



Windows 7 Customer Solution Case Study



Dubai Construction Industry Leader Speeds Core Business Processes with Windows® 7

Overview

Country or Region: United Arab Emirates
Industry: Construction, Engineering, Real Estate, Private Equity Investments

Customer Profile

Based in Dubai, Ahmed Ramadhan Juma is a construction services company that integrates four divisions: engineering, real estate, water technology, and private equity investment.

Business Situation

Ahmed Ramadhan Juma needed a way to increase the productivity and efficiency of its systems in order to reduce the amount of time spent on daily tasks, and to better serve its busy customers.

Solution

After deploying Windows 7, the company enjoyed a significant boost in productivity and efficiency. Nearly all tasks are faster, and users report more ease of use and fewer PC issues.

Benefits

- Faster boot-ups, speedy apps
- One-click backup for network
- Easier UI aids routine tasks
- Better troubleshooting tools
- Faster search results

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Binosh Thomas, Network Administrator, Ahmed Ramadhan Juma

Since 1964, Dubai-based construction services firm Ahmed Ramadhan Juma has been delivering services in electrical and electromechanical engineering, real estate development, water technology, and private equity investment to agricultural, construction, finance, and retail companies, and government agencies globally.

With over a 1,000 employees in four countries, the company’s primary aim is to deliver high-quality products and services in a socially and ethically responsible manner.

By migrating its PCs to the Windows® 7 operating system, Ahmed Ramadhan Juma has seen a significant improvement in speed, stability, productivity, and overall ease of use. According to Binosh Thomas, the company’s Network Administrator, “Windows 7 is a huge improvement over Vista®. We’re getting things done quicker, and our systems are much more reliable.”



“It was impossible for us to complete our daily operations if our IT systems didn’t work properly. We needed a more reliable operating system that would offer consistent day-to-day performance.”

Binosh Thomas, Network Administrator,
Ahmed Ramadhan Juma

“We get more for our money with Windows 7. The features are better than before, and there are more of them.”

Binosh Thomas, Network Administrator,
Ahmed Ramadhan Juma

Situation

Serving a wide scope of industries that demanded instant communication and had constantly changing requirements, Ahmed Ramadhan Juma relied heavily on the health and stability of its computers. “It was impossible for us to complete our daily operations if our IT systems didn’t work properly,” says Thomas. “We needed a more reliable operating system that would offer consistent day-to-day performance.”

With a small team of eight IT professionals maintaining all hardware and software implementations for the 100 plus PCs in Thomas’ division, efficiency and productivity were critical to the company’s operational success. The company could not afford to be slowed down by sluggish boot-ups or steep user learning curves, nor did it have the luxury of spending time troubleshooting system issues.

Ahmed Ramadhan Juma found its staff productivity being significantly impeded by its computer systems. Everyday tasks were taking longer than necessary, users were experiencing higher than normal levels of frustration, and the systems’ sluggish performance could not keep up with the fast pace the company’s operations demanded.

Solution

Windows 7 was designed to offer unprecedented stability and reliability, making it an ideal choice for companies that depend heavily on consistent system performance to best serve their customers. According to Mike Nash, Vice President of Windows Product Management at Microsoft®, “[Windows 7] is in every way a major effort in design, engineering, and innovation.”

Ahmed Ramadhan Juma implemented Windows 7 in the hope that the new platform would streamline end users’ daily tasks, thereby reducing the burden on their small IT team. They were not disappointed.

Benefits

Extra Features – Without the Extra Cost

Thomas had come to accept that whenever new software offered special features, there were usually ancillary costs involved. Thomas discovered that Windows 7 offers a surprisingly robust amount of features and functionality, all for a single price. “We get more for our money with Windows 7,” he notes. “The features are better than before, and there are more of them.”

Productivity Enhancements

According to Thomas, “the most immediately noticeable improvement in Windows 7 is the improved interface.” The operating system offers significant improvements in the areas of taskbar functionality and desktop customization.

Several of the interface enhancements that provide value for its business processes include:

- **Aero® Peek:** This smart feature allows users to immediately see their desktop without spending time minimizing all their open windows. The windows are rendered temporarily “invisible” (with only the outlines showing) until they are restored by another click of the Aero Peek icon.
- **Aero Snap:** This tool allows the user to drag a window to the side of the screen to “snap” it into place – an easy and efficient way to compare two different versions of a document on either side of the screen.

- **Aero Shake:** To temporarily remove all windows from the desktop, the Shake feature comes in handy. With a single shake of the mouse, all background windows are instantly minimized; they can be easily restored with another shake.
- **Improved Action Center:** The new windows 7 Action Center controls the abundance of distracting system notifications, consolidating them so that users now have more control over which messages appear, and when they are addressed.
- **Better Search Functionality:** Windows 7 introduces the Federated Search function, which greatly increases the accuracy and speed of search results. Users can type in their best guess to quickly locate files anywhere on the network.

Streamlined Support

Windows 7 offers an innovative suite of tools for Ahmed Ramadhan Juma's help desk technicians. With Problem Steps Recorder, users can record the steps to reproduce a problem, and then send the recording to the support department, significantly reducing the time spent diagnosing system issues.

The new Windows Troubleshooting Platform allows the Ahmed Ramadhan Juma IT staff to write simple scripts (called "troubleshooting packs") to simplify the discovery and diagnosis of common PC issues. By automating the lengthy manual troubleshooting process, the Windows Troubleshooting Platform has greatly reduced the amount of time spent resolving common hardware and software problems.

Worry-free Backup

Instead of paying extra for a third-party solution, Ahmed Ramadhan Juma has benefited from the advanced backup function offered with Windows 7. With the fast, reliable Windows 7 Advanced Backup tool, Thomas' team can now back up a single PC or the entire network with a single click. They can also schedule network-wide backups on a recurring basis.

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Windows 7

Faster and more reliable: Windows 7 will help your organization use information technology to gain a competitive advantage in today's new world of work. Your people will be able to be more productive anyway. You will be able to support your mobile work force with better access to shared data and collaboration tools. And your IT staff will have better tools and technologies to enhance corporate IT security, data protection, and more efficient deployment and management.

For more information about Windows 7, go to: www.microsoft.com/windows/business

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