



CASE STUDY

Juma Al Majid

e&'s end-to-end managed service capabilities ensured a swift and seamless migration to a cloud-based MS Teams Direct Routing solution across Juma Al Majid Holding Group's office locations. The cutting-edge implementation offers enhanced flexibility to the workforce along with resource optimisation, better visibility and streamlined management.



■ Customer Profile

Juma Al Majid Holding Group operates across numerous business categories in the fields of contracting, commercial, travel, real estate, and investment in the UAE and across geographies. The enterprise believes in a simple yet highly effective philosophy of satisfying and exceeding the expectations of customers, both small or big, through service excellence, honesty, integrity and social awareness.

Challenges



Challenges and Requirements

With the era of cloud computing, BYOD and hybrid work environment, organisations must build a strong and comprehensive communication framework. As users aren't restricted to the office setup and have moved out, so have their applications and their usage. Juma Al Majid Holding Group wanted to match pace with the changing norms of today's work dynamics. To support the latest technology trends and evolving communication needs of the workforce, there was a need to transform.

Juma Al Majid Holding Group's first step towards achieving a communication compatible infrastructure was to replace their existing multisite legacy voice setup with an advanced cloud-based deployment. The business group had long-

term plans to reduce their operational and maintenance costs by onboarding a unified communication solution. As the enterprise extensively used Microsoft Teams within their organisation, they were looking for a stable voice solution that could be integrated with MS Teams as well. Juma Al Majid is a big organisation with several departments and functions; communication management and visibility were also a key component for the company.

As part of the enterprise customer's ongoing digital transformation strategy, they wanted to partner with an experienced managed service provider who could deliver an end-to-end cost-effective, low maintenance, and unified communication and collaboration solution.



Solution

For large organisations that have invested in heavy legacy hardware, it's quite challenging to initiate a migration process, especially with doubts of service disruption, costs, and reliability. Being a leading telecom provider in the region, e& demonstrates several capabilities that were required by the enterprise customer, one of it being retaining an existing telephone number and integrating the same with new cloud-based telephony platform. e&'s proven track record in facilitating a hassle-free migration journey for all its customers in record time and ensuring ongoing technical developments for every customer made them the partner of choice for Juma Al Majid Holding Group.

With the objective of improving quality and service satisfaction, business efficiency, enhancing employee productivity, and positively affecting the bottom line, e& designed and delivered end-to-end unified communication service for Juma Al Majid Holding Group. To unleash the full potential of the communication and collaboration solution requirement, e& proposed a low-risk transition strategy by replacing the existing legacy infrastructure of the customer with a cost-effective, cloud-based implementation, supporting the strategic development and growth of Juma Al Majid Holding Group. e& provided a hosted end-to-end solution

including voice infrastructure, managed session border controller appliance, and MS Teams integrated with MS Office 365. This offers interoperability by delivering calls directly to Juma Al Majid's business locations with MS Teams as an office phone system, making the workforce more productive. Several collaboration features such as instant messaging, audio/video/web conferencing, remote access, screen sharing and more were made available for the employees to communicate from anywhere, using any device.

A dedicated project governance team ensured the timely completion of the project along with training for know-how to create maximum user adoption. Juma Al Majid also receives round-the-clock support from e&'s expert team and gains complete visibility of their communication and collaboration infrastructure.

In line with Juma Al Majid Group's future goal of adopting a fully agile way of working, e& will also install softphones on mobile, thus eliminating the traditional desk phones and giving employees the freedom to communicate and collaborate from any location.

Benefits



Productivity and operational efficiency

The end-to-end MS Teams Direct Routing solution enables cross-functional team productivity and increases operational efficiency. It also allows easy integration for future updates, thus simpler to scale-up as the business grows.



Full flexibility and resource optimisation

This deployment will empower Juma Al Majid's workforce with communication and collaboration tools contributing to additional flexibility and mobility. The customer also benefits from resource optimisation due to reduction in operational and maintenance expenses.



Low-risk operational transition and migration

e&'s low-risk transition strategy ensured the commercial and technical viability of seamless migration to the new solution that supports Juma Al Majid's strategic development and growth.



Single managed service provider

Onboarding a single end-to-end managed service provider streamlined the management and ensured business continuity coupled with better visibility.



Fully managed solution with 24/7 support

Juma Al Majid will experience best-in-class collaboration services with a fully managed model. This results in streamlined management, quick fault resolution, maximum adoptability and timely support across all Juma Al Majid offices.

