

Uniting the Workforce

With its operations, site offices and factories spread across the UAE, the ETA STAR Group needed to streamline and modernize its communications while finding a way of allowing its largely expatriate workforce to make cost effective overseas calls. du found a solution to this challenge which also saves the group and its employees hard cash.

The Challenge:

ETA STAR Group has close to 72,000 employees and is primarily an engineering and construction conglomerate which is also involved in a number of industries including shipping, retail, healthcare, oil, technology, education to name a few. With numerous offices spread right across Dubai and much of the rest of the UAE, ETA had a communications bottleneck that needed solving. A combination of high communications costs and inadequate telecom infrastructure especially in remote locations in the desert was making it increasingly difficult for the group to co-ordinate its operations. The company also wanted to provide cost effective and reliable services to enable its 52,000 strong largely expatriate workforce to make national and international calls to their families.



Key Objectives:

- Increase productivity.
- Make cash savings on communications costs.
- Effective communications between management offices and remote sites.
- Central hub with varying telecommunications services to meet varying needs across the conglomerate.
- Enabling 52,000 blue collar workers to access cost effective services ranging from voice, data, content, wireless to video to their families back home.

"The challenge was to provide a benefit for our vast number of employees. And that was possible once we signed the deal with du to provide telecommunications solutions for the group," said Arif B. Rahman, group finance director at the ETA STAR group.

The Solution:

du has provided reliable, easy to deploy business mobile services designed to increase efficiency across the group while providing employee benefits.

The provided solution not only costs less to run than ETA's previous system, but also enables advanced wireless communications across the group's many offices and remote factories. As well as increased efficiency in organizational terms, it also enables expatriate staff to make low-cost phone calls nationally and internationally. As the blue collar workforce is predominantly Asian and from the subcontinent, du



ETA GROUP CASE STUDY

provides instructions on how to make the discounted long distance calls in six different languages. The key savings enjoyed include pay by the second billing, discounted calls within the group and up to 60% more international credit on recharges.

A second pillar of du's solution was the installation of wireless networks across its various locations enabling staff to use high-speed wireless broadband to access corporate data from a range of portable devices.

The wireless network also enables ETA to network its Enterprise Resource Planning (ERP) system, developed at head office, with the group's factories and site offices.

The computer-based ERP system is used to manage business functions such as manufacturing, supply chain management, financials, human resources and customer relations.

"Being a construction and engineering company, we have site offices across the UAE. The wireless service provided by du has given us highly effective results. The group's head offices, factories and construction sites are now linked. This has really enhanced our productivity," said Arif Rahman, finance director at the ETA group.

du's solution also lays the foundation for ETA to migrate to more advanced technologies in the near future. The group believes that its corporate communications strategy can be further enhanced by another new technology being implemented by du, internet TV (IPTV), which will enable 21st Century wireless video communications across the group.

"We have a very contented workforce – people are able to talk more frequently to their families. In terms of money, the saving is close to 3 million dirhams per year. And this is set to increase," said Rahman.

Key Benefits:

- 50% discount on calls within the ETA STAR conglomerate - The Closed User Group feature has enabled increased and more effective communication across the group.
- Pay by the second billing.
- Up to 60% more international credit on every recharge.
- Big savings benefits - ETA has already saved close to 3 million dirhams per year on its communications budget with increased savings expected in the near future.
- Over 50,000 of ETA's blue collar workforce now have the first-class employee benefit of being able to phone home abroad for little cost.
- The company's back-office enterprise resource planning (ERP) system can now be deployed across all the company's site offices and factories.
- Overall increased productivity - The ETA group has enhanced its overall productivity as a result of improved communications between the head office, construction sites and remotely located factories.
- Instant wireless broadband connectivity via wi-max.
- Future proof - du's solution lays the foundation for ETA to migrate to more advanced technologies in the near future.