# National Media Council UAE Utilize 'Call Reporting' To Underpin Core Mission and Vision

## National Media Council UAE

The National Media Council (NMC) is a federal government body established by Federal law in 2006 following amendments to Federal law (91) for 1972 regarding ministries' and ministers' mandates and specializations. Their mandate includes:-

- Undertaking all media responsibilities provided for in Law (15) for 1980 relating to Press and Publications
- Undertaking all functions provided for in Cabinet decisions relating to the Council
- Other specializations delegated to the NMC as provided for in laws, regulations and Cabinet decisions.

As a direct result of this mandate they strive to achieve the highest of international standards in the field of media regulation across the UAE.

Having a high media presence, the United Arab Emirates has become one of the most wired in terms of the proportion of media outlets to the size of the population. The UAE media sector has seen steady growth during the past two decades in both the number of media institutions, media activities and technology. They are faced with many complex issues which impact their ability to deliver effective and responsive services. Facing both regulatory and economic challenges they needed to deliver innovative communication services and solutions to all stakeholders in order to fulfil their mission and vision.

**National Media Council**

### NMC Vision

To reach international standards in the field of media regulation to achieve the highest degree of transparency and excellence in the UAE.

### NMC Mission

Development and regulation of an integrated and distinguished national media structure, leading to enhancement of the UAE's national and international position through evolving appropriate media policies and regulations and coordinating their implementation, in conjunction with all relevant parties.

## Power of Partnering

Through the 'Power of Partnering' CTI Group worked closely with Metelco, a regional CTI Group partner based in Dubai, to help NMC fulfil their vision and mission. Established in 2004, Metelco is the regional representative company for leading edge technology based communications solutions. They help to provide the platform and tools for enterprises in various market sectors across the Middle East to monitor and manage their internal and external communication processes. Metelco's extensive knowledge and experience spans a wide range of industry sectors across the region. In addition, Metelco have a well-established channel partner program through which they service this diverse market.

A key member of Metelco's channel partner program is Unicorp Technology LLC., a company who have been a channel partner of Metelco's for over10 years. During that time the two companies have successfully completed the roll out of numerous call reporting projects using Proteus® from CTI Group.

Unicorp Technology LLC is an IT Infrastructure solution provider who are committed to providing the highest quality services and solutions. Their expertise in IT Infrastructure, Unified communications, Servers & storage, Application Delivery, Optimization and Network Security ensures they deliver end-to-end solutions that are cost effective, world class and robust enough to meet the needs of today's dynamic enterprises.

"We have worked closely with Unicorp Technology for over 10 years and their professionalism combined with our own dedicated product knowledge and understanding of CTI Group's Proteus® solution we knew we had a recipe for success when it came to delivering this project." Commented Raad Jaboori Al-Shaikh, Managing Director at Metelco.

**The Challenge**

The National Media Council (NMC) needed to underpin their commitment to transparency across their voice communications, in addition, they were looking to gain granular business intelligence and customer insights. After an initial period of research, the NMC reached out to Unicorp Technology, who already had an excellent track record for undertaking and successfully delivering such projects in the government sector.

**The Roll Out**

Unicorp and Metelco worked closely together with NMC to fully understand their needs and prepare their server for the Proteus® installation process. Within a few days, the process of configuring and integrating all their PBX systems was completed and the enterprise version of Proteus® was installed. Following installation a product training session for NMC was delivered by Metelco engineers to ensure they were able to optimize their investment from day one.

**The Result**

Since implementing Proteus® Enterprise, NMC are now able to centralize their reporting and business Intelligence from their voice communications. It is providing a secure and efficient call reporting and management tool which includes a real-time costing engine to cost calls using PBX data. All these improvements are being delivered using CTI Group's Proteus® Enterprise utilizing one web interface in line with their mission and vision, and the multiple-site integration enables complete transparency.

**About Proteus®**

Proteus® offers a solution to centralize the reporting and business intelligence from your voice communications. Secure and efficient, our call accounting and management tool includes a real-time costing engine to cost calls using PBX data; carrier costs comparison and cost allocation; real-time fraud detection, analysis of over, under, or unused assets with trend reporting; measurement of key performance indicators across your voice network; comparison of different carrier rates in multiple currencies; and mobile spend management. Proteus tools also enable cost center allocation, charge back and network analysis of items like call routing, abandon calls, DID utilization, etc.

**Market Growth**

At the Gartner symposium2015, in Dubai in, analysts predicted that 'Governments in the Middle East and North Africa will spend US $11.97 billion on IT products and services in 2015, an increase of 0.4 percent over 2014 spending of US $11.92 billion, according to Gartner, Inc. This forecast includes spending on internal services, software, IT services, data center, devices and telecom services. Government comprises local government and national government.'

**About CTI Group**

CTI Group is a global provider of innovative carrier-grade software solutions and services which empower organizations to gain strategic competitive advantage from their unified communications data. The harnessing, analysing and exploitation of this data is a proactive way to better segment and thus improve how customers interact with your business.