, thus enhancing flexibility and productivity.



Unified collaboration and efficient deployment

By centralising all telephony into one cohesive platform, e& has streamlined Emirates NBD's communication processes. The integration with Microsoft Teams was smooth, simplifying deployment for all end users.



Productivity and operational efficiency



Full flexibility and resource optimisation



Single-managed service provider



Low-risk operational transition and migration



Fully managed solution with 24/7 support