

## ABOUT AL-IKTISSAD WAL-AAMAL

- Started operations in 1979
- Al-Iktissad Wal-Aamal is one the Middle East's most comprehensive sources of information on pan-Arab business and economy, delivering relevant, in-depth coverage of regional economy news by country including IT and telecommunications; tourism; banking and finance; investment; insurance information and analysis; interviews with industry and government leaders; profiles of new businesses and event coverage
- Al-Iktissad Wal-Aamal Group's businesses also include three other publications: Middle East Travel, Al Hasnaa and Al Defaiya
- With a portfolio of more than 14 major conferences, Al-Iktissad Wal-Aamal is the leading conference maker in the Arab region

## CUSTOMER NEEDS

- Journalists across the Middle East need to be able to work from anywhere at any time
- Improve communication between office locations across the Middle East
- To cut down on inter-office communications costs both within and across national borders

*“The publishing industry in general and journalists in particular are moving within an extremely dynamic environment and it is of paramount importance that communication is seamless and flexible. The Mitel Teleworker Solution provides this flexibility to our workforce.”*

– Faysal Abou Zaki,  
Deputy Editor-in-Chief,  
Al-Iktissad Wal-Aamal



## Al-Iktissad Wal-Aamal is hot off the press with a Mitel Networked Business Solution

When Al-Iktissad Wal-Aamal, one of the most respected pan-Arab business magazines covering the entire Arab region wanted to improve communication and decision-making processes, Mitel® was their first choice for a flexible communications solution.

Reporting on business news from the Arab world and the wider Middle East from the head-office in Lebanon and branch offices in KSA, UAE, Qatar, Kuwait and Turkey, Al-Iktissad Wal-Aamal was faced with the challenge of managing geographically dispersed offices in a fast and dynamic industry.

Al-Iktissad Wal-Aamal needed a communications solution that would both improve communications within the organization and meet the journalists' requirements to be able to work remotely and still retain access to the office network. At the same time the solution needed to be easy to deploy, easy to manage and easy to use, with minimum end-user training required.

### Flexibility, Productivity and Cost-effectiveness

Mitel recommended a Mitel Networked Business Solution to meet the customer's specific requirements, which comprises the Mitel 3300 Communications Platform (ICP), the Mitel Teleworker Solution and the Mitel Your Assistant™.

The 3300 ICP solution has been deployed at Al-Iktissad Wal-Aamal's head office in Lebanon and will be migrated to the branch offices subject to the country-specific regulatory frameworks.



it's about **YOU**

### SOLUTION COMPONENTS

- Mitel 3300 IP Communications Platform
- Mitel Your Assistant
- Mitel Teleworker Solution

### RESULTS

- Al-Iktissad Wal-Aamal journalists and general staff work have the flexibility to work remotely
- Improved communications, faster decision-making and productivity
- Cost-savings on internal calls

"In order for Al-Iktissad Wal-Aamal to maintain our leading position, we always make it a priority to understand any potential competitive advantages that we can make use of. Journalism is increasingly dynamic as information is reaching people through a plethora of media. We choose to take a pro-active approach when it came to securing Al-Iktissad Wal-Aamal's place in the global media landscape with the Mitel communications solution," commented Faysal Abou Zaki, Deputy Editor-in-Chief of Al-Iktissad Wal-Aamal.

"Mitel's communication solution provided us with a sharp, flexible and efficient communication flow. Speed and flexibility are competitive edges that are irreplaceable within our industry," continued Faysal Abou Zaki.

Flexibility is crucial in the publishing industry and the journalists now have the option to work remotely from home, in a hotel room, airport lounge or any other location with broadband access.

"Mitel's solutions will give us the freedom to work from anywhere, subject to the country-specific regulatory framework. After spending the whole day chasing a story, I often need to discuss it with two or three other people, now we do not need to meet in the office and can co-ordinate from anywhere as long as we have an Internet connection. Also, there is no need to worry about the duration of the communication; issues can be discussed properly regardless of time and space, which is crucial in a journalistic environment," said Faysal Abou Zaki.

"The publishing industry in general and journalists in particular are moving within an extremely dynamic environment and it is of paramount importance that communication is seamless and flexible. The Mitel Teleworker Solution provides this flexibility to our workforce," said Faysal Abou Zaki.

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GD 12652 PN 51011213RA-EN