Case study

du secures paperless SIM registration process to meet regulations

UAE telco deploys HP ElitePad Mobile POS solution to meet with compliance quotas

Industry
Telecommunications

Objective
Continue to offer exceptional service to customers while complying with strict government regulations

Approach
Assessed the market for a best-in-class device to enable du to obtain customer information more efficiently, rolled out HP ElitePads and HP Retail Jackets across the business and met with strict regulations

IT matters
• Reduces activation time of SIM card registrations

• Enables barcode scanning via retail jacket

Business matters
• Improves security, allowing improved operational efficiency without paper documentation

• Enables additional services to be added to company offering, increasing overall revenue

• Creates strategic advantage for du, through added reseller capabilities

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– Deepak Bhatia, vice president, du

Paperless process

In an effort to mitigate fraudulent transactions, SIM card e-registration in the UAE has become mandatory for all new and existing mobile customers. With the help of the HP ElitePad and HP Retail Jacket, Dubai-based telecoms company, du, has facilitated a seamless project, switched to paperless processes and increased its offering to customers.

Challenge

Mandatory

A great brand will always possess the following at its core; innovation, leadership and the ability to think on its feet.

For United Arab Emirates (UAE)-based telecoms service provider, du, the opportunity to demonstrate these qualities followed a UAE Telecommunications Regulatory Authority (TRA) mandate regarding SIM card e-registration. The mandate required the electronic registration and activation of all new and existing mobile SIM cards, to cut down on cases of fraud and criminal activity.

"What the TRA wanted was to make sure the people buying the SIM cards are the people behind the original ID which they are carrying. People will always carry their normal IDs and this mandate aims to prevent a sale to anyone misusing someone else's ID to buy a SIM card," said Deepak Bhatia, vice president, consumer indirect and alternative channels, du.

Between 2012 and 2014, the 'My Number, My Identity' campaign was rolled out across the UAE to spread awareness about the new mandate, and existing customers were instructed to visit du Shops and authorised partner outlets to update their details using the e-system, similarly with new customers.

This presented a unique opportunity for du to alter its sales strategy and create a more efficient, more secure registration process while generating more value-added services for its mobile customers.

Retail Point of Sale

The key selection criteria for du was simple; solid hardware capabilities and equally powerful back-end software. This wasn't just a chance for du to improve its services, but also a chance to embrace enterprise mobility in a flexible, speedy and secure way. However, there were some shortcomings to the traditional system of registering SIMs, including lost paperwork and lost retail opportunities.

"Obviously we had to make sure we got the right quality of hardware. It had to have the capability for magnetic stripe scanning, good internet speeds and take good photographs," says Bhatia. "We needed something that was much more robust in terms of collecting documents, to eliminate any cases of missing paperwork," he adds.

"Our time spent with HP alerted us to the HP ElitePad, particularly with the HP Retail Jacket and battery. That was the real deal-closer for du," says Bhatia. "Furthermore, HP could deliver the tablets to us in a matter of weeks, and time to market was an important factor for us."

Solution

Rollout

du has rolled out approximately 4,000 HP ElitePad, of the 900 and 1,000 variants along with the HP Retail Jacket and battery across 2,800 locations in the UAE. One of the attractive features of the HP ElitePad Mobile Point of Sale (POS) solution was the quick time to market. While du had made an exceptional request, HP were able to deliver on it and position themselves as a strategic vendor in the telecoms sector.

"HP did excellent things at factory level," affirms Bhatia. And, while the government was keen to get the electronic registration process underway, it was clear too that du also wanted to lead the pack.

"I think the fact that we have put in the first steps is giving us a huge capability advantage compared to many other countries," says Bhatia.

The HP ElitePad comes with a HP Retail Jacket and battery which adds a magnetic stripe reader to quickly scan ID cards, a hand strap to keep hands free and give customers full attention, and an 8MP camera, creating an improved, efficient customer-friendly retail POS device.

The HP ElitePad Mobile POS solution helps du deliver excellent customer service and improved operational efficiency. It allows du's resellers and customer service representatives to assist customers on the go. The hand-strap enables du to take the point of sale to customers, particularly benefitting post-paid customers, as Bhatia explains.

"Before this solution, I would have to meet the customer, take all their details down on paper, go back to the office and activate the line for him. With the HP ElitePad Mobile POS solution I can now do all this there and then. The activation time has actually come down dramatically."

Added robustness

du invested heavily in an online reseller portal for either the reseller or the customer to use when filling out the registration forms. du has also enabled the use of wall-mounted devices, increasing the number of customers who can be processed across its stores. In terms of efficiency this has had a dramatic difference.

"The HP ElitePad Mobile POS solution has made the collection of documents a much cleaner process, and that is also good for the consumer, good for the company and good for the UAE," says Bhatia. "It's become much more robust in terms of document collection."

Benefits

Customised solution

From a du perspective, the HP ElitePad Mobile POS solution was seen as the correct hardware device needed for du to comply with the TRA's mandate. Bhatia explains that the ideal device needed to be sturdy, able to cope with the varying high temperatures in the UAE, and have a large battery life so the selling process wasn't impacted.

"HP is a well-known brand and we felt that this was a customised solution which took care of all the aspects of e-registration," says Bhatia.

Customer solution at a glance

Hardware
- HP ElitePad 900
- HP ElitePad 1000 G2
- HP Retail Jacket for ElitePad with additional battery

HP services
- HP Mobility

"There's no question that HP has done a great job in terms of implementing the entire solution and we see them as worthy partners moving forward," Bhatia adds.

Safe and secure
While du meets with the stringent government regulations, it has also benefitted greatly from a security perspective. In effect, security is the biggest achievement of the entire project, as Bhatia explains: "Genuine subscribers are getting their connections with the documents flowing into our system, without any effort, without any paperwork flowing, without any loss of that paperwork, so it's a huge improvement for du.

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"I would say that from a security aspect, the system is much more secure now than it was in the past," Bhatia adds.

Futureproof
The 'My Number, My Identity' campaign is an ongoing process, and the UAE's IDs and passports will continue to expire every month. "With the HP ElitePad Mobile POS solution, customers don't need to walk a huge distance to reach a du store. They can be sent into an open market to meet a du reseller who will be able to log into the portal and start activating connections there and then, updating information on the go," says Bhatia.

To achieve its company mission in the coming years, the HP ElitePad Mobile POS solution will enable du to incorporate many value-added services onto the devices, including bill payment facilities, reducing costs and diverting traffic from its stores to a more online environment.

"All of these facilities will become available on that same tablet over time, which will make more than 3,000 of our devices pseudo du stores, with all the same functionalities as a live du store," says Bhatia.

Learn more at
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