

CASE STUDY

Bank Alfalah

About Bank Alfalah

The Pakistani retail bank, Bank Alfalah Limited, formerly known as Habib and Credit Exchange Bank is a division of the Abu Dhabi United Group which is an Emirati enterprise. The bank was privatized in 1997 and given a new name, "Bank Alfalah Limited" by the Abu Dhabi Group and United Venture Holding, which are based in the United Arab Emirates and Pakistan respectively. The bank's position strengthened because it collaborated with the Abu Dhabi Group, enabling it to raise its technological investment and expand its line of products and services.

Bank Alfalah is one of the biggest private banks in Pakistan and has more than 890 branches spread out across more than 200 cities in Pakistan and 12 locations in countries like Bangladesh, Afghanistan, Bahrain, and the United Arab Emirates.



THE PROBLEM

Bank Alfalah was previously using Netgear routers for their networking setup and outdated Analog Panasonic phones for their UC setup and faced some difficulties with these solutions.

Lack of Voice Quality:

The Analog phones previously used by Panasonic were not up to their standard and lacked voice quality. Due to issues within the system, there were frequent call and voice drop issues.

Poor Coverage Range:

Many bank buildings are large and can have multiple levels, having a good network coverage range is crucial to ensure that all the areas of the bank are covered, and patrons can connect to the Wi-Fi from anywhere. However, this was not the case as the previous routers did not have a large coverage range which resulted in many dead zones and poor signal in several areas of the facility.

Inability to handle many concurrent clients:

Bank Alfalah had a lot of congested areas where a lot of electronic gadgets were installed such as Bluetooth devices, tablets, etc. which needed to be connected to Wi-Fi. The basic Netgear routers struggled to keep up with the demand, particularly when there was an influx of people throughout the day. When this happened, devices were disconnected from the Wi-Fi or there were extremely slow network speeds.

THE NEED

Bank Alfalah needed Grandstream's Unified Communications solutions for their voice and data needs. They used Grandstream's IP PBX UCM server for internal communication and Grandstream's Wi-Fi Access Points to revamp their networking setup and utilize Grandstream's wireless IP Phones.

Cost Effectiveness:

Compared to traditional analog telephone systems, an IP telephony system results in a significant reduction to communication expenses. IP telephony makes use of already-existing data networks, eliminating the need for separate voice and data infrastructure. The bank also saves money on long-distance call costs with IP telephony setup.

Efficient Communication:

Different bank branches, departments, and remote employees all communicate with one another with ease thanks to IP telephony. It facilitates file sharing, instant messaging as well as voice and video collaboration which enhances teamwork and decision-making.

Scalability and Flexibility:

Banks can add or remove phone lines or extensions with little hardware modifications thanks to the easy scalability of IP telephony systems. This adaptability allows a bank's communication infrastructure to change as needed.

Customer service:

Banks employ Wi-Fi to give their clients access to self-service, smartphone applications, and internet banking at the facility. The smooth operation of these services is dependent on robust Wi-Fi connectivity to operate efficiently.

Transactions:

Many transactions, including card payments, smartphone payments, and internet transfers, take place wirelessly. A strong Wi-Fi connection is needed for secure and uninterrupted transactions.

Staff Communication:

Staff members use Wi-Fi to send and receive emails, access databases, use wireless IP phones, and make sure that all departments within the bank communicate smoothly with one another.

Guest Wi-Fi Access:

Banks provide free guest Wi-Fi to patrons who stop by the branch. To deliver this service without jeopardizing the network security of the bank, a robust and secure connection requires a separate network from the Wi-Fi that the bank staff use.

All things considered, a bank's ability to conduct business smoothly, conduct secure transactions, communicate effectively, and guarantee a satisfying client experience depends on a reliable networking and UC setup.



PROVIDED BY DREAM NETWORK & TECHNOLOGY PVT. LTD.

Dreams Network & Technology Pvt. Ltd. was established in 2003 and emerged as a Top Wireless/Security and Network Equipment Distributor in Pakistan. Dreams Network's head office is in Karachi and in the process of setting up a branch in Lahore. Their dealer network expands all over Pakistan. Dreams Network is approved by the Pakistan Telecommunication Authority to import, sell, and repair wireless equipment in Pakistan.

PRODUCTS DEPLOYED



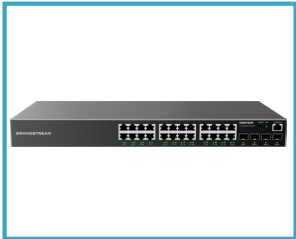
GWN7624
In-Wall Wi-Fi Access Point
Bank Alfalah Karachi Office



GWN7660
Wi-Fi 6 Indoor Access Point
Bank Alfalah Karachi Office



GWN7630LR
Outdoor Long Range Wi-Fi Access Point
Bank Alfalah Karachi Office



GWN7803
24 Port Layer 2+ Managed Network Switch
Power Up Access Points



GWN.Cloud
Cloud Management Platform
Access Point Management



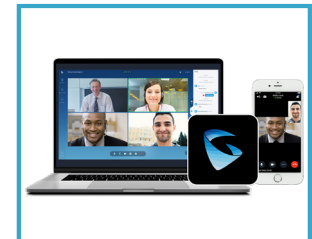
GRP2602W
2-Line Essential Wi-Fi IP Phone
Bank Alfalah Staff Communication



WP820
Enterprise Portable Wi-Fi IP Phone
Bank Alfalah Staff Communication



UCM6308
Unified Communications & Collaboration Solution
IP PBX Server



Wave App
Voice and Video Collaboration
Remote Collaboration

WHY GRANDSTREAM?

The following Grandstream networking and UC solutions were deployed to revamp Bank Alfalah's existing networking and voice setup. They deployed:

- 100 GWN7624 In-Wall Wi-Fi Access Points
- 15 GWN7660 Indoor Wi-Fi 6 Access Points
- 3 GWN7630LR Long-Range Outdoor Wi-Fi Access Points
- 8 GWN7803 Enterprise Layer 2+ Managed Network Switches
- 120 units of GRP2602W 2-Line Essential Wi-Fi IP Phones
- 10 WP820 portable Wi-Fi IP Phones
- 1 UCM6308 as the IP PBX server
- Grandstream Wave Application



Wireless Network for IP Phones:

The Bank Alfalah management team was not satisfied with the previous cable analog setup, so they went for a wireless setup that included portable Wi-Fi phones and Essential IP Phones that were connected wirelessly and compatible with Grandstream access points. Nowadays, in a smart office setting and hybrid work conditions, every company prefers a wireless setup and Grandstream is one of the few companies that can offer an all-in-one wireless solution.

Centralized Controllers (GWN.Cloud and GDMS):

GWN.Cloud enables the management of numerous Wi-Fi access points and network switches from a single cloud-based user interface. This makes the entire wireless networking setup easier to set up and maintain. The Grandstream Device Management System (GDMS) controller is used to operate the IP phones and UCM server as well.

Coverage Range:

Grandstream's access points offer enough coverage range with all of the deployed access points offering at least a 100-meter range resulting in no dead zones or poor signal patches within the banking facility. Regardless of whether it's an outdoor space, an enterprise building, or a small office, the network coverage range should be enough for the environment it serves.

Strong Wi-Fi Signal:

In environments with several access points, multiple devices can be utilized without losing connectivity thanks to Grandstream's cloud-based centralized controller, which also provides fast gigabit speeds and large concurrent client capabilities that the GWN access points have.

Stability and Reliability:

By maintaining constant connectivity with each connected device, Grandstream's access points reduce the chances of any interruptions and downtime and can handle multiple devices simultaneously without losing effectiveness.

Free of Cost Controllers:

Grandstream offers free cloud management via GWN.Cloud and GDMS. This management platform allows the network administration team at Bank Alfalah to easily manage all the access points with no additional cost and minimal technical support. GWN.Cloud provides streamlined monitoring and maintenance which makes managing your network as easy as possible. This was very beneficial to Bank Alfalah as this saved the managed team unnecessary expenses.

Management and Creation of Guest Networks:

Grandstream cloud controllers come equipped with tools for overseeing guest networks such as installing security measures, configuring guest Wi-Fi, and monitoring visitor activity. Without jeopardizing the main network, this management platform permits the creation of visitor-only, secure networks.

Support for Multiple Sites:

GWN.Cloud and GDMS are ideal for businesses with multiple locations since they enable the management of access points at multiple sites. This eases network administration for companies with dispersed setups, such as retail stores, banks, branch offices, and similar deployments.



GRANDSTREAM

CONNECTING THE WORLD

Industry Reputation:

With an already established UC presence Grandstream has made strides in the networking sector in India and Asia, Grandstream's has become a trust brand and their products offer, a trustworthy track record, and a 3-year warranty.

Network Switches:

The GWN7803P Layer 2+ Managed Switch was used to power up the access points. The switch also manages VLANs, which was beneficial to the networking setup. The GWN7803P 24 PoE ports and each port has a PoE maximum of 30 Watts which is enough for any PoE-supported device. Additionally, the GWN7803P had a data transfer capability of 28Gbps and a feature manual power allocation system to save power and conserve energy.

Grandstream Wave:

The employees and management at Bank Alfalah utilized the Grandstream Wave application to communicate with employees from different branches and countries which was pivotal for the Bank when it came to improving employee efficiency, communication, and collaboration. It was helpful for employees to use the Wave application on iOS, Android, or Windows allowing employees the flexibility to use the application on their phone, tablet, or laptop.

IP PBX Server:

The Bank Alfalah team chose the UCM6308 as their IP PBX server which was a major improvement compared to their previous voice deployment and zero configuration. The UCM6308 supports 3000 SIP users/extensions, 450 concurrent calls for easier, scalable, and flexible communication along with 10 concurrent registration facilities providing users with the ability to use more devices with one extension number.



Bank Alfalah

THE RESULT

The Bank Alfalah management team is thoroughly satisfied with the new and improved Wi-Fi and UC setup provided by Grandstream. This IP setup allowed employees to communicate with one another from different branches and different countries and minimizing costs due to the free management system. They were easily able to connect both the IP phones with Wi-Fi and the GWN Wi-Fi access points proving that Grandstream is one of the few companies that can offer an all-in-one solution.

After Grandstream solutions were deployed, employee efficiency and satisfaction improved because of the Wi-Fi having great coverage range, the ability to set up guest networks provided additional security, and the ability to have many devices connected at any time.

Above all, the Bank Alfalah team was thoroughly satisfied with GWN.Cloud and GDMS t for to manage their Grandstream devices for the following reasons:

- From the cloud interface, administrators could view real-time statistics, configure, and monitor all access points, switches, and IP phones, and troubleshoot any issues.*
- To keep access points running smoothly, the latest software is needed for security and efficiency, the controller allows for easy management of firmware upgrades.*
- With the aid of the GWN.Cloud and GDMS, administrators could manage many access points, switches, and IP phones from a single cloud-based dashboard. Centralized administration makes the tasks associated with network administration easier.*

Overall, the Bank Alfalah management and IT team is thoroughly satisfied with the new networking and UC setup at the bank and it has been a major upgrade from the previous system eliminating all issues that the bank faced with previous deployment.

