Al Ain Coop

Efficient IP Telephony and mobility solution facilitates employee productivity across sites and supports future development, geographic expansion.

> "We found a technology that supports our business growth and makes it easier for employees to communicate with each other, while serving customers. The Alcatel-Lucent Enterprise network and communications technology offers UC collaboration to enhance teamwork and productivity. It was easily deployed and met our business needs, including mobility for employees."
>
> Manoj Bhatnagar, Corporate Director of IT, Al Ain Coop

Al Ain Cooperative Society is the largest chain of retail stores in Al Ain, the green city of UAE, and a market leader in the grocery sector for over 40 years. Serving over 6 million customers every year, Al Ain Coop currently operates 29 retail venues, along with a huge warehouse (250,000 sq. ft.) to address the increasing requirements of their expanding network of branches.

CHALLENGES

Al Ain Coop was faced with a welcomed challenge of supporting its growing business. To accommodate the growth, they planned a relocation of the head office to a new building and opening another new supermarket branch. The relocation provided Al Ain Coop with the opportunity to completely renew its network and communications technology infrastructure. In addition, they required a basic ICT infrastructure for the new supermarket branch.

ACTION

Alcatel-Lucent Enterprise maintained regular contact with the customer and proposed a simple infrastructure that also met their requirements. From a technology perspective, ALE offered Al Ain Coop a converged SMB solution comprised of a communications and LAN infrastructure. Additionally, Al Ain Coop was able to connect remote employees across the branches by using the Alcatel-Lucent Rainbow™ UCaaS solution to deliver Unified Communications capabilities on top of the network. The technology enhancement has led to more productivity and happier employees and customers.

PRODUCTS AND SOLUTIONS

Alcatel-Lucent OXO Connect®
Alcatel-Lucent OmniSwitch® 6450 Stackable LAN Switch
Alcatel-Lucent OmniSwitch® 6350 Stackable LAN Switch
Alcatel-Lucent Rainbow™

Unified Communications
Business Telephony
LAN

RESULTS

Technical Benefits

- Robust network delivers reliable connectivity and scalability supporting growth
- Modern IP telephony enables integrated access to cloud-based collaboration application
- Customer IT team supports day-to-day operations autonomously

Financial Benefits

- Excellent price-performance ratio with OXO Connect
- Key financial advantage seen in minimal administration requirement

User Experience Benefits

- Rainbow delivers UC collaboration functionalities enabling more teamwork and productivity
- Remote employees respond to simplified and more efficient communication
- Collaboration reduces employee dependency on GSM phones

WANT TO TALK WITH SOMEBODY?
CONTACT US

Customer Story

MARKET: RETAIL	COUNTRY: UAE	COMPANY: AL AIN COOP
DEAL IMPLEMENTED: SEPT 2019	NUMBER OF USERS: 150	BP: SECURE TECH