



## CUSTOMER SUCCESS STORY

### Investment Company Reaps the Benefits of Video Communication Technology for Worldwide Business Relations

*"It saves us time and makes us more efficient.  
What else do we need to make our business grow faster?"*

United Arab Investors Company P.L.C (UAIC) is Jordan's largest investment company. Established in 1994, the public shareholding company is market leader in the Financial, Real Estate and Industrial sectors and invests in a variety of economic fields including tourism, business, agricultural and services.

In 2006, United Arab Investors began using videoconferencing equipment to carry out business operations and to keep in close contact with business associates.

Although initially hesitant about investing in videoconferencing technology, the company's doubts were soon put aside after test-driving a high-end set top solution. The company realized that not only could they benefit enormously from utilizing videoconferencing, but that they required an even more advanced and complete videoconferencing solution with additional applications. In addition, the company was shocked to discover that some potential investors they met with were even demanding the use of videoconferencing technology in order to do business worldwide.

In November of 2006 the company purchased an Aethra dual monitor rollabout system.

"We were very hesitant about getting (a videoconferencing system), we tried an Aethra set top as a test and we knew right away that we needed a more advanced solution with more applications and we were very satisfied with what we got," explained Jamal Qinnab, Systems Administrator for United Arab Investors.

The staff at the company is highly satisfied with the system, which they use to speak to business associates up to five times a month, generally for business progress meetings. Although technologically advanced, the Aethra Supernova rollabout solution is very easy to use and the system was put straight into use just days after being installed. "It took us less than a week to learn how to use the system," continues Jamal Qinnab, "thanks to its very easy and user friendly interface". The applications most frequently used during video sessions are Power Point Presentations and use of the document camera, "...they have become a must in our conferences" explains Mr. Qinnab.

When asked about the effect of VC technology on their business and in particular on efficiency and productivity Mr. Qinnab replied, "It has increased efficiency in ways we weren't even aware of, for example how fast our agreements are signed and how much time we save. When you are able to complete an investment project in a minimum time frame, it makes you think about starting the next one right away".

In terms of cost-saving, United Arab Investors are extremely enthusiastic about the utility of the solution. Videoconferencing has proved a cost-saving tool with such significant figures that it made them aware of how much they were spending on travel related expenses every year. When asked about the return on investment of the system the company believes that after being utilized just twice the system had already paid for itself and continues to provide the company with huge savings as staff no longer travel abroad unless it's really necessary.