

# Al Madina Press Establishment adopts an IP solution with Mitel

### CUSTOMER NEEDS

- Replace two old TDM PBXs - AT&T and Nortel telephone system to allow for IP Network across multiple-geographical locations, streamline communication efficiently and reduce incremental ongoing support costs
- Replace existing data network to HP ProCurve infrastructure and protect return on investment
- Provides feature transparency with Mitel advanced feature-rich IP telephone systems in different locations
- Support centralised operator, call- management and advanced user applications across the network
- Network 12 remote sites, one of which overseas in Cairo
- Deploy teleworker to support reporter field mobility and achieve operational cost reduction.

### SOLUTION COMPONENTS

- Mitel 3300 Integrated Communications Platform (ICP) network as core platform for current and potential IP and Broadband Application
- Arabic Voice mail including speech-enabled attendant
- Mitel IP phones
- Mitel IP DECT Solution
- Mitel Teleworker Solution
- Mitel Your Assistant
- Enterprise Manager

### RESULTS

- Al Madina leverages new HP data infrastructure while adding service with high quality, feature-rich Voice-over-IP (VoIP)
- Increased flexibility and mobility for employees
- Reduced management costs of the network
- Support for advanced applications including speech-enabled attendant reducing staffing costs while enhancing services



### Mitel provides the oldest media establishment with Voice-over-IP and teleworker solutions throughout the Kingdom

Al Madina Press Establishment group is one of the Kingdom's oldest and leading establishments, and is associated with the foundation of the Saudi Kingdom itself. The group is a national printing media player with a regional focus on the Western portion of the country.

"We are currently undertaking an ambitious modernisation programme not only to automate all aspects of our archive operations but also to maintain our competitive edge in real time communication," said Hisham Zahid, Al Madina Deputy Managing Director.

Through its alliance with HP, Mitel® will provide Al Madina with a converged Kingdom wide voice and data solution over three phases. "The solution will allow the Newspaper and its related periodicals to maintain its traditional lead in the Kingdom. We will seamlessly network the various locations and deliver information and telephony features that will enhance the journalistic function and operational efficiency. In context with the other elements in all core divisions, the modernisation plan is an ambitious one and is aimed for completion by mid 2006," added Mr. Zahid.

The IP Solution includes the Mitel 3300 Integrated Communications Platform (ICP) networked over 12 sites within the Kingdom and Cairo, comprising of approximately 250 IP ports. The intention is to roll out the solution and include Mitel Your Assistant, IP DECT and the Teleworker solution, to facilitate the journalists and improve productivity. Al Madina will be one of the first in the Middle East to implement a total LAN based fully featured telephony solution providing broadband internet access via the telephone handset on the desk.



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# Customer Experience

## → Al Madina Press Establishment

### ABOUT AL MADINA PRESS ESTABLISHMENT

Al Madina Press Establishment was established in 1937 and is one of Saudi Arabia's leading newspaper and magazine publishers. The agreement with Mitel followed intensive studies and consultations. This contract is part of Al Madina Press Establishment's plans for full modernisation of its IT, pre-press, editorial, Web and printing systems, with a view to providing better products for its readers, staff and advertisers.

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– Hisham M.Zahid, Deputy Managing Director, Al Madina

Mitel and HP ProCurve have designed a best of breed convergence solution to meet the diverse demanding requirements of the reader, journalist, operator and the manager. "I am excited that Al Madina's IT team has selected the Mitel converged solution which further endorses Mitel's leadership position within the publishing sector. We awarded the project because Mitel and HP ProCurve offered the best converged solution on the market today. To us the solution is cost-effective, highly reliable, secure and offers a high degree of flexibility to add on future applications. Besides, Mitel and HP, the project also includes other world leaders in their fields of media integration, news sourcing and processing technologies," Mr. Zahid added.

Mr. Zahid says, "Al Madina will soon experience a rapid return on investment using Mitel and HP ProCurve converged platforms. The combination of HP ProCurve and Mitel reflects a world leadership in open industry standards, allows the Newspaper scalable growth, offers us a wider choice of IP devices and interoperability with Adaptive EDGE and Architecture that can cater for our future needs."

### Proving the Case for Mitel VoIP

The Al Madina IT department never rushes into implementing new solutions without a thorough evaluation and full business case to demonstrate the merits of the investment first.

"With Mitel's expertise in the industry and the quality of existing Mitel IP users in the region we confidently installed 12 Mitel 3300 ICPs within the Kingdom and Cairo. We are already benefiting from the voice quality, feature transparency and, ease of management and support for advanced applications," said Mr. Zahid.

"Al Madina's objectives were to focus on achieving savings, which have been made on: – a single, readily scalable network infrastructure for both voice and data; simplified reduced management; and maintenance," reports Al-Harbi, Al Madina IT manager. "As a publishing company, we are equally excited by the new Mitel products, the Mitel Navigator and the 3300 CXi that we are considering for our forthcoming expansion. We are very pleased with the Mitel IP solution and the benefits it has delivered."

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