

New Propositions for Customer Satisfaction

Cisco WebEx helps Saudi Telecom Company improve productivity, reduce costs, and create revenue-generating services.

Customer Name: STC (Saudi Telecom Company)

Industry: Communications

Location: Saudi Arabia

Number of Employees: 21,000

Business Impact

- Cost-effective approach for supporting business expansion
- Less travel, greater productivity
- New proposition for retaining and attracting customers



Case Study

Business Challenge

STC was formed in 1998 from the incumbent telecommunications provider in the Kingdom of Saudi Arabia. With 21,000 employees, it provides fixed and mobile telecommunications, broadband, and information and communication technology (ICT) services to 126 million residential and business customers. It is now expanding into international territories with subsidiaries and partners in Turkey, South Africa, Bahrain, Kuwait, India, Indonesia, and Malaysia.

Following deregulation of the Saudi telecommunications marketplace in 2005, STC found itself operating in a very different commercial environment. Having previously enjoyed perfect market conditions for connectivity products, the provider now faced competition from new smaller, more agile entrants to the market. Without the limitations of STC's legacy networks or the cost base of its organization and infrastructure, these competitors could offer more advanced products and services based on advanced technology at low cost.

Quickly realizing the value of new technology and greater choice, consumers and businesses were attracted by the availability and features of advanced ICT products and

services. For STC, the challenge was clear: provide the same proliferation of services being offered by competitors, at a similar price.

STC's response was to focus on two strategic priorities: Firstly, it needed to rapidly expand its product portfolio to include advanced, feature-rich solutions and exciting applications demanded by its customers. "Connectivity had simply become a commodity," says Nabeel M. Al-Haider, ICT Service Development Manager at STC. "To remain competitive, we had to differentiate our offering with new, value-added services."

Secondly, in this competitive marketplace, STC needed to become more agile and efficient as an organization. Meeting this goal demanded improvements that would enable it to achieve more, with less, reducing operational costs, while improving productivity. At a time of rapid business expansion, time and money spent on international travel were a particular concern.

To facilitate these changes, STC embarked on an ambitious transformation project, which included the implementation of a multiprotocol label switching (MPLS)-based network supplied by Cisco. "Instead of operating multiple legacy

networks, we migrated to a fully converged, future-proof next generation network (NGN)," says Al-Haider. "As well as reducing costs and simplifying the management and maintenance of our network infrastructure, this new platform gave us the flexibility to develop and launch many advanced value-added services, satisfying customer demand and generating more revenue opportunities."



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Nabeel M. Al-Haider
ICT Service Development Manager, STC

New Propositions for Customer Satisfaction

Continued



Case Study

Solution and Results

Following a demonstration of Cisco WebEx® web conferencing and collaboration solutions in 2008, STC immediately recognized the technology's potential to help deliver its strategic objectives. "We see Cisco as a trusted adviser," says Al-Haider. "We are always in contact with them to understand the evolution of new technologies, not just in our territories but throughout the world, and to explore how we can work together to introduce new services. When we saw WebEx for the first time, it just clicked. We knew it would be of huge benefit to STC, internally, and it was also something we believed would be of interest to our customers, because they faced identical challenges."

Cisco supplied STC with a free trial subscription to WebEx and delivered training to IT staff, who then provided internal training to other employees. STC's internal trial began with a demonstration of Cisco WebEx web conferencing to its senior management. "The quickest way to convince our management was to show them WebEx in operation," says Al-Haider. "When they saw how simple it was to set up and how easy it was to use, they were quickly convinced." WebEx enables STC's employees to meet over the web using high-quality video in real time, from anywhere, anytime, on any device. It is delivered as software as a service (SaaS) using Cisco's dedicated WebEx Collaboration cloud. It requires no upfront investment, just a predictable monthly subscription.

Cisco WebEx has provided STC with a simple and effective way to communicate with its overseas partners and subsidiaries, delivering considerable cost and time savings in international travel, and enabling regular, day-to-day meetings, which would not otherwise be cost effective. STC is also using Cisco WebEx to save on domestic travel,

improving productivity by reducing the need for staff to make long journeys across Saudi Arabia for departmental and other meetings.

STC uses Cisco WebEx Training Center to deliver online training workshops on a range of topics to employees throughout Saudi Arabia. The system makes it simple to create and manage captivating online learning using multimedia content and interactive tools, including PowerPoint, real-time A/V, hand-on labs, chat and breakout sessions. Internal web seminars, and even presentations to customers, are delivered using Cisco WebEx Event Center.

Following its own successful implementation, STC became an Authorized Cisco WebEx Reseller, offering WebEx solutions to its customers from early 2010. The service provides a valuable addition to STC's existing product portfolio, demonstrating its commitment to supplying advanced, value-added services that deliver tangible business benefits.

"The take-up has been even better than we expected," says Al-Haider. STC has already supplied Cisco WebEx solutions to a number of high-profile organizations, including the Saudi Arabian General Investment Authority (SAGIA). The organization is using web conferencing and collaboration as a key tool in its drive to promote direct investment into the Kingdom of Saudi Arabia.

Yahya S. Al-Mansour, general manager of marketing at STC, concludes: "With over six million people around the world using Cisco WebEx every month, it is fast becoming an integral tool in day-to-day business. Cisco WebEx fulfills a number of needs. It means that our customers in Saudi Arabia can utilize the latest collaborative technologies to enhance business growth and development. And, as the leading provider of

communications services in Saudi Arabia, it ensures STC remains at the forefront of technology, offering our customers the latest enhancements in the market."

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For More Information

To find out more about Cisco WebEx, please go to:
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