opentext™

Success story

Etisalat

Industry
• Telecommunications

Solutions
• OpenText™ Content Suite
• OpenText™ Captiva™

Partner
• ONE ECM

Results

Improved collaboration saves up to 70% of engineering users' time

Cut approval time from up to a month down to just hours

Reduced costs of network engineering project logistics by 30%

Lowered storage space for document archival by 90%

etisalat

Etisalat automates business processes to drive efficiency and reduce costs

Telecommunications service provider helps reduce paper use, increase collaboration and introduces process automation with OpenText™ Content Suite

"Since implementing OpenText, 30 percent has been cut from our network engineering project logistics costs."

Ribhi Yaseen
Senior Manager ECM
Etisalat

Etisalat Group is one of the world's leading telecom groups in emerging markets. Etisalat's current market cap is 152 billion AED (41 billion USD). With reported net revenues of AED 51.7 billion and net profit of 8.4 billion for 2017, Etisalat ranks among the most profitable telecom groups in the world. Its high credit ratings at AA-/A+/Aa3 reflect the company's strong balance sheet and proven long-term performance. Headquartered in Abu Dhabi, Etisalat was established four decades ago in the UAE as the country's first telecommunications service provider. An international blue-chip organization, Etisalat provides innovative solutions and services to 142 million subscribers in 16 countries across the Middle East, Asia and Africa.

A large part of Etisalat's workforce spends its time in the field, installing, upgrading and repairing its infrastructure and consumer installations. Each task can involve numerous documents, checklists, maps and images. Business processes for approval, task assignment, costing and reporting are initiated a thousand times daily on average. More than a decade ago, Etisalat was heavily reliant on paper to drive these processes.

Ribhi Yaseen, senior manager for Enterprise Content Management (ECM) at Etisalat explained further, *"We were totally reliant on hard copy documents, maps, contracts, drawings and others. We had duplicates at each branch and couldn't rely on knowing which was the current version. Raising new approvals for projects could take a month or more, with paper documents being couriered for signature and multiple copies being made and distributed. We turned to OpenText to help us improve process efficiency, reduce costs and increase collaboration across Etisalat. Approvals have since been cut to under a day or just hours."*

Etisalat has worked with local OpenText partner, ONE ECM since the solution was implemented. Today, ONE ECM continues to provide implementation, expansion and upgrade support.

Etisalat has seen remarkable improvements and cost savings. OpenText Content Suite has radically changed the way employees work. Each new project or task initiated in the company's specialist applications automatically triggers OpenText business process automation capabilities and notifies the appropriate person for approval. This integration of the solutions was made possible thanks to the open, extensible and scalable architecture of OpenText.

"Our engineering department, who is responsible for installations, upgrades, maintenance and repairs of our network, relies on OpenText for their day-to-day work. Since implementing OpenText, 30 percent has been cut from our network engineering project logistics costs," said Yaseen.

In addition, Etisalat was able to reduce, and in some cases, eliminate paper, document duplication, distribution costs and procurement and maintenance of printers. *"With OpenText, the cost savings are significant and ongoing, with storage space for archived documents being reduced by 90 percent, saving millions of UAE Dirhams,"* said Yaseen.

Within the engineering department, where the majority of the workload is outside of the office, improving collaboration has been key to boosting efficiency. For example, an engineer in charge of a project in Dubai may need staff that work in Abu Dhabi. *"With OpenText, updates can be made wherever staff are based, in an office or in the field and those updates, be they comments, new images or progress lists,*

"Overall productivity has improved between 60 percent and 70 percent across 1,500 engineering personnel using the OpenText solution every day."

Ribhi Yaseen
Senior Manager ECM
Etisalat
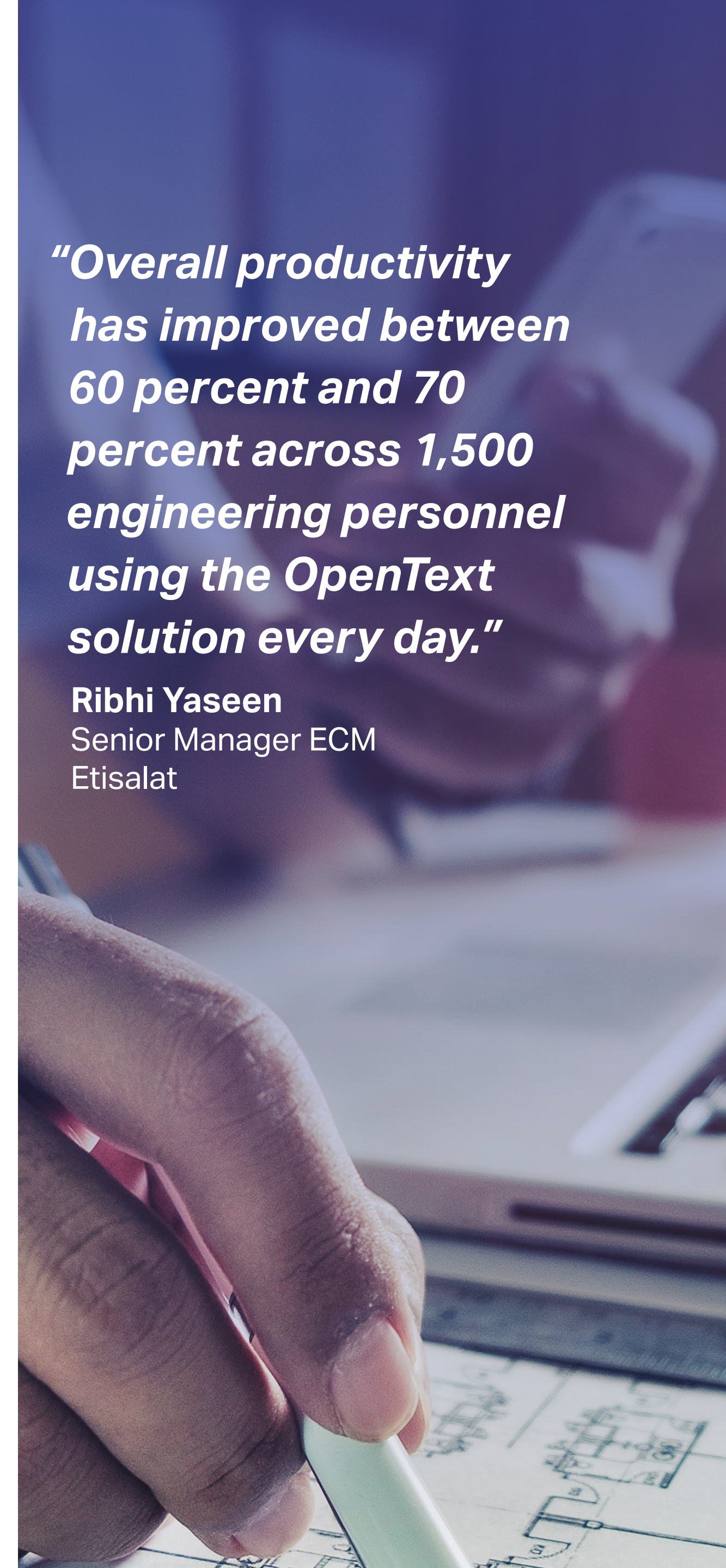
can be seen immediately by others," said Yaseen. *"This means they have the confidence the information they are relying on is current. Progress can be checked without the need to call or email, saving time. Overall productivity has improved between 60 and 70 percent across the organization for employees using the solution every day."*

With each workflow task initiated involving up to 50 documents and each project averaging 200 to 300 documents, the total number of documents managed by OpenText is growing at a rate of between 5,000 and 10,000 pages each day. To optimize storage for long-term archiving, every document is converted to PDF, resulting in a typical page size of 50KB. There is now more than 4TB of data stored in Content Suite.

And the solution is not only used in engineering. Every year, Etisalat negotiates a large number of new contracts with suppliers, and all contract documentation is managed in OpenText.

"We've taken our contract management processes and implemented them in OpenText to ensure we never miss a contract renewal. Notifications are automatically sent to the appropriate team or individual well in advance of renewal, giving us time to renegotiate or cancel should we choose," said Yaseen. *"We are continually seeking new ways to leverage OpenText Content Suite and we are in active dialogue with other departments to optimize their processes too."*

Plans also include a vendor invoice management application to reduce the time it takes to process supplier invoices. Paper invoices will be scanned using OpenText™ Captiva™, a scan capture solution that Etisalat already uses. Digital copies will then be routed using OpenText and stored for easy access.

"We have a company policy of always aiming to use the latest software versions offered by our vendors," said Fatima Faisal, senior director for Enterprise Applications (Sr. D/EA) at Etisalat. *"We're currently well advanced in deploying the latest Content Suite 16 to benefit from the continued innovation provided by OpenText. The latest user interface will benefit our users, also providing them with performance improvements and new capabilities."*

About ONE ECM

Experts in information management, ONE ECM is an international organization providing on-premises and cloud solutions skills to manage digital transformation. ONE ECM has been an OpenText partner for more than 10 years. For more information, please visit www.oneecm.com

ONE ECM
Experts in Information Management

About OpenText

OpenText, The Information Company™, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

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