



CASE STUDY

Dubai Media Incorporated

Etisalat by e& modernised the voice network of Dubai Media Incorporated through its turnkey managed voice connectivity offering, resulting in enhanced user experience and optimal performance.



Customer background

Dubai Media Incorporated (DMI) is the official media organisation of the government of Dubai. It was established in 2003 as a state-owned company comprising numerous print, radio and TV channels under its umbrella. DMI is an integrated, smart, innovative, sustainable media company, offering highly rated media content.

Challenges and requirements



Voice network modernisation
through consolidation of services



Enhancing overall user experience
through seamless interaction



Maximising the success rate of calls
thus increasing service reliability



Improving operational efficiencies by
reducing manpower required to manage
the voice network infrastructure



The media and communication industry has transformed the way individuals attain information in real-time. With new devices and platforms always striving to captivate audience attention, there is a need to innovate and accelerate the delivery of information. The modern world is built on interaction, speed and experiences, and media organisations are working relentlessly to seal the gaps between audience expectations and delivering credible content creatively.

Dubai Media Incorporated is one of the most prestigious and leading media organisations in the UAE that aims to enhance its technology through best global practices, complementing its mission of providing diverse media services and participating in shaping the future. Being at the forefront of the media industry with several platforms, the key requirement of the organisation was to bring consistency of solutions through technology consolidation.

DMI has multiple sites for its radio and television operations that worked on segregated voice lines. These sites work on real-time interaction between callers and live studios that require seamless connectivity and clear voice quality. Owing to the popularity of DMI's media platforms, the call flow was immense; however, there were frequent unsuccessful calls, continuous busy lines, latency, misdialling, etc. that caused inconvenience to the staff, callers and the Engineering team.

DMI wanted to onboard a managed service provider that could design and implement a solution that would enhance end-user experience, unify their dispersed network and migrate their existing analogue lines to the latest SIP technology. It was imperative for DMI to have a robust system that would offer end-to-end management of concurrent calls, redirect calls, provide backup in case of failure, and would be compatible with future voice requirements.

Solution

A good solution is what a customer demands, but an ideal solution is what is delivered post consultation, evaluation and testing; it is what the customer truly requires.

Etisalat by e& is a pioneer in delivering state-of-the-art voice technology. From a telecom giant to an ICT managed services expert, the professional team is equipped with designing solutions that align with the technical vision of today and are built to support the dynamic world of tomorrow.

Etisalat by e& aligned with Dubai Media Incorporated's technical roadmap that involved a phased migration approach to provide maximum value. This one-of-a-kind approach began from the ideation and conceptualisation of the existing voice network architecture at DMI resulting in revamping the voice network by consolidating DMI's multiple DEL lines with managed converged SIP service.

DMI's key requirement was to have a managed SIP fully integrated with their state-of-the-art voice system that supports the high-volume phone calls with a redundant circuit in case of failure.

To achieve this objective, DMI and etisalat by e& decided that the first phase should include the testing of target solution at Etisalat UAE Lab before the actual implementation. The vigorous testing and adaptability in diverse scenarios gave DMI more confidence in the solution and approach proposed by etisalat by e&, ensuring a seamless implementation in phase two. The third phase of deployment covered the installation of 14 SIP trunks with active/standby mode and provision of 'auto-failover', aggregated on a single physical link with redundant Session Border Controllers (SBC). In case the active SIP Trunk was down, calls would shift to the standby SIP Trunk providing continued service to DMI's callers and improving resiliency to the business.

The implementation was governed by dedicated Project Management teams from both parties, which ensured all operations for DMI were up and running and the studios, staff and audience experienced uninterrupted communication. Etisalat by e&'s end-to-end managed services capabilities guaranteed round-the-clock support services with monitoring and management.

Technical details

Etisalat Solution is a Managed SIP Trunk Service and comprises the following:

Connectivity:

14 logical SIP Trunks for the customer in Active/Standby mode, aggregated on single physical link

Capacity:

Each of the 14 SIP Trunks have 5 channels each for a total of 70 channels capacity

Managed CPE:

SIP Trunks connected on 2 x SBC

High availability:

If the active SIP Trunk or SBC is down, calls are shifted to the standby SIP Trunk and SBC



Benefits



Managed migration from existing set-up to managed SIP Trunk with minimum downtime



Network modernisation by consolidating and migrating existing analogue lines to a state-of-the-art Managed SIP business trunk solution.



Ease of scalability by extending SIP capabilities to more sites in the future and bringing all voice operations to the same network



Enhanced user experience and optimal voice and network quality due to higher success rate of call and a robust backup system



End-to-end managed support services with 24/7 monitoring and support services