



# Cultural Institution Transforms its Business

Unified Communications helps Zayed House for Islamic Culture to reduce costs and work more efficiently

## Case Study

Customer Name: **Zayed House for Islamic Culture**  
Industry: **Education**  
Location: **Al Ain, Abu Dhabi  
(United Arab Emirates)**  
Company Size: **100 employees**

### Business Impact

Benefits delivered by the Cisco solution include:

- **Process automation increased efficiency by 40-50 percent**
- **Single communications network reduced costs by 30 percent**
- **Flexible, easy-to-use phones improved productivity by 40-50 percent**
- **Network provided basis for easy future changes or expansion**



### Business Challenge

Zayed House for Islamic Culture (ZHIC) is an independent government institution located in Al Ain, the fourth largest city in the United Arab Emirates. The organization's main role is to assist new converts to Islam by educating them about Islam and providing them with social and family welfare. ZHIC also works on defining the essence of Islamic culture, promotes tolerance and coexistence in society, and teaches the Arabic language to non-Arabic speakers.

Having decided to streamline its communications and processes, the institution recognized that its telephone and computer networks needed upgrading. The computer network was neither fast enough nor reliable enough to run the corporate enterprise resource planning (ERP) and human resources (HR) applications that ZHIC planned to introduce. The telephone system was too inflexible to cope with change or support mobile working. Managing and supporting two separate networks was time-consuming and expensive.

"We wanted to adopt new ways of working, sharing information, and communicating," says Huda Al Bastaki, Information Systems Analyst, Zayed House for Islamic Culture. "To do this, we needed more powerful, resilient, and versatile tools."

### Solution and Results

ZHIC chose to install a single new network that could be used for telephone, computer, and video services. The institution selected Cisco® technology for its performance, value for money, and low total cost of ownership.

Thanks to the new network, ZHIC has been able to automate certain financial and administrative processes using ERP and HR applications. This automation has saved time and money, improving customer service by helping increase the organization's efficiency by 40-50 percent.

Communications have also improved thanks to the new, easy-to-use telephones. Employees can use their own extension numbers on any handset on the network, giving them greater flexibility to stay in touch with colleagues and external callers while working anywhere in the building.

IT costs are 30 percent lower because staff have to manage and support just one network instead of two. This, combined with time savings across the business, has reduced operating costs by about 40 percent. The network will also deliver long-term value, whether by supporting additional technologies such as wireless, multimedia applications such as video, or even new satellite offices.

**"The new network has not only improved our productivity today, it will also enable us to enrich our working methods with tools such as video and wireless in future."**

#### Huda Al Bastaki

Information Systems Analyst, Zayed House for Islamic Culture

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