

Saudi Research & Publishing Co. (SRPC) Maintains Competitive Edge With Mitel IP Telephony Solutions

CUSTOMER NEEDS

- Upgrade TDM telephone system to allow for IP network across multiple geographical locations, streamline communications efficiently and reduce incremental ongoing costs
- Leverage existing data network infrastructure and protect ROI
- Integrate and provide feature transparency with existing Mitel SX-2000 PBX telephone systems in different locations
- Support centralized operator, call-management and advanced user applications across the network
- Deploy Mitel Teleworker Solution at remote sites and secure ability to grow the teleworker population as the business grows

SOLUTION COMPONENTS

- Mitel 3300 Integrated Communications Platform (ICP)
- Mitel IP Phones
- Mitel SX-2000

RESULTS

- SRPC leverages existing data infrastructure while adding service with high-quality, feature-rich Voice-over-IP (VoIP)
- SRPC is leading the industry and maintaining its prominent edge ahead of the competition in the region
- Integration and feature transparency with existing PBX telephone system protects investment, reduces maintenance costs and enhances user training
- Support for advanced applications including speech-enabled attendant that reduce staffing costs while enhancing services



Tarek Al Qain, SRPC IT Group Director and his communications team were challenged to improve company-wide efficiency by migrating to the latest technology with little investment, minimum impact on the operation, secure the reduction of incremental on-going costs and enhance the company's return on investment.

"Being an early adopter and the leader in the region and the first to use PAGE FAX technology transmission across geography outside the United States, you could consider SRPC's position to be more challenging than others in publishing management," said Mr. Al Qain. In the 1980s, the group's own centralized transmission facilities in the UK (London) were commercially offered for transmitting leading newspapers like the FT, the Guardian, USA Today, Assi Shumbon and others.

"SRPC is therefore committed to maintain its leading image, serving global customers, faculty and staff with the latest IP technology to enhance the publishing experience and quality of research we produce," explained Mr. Al Qain. "As a publishing group, we have to keep pace with IT development dynamically."

After upgrading the offices and data network, Mr Fouad Khalil and his communications team began considering alternatives to SRPC's TDM-based telephone services. In the 1990s, SRPC equipped its offices with a Mitel SX-2000® PBX telephone system, however traditional voice technology wasn't where SRPC saw things going.

"When Mitel told us what they were doing with Voice-over-IP, we were very interested and keen to be the first to evaluate the technology and deploy it," recalled Mr. Khalil. "We already had a high-speed IP infrastructure, so we decided in early 2003 to utilize it and take advantage of the bandwidth and deployed the

Customer Experience

→ Saudi Research & Publishing Co.

ABOUT SAUDI RESEARCH & PUBLISHING CO.

Established in 1972, SRPC has become one of the most important publishing groups in the Arab world. In 1975, Arab News, was the first Saudi English-language daily newspaper to be published. Since then, the list of publications has grown to consist of 18 daily, weekly and monthly newspapers and magazines, all leaders in their respective fields in the Arab and non-Arab world. The wide range of publications have been successful in reaching practically all of the Arab and non-Arab reader categories throughout the world, offering a wealth of diverse topics and subject matters, acting as valuable sources of information providers, to suit individual needs and tastes.

“Five IP Networked Mitel 3300 ICPs provide Voice-over-IP service for SRPC local and regional offices and phase two will add another five regional offices.”

– Mr. Tarek Al Qain, IT Group Director, Saudi Research & Publishing Co., (SRPC) – Riyadh, Saudi Arabia

Mitel 3300 ICP at Riyadh HQ, Jeddah, Dammam and London. These IP gateways are fully integrated with our existing Mitel SX-2000 as a phase one of our expansion program.”

“We are now planning at phase two to implement the Mitel 3300 ICP in other SRPC locations to provide voice and advanced applications over our existing network infrastructure – again fully integrated with our existing Mitel SX-2000 PBXs,” Mr. Khalil concluded.

Proving the Case for VoIP

The SRPC IT department thoroughly evaluating the IP solution and demonstrated the merits of the investment in a complete business case. “We gradually and confidentially installed five systems of the 3300 ICP within the Kingdom and London and benefited from the voice quality, feature transparency and integration with the existing SX-2000, and from the ease of management and maintenance on the system and support for advanced applications,” stated Mr. Khalil.

Having completed what it termed a “highly successful” phase one, the SRPC presented its business case for rolling VoIP based services out to all remaining office across the Kingdom and the world including but not limited to Dubai, Beirut, Rabat and Cairo.

“Our business case focused in large on the savings – a single, readily scalable network infrastructure for both voice and data, simplified and reduced management and maintenance, the fact that the 3300 ICP integrates via IP to remote sites allows us to leverage our existing SX-2000 PBX,” reported Mr. Khalil. “But as a publishing company, we were equally excited by the new applications we could begin considering with a VoIP platform.”

Networked Mitel 3300 Integrated Communications Platforms to Serve all SRPC Offices

The SRPC accepted Mr. Al Qain’s business case for a Mitel VoIP solution, and the SRPC started to roll out the Mitel 3300 Integrated Communications Platform (ICP) solution in a staged process that was completed in 2004. “Our VoIP solution phase one consists of five IP networked 3300 ICP systems providing converged access to staff and faculty across offices,” explained Mr Al Qain. “We’re using a variety of Mitel’s desktop products, including the Mitel 5240 IP Appliance for IT and senior administrators, and the full range of Mitel’s IP Phones depending on the user on locations.”

Discussions are currently underway to assess the viability of the Mitel Teleworker Solution.

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