

Banking



Case study

Noor Islamic Bank



بنك نور الإسلامي
NOOR ISLAMIC BANK



وتحيا بها الحياة
add life to life

Executive Summary

Noor Islamic Bank is a unique bank with a unique philosophy. It deploys the best available ICT to maximum effective, in ways that help the business cut costs and boost employee productivity with the very latest smartphone devices. It relies on du for the core MPLS, Internet and voice network services that touch almost every part of business, to the IPTV services that are streamed to its HQ.



Noor Islamic banks on savings with du services

Noor Islamic Bank is one of the country's fastest growing financial services brands. In all, the bank now has around 700 employees working in 12 branches across the UAE, in its corporate headquarters in Dubai's Emaar Square, or in the organisation's main data centre operation in Emaar Business Park.

The functioning of the company's telecommunications networks are essential to the smooth running of banking operations that extend nationally and internationally from ATM, branch offices, to Internet and mobile banking SMS and phone banking.

As the bank's Network Operations Manager, Khaldoun Al Khaldi provides a single point of contact for the core network and for everyone in the company that is touched by it. His function encompasses all aspects of a network and which carries a full range of du MPLS, voice and IPTV services to all points of the business.

The bank's vision is to be recognised as the financial icon from Dubai, with a mission to be ranked amongst the top 100 most innovative companies in the world by 2020. This ethos carries through to its use of the very latest ICT deployments. Al Khaldi explains, "The bank was one of the first in the region to offer its employees the Apple iPhone, for example, under du's Business Super Plan."

This offers business a range of added benefits with plans that suit a variety of communication needs. A set monthly fee includes a national and international voice and SMS bundle, a national data bundle and per second billing. A variety of smartphone handsets are also available under the scheme, including the very latest Apple devices. Around 450 employees from Noor Islamic Bank currently use this.

"We have been happy about how well the service has been received. du offers very good price-performance. This is true also of its MLPS, Internet and voice services," Al Khaldi comments. "Take the Call Select service, for example. We are seeing 20% savings on all the voice calls made across the bank."

du's Call Select business service allows an organisation to make savings on international and national calls using an existing non-du landline(s). The service is accessed using a business 'auto-dialler' or a simple configuration update of the existing PBX/Key system, provided free of charge by du. Once activated, all an organisation's international and national calls can be automatically and transparently directed to the du network.



Al Khaldi is looking for other areas where the bank's network can be improved, and money saved by using latest services. Currently he is assessing if more of the bank's remote sites could be brought onto the core du MPLS network.

"du is carrying out a study to assess which sites could be accessible," he explains. It should lead to money being saved and without service being compromised.

"I find du is quite proactive. We have hardly had any issues." This is something Al Khaldi puts down to the way enterprise accounts are managed by du. "We have the 800 service desk number to call if needed, we have a dedicated Service Manager who is there for us, and of course there is our nominated Account Manager. Between them, they cover all the angles."

Having this level of support in place provides the confidence the business needs to see through important strategic change programmes, such as when it migrated its data centre in February 2011. “du played an important role in the transformation project, and replicated the same services at the new site before turning off those running at the old one – all without any downtime.”



Noor Islamic Bank in profile

- Established in 2008 in Dubai, Noor Islamic Bank is a full service bank delivering the broadest range of products for its customers, with an emphasis on unique and personalized services. Noor Islamic Bank's products and services are governed by a Shari'a Board, comprising leading Islamic scholars with extensive experience and expertise in legal, financial and banking-related matters. Noor Islamic Bank has locations across the UAE in the Emirates of Abu Dhabi, Dubai, and Sharjah.
- For further details, please visit: www.noorbank.com or call 800NOOR(6667).

Adoption of latest du services has enabled Noor Islamic Bank to carry out vital business change programmes, cutting some telecommunications costs by 20% while employees benefit from the latest mobile services in the most cost-effective way.

