Transforming Retail Businesses

Reimagining retail

Fuelling personalised eCommerce and in-store experiences

Equip with industry-leading solutions and brand-defining strategies backed by innovative advancements to unlock new potentials for your customers. From personalised eCommerce and in-store experiences to streamlined operations and order fulfilment, real-time inventory tracking, secure payments, CRM management with automation and more. Together, let's restyle the customer journeys.

Business Pro

**Digitise your operations with
Business Pro Internet Solutions**

Transform the way your business operates with Business Pro, the next-generation of internet solutions with features including up to 1Gbps speed, user voice lines, eStore, Cloud PABX, Office 365 Licenses and more

Business benefits

- Endpoint security
- Managed Wi-Fi solution
- Unified Communications
- Managed devices

User benefits

- Communicate line (100 flexi minutes)
- Collaborate line
- Office 365 emails with user backup
- F-secure endpoint security

Digitise your operations with Business Pro Internet Solutions

New Package

Monthly Rental Charge (AED)	1,095	1,245	1,475	1,875	2,475	3,375
User Packages Number	1	2	4	6	8	10
User pack components • **Communicate line** • **Office 365 Basic Email** • **F-Secure Antivirus (Business-grade)**	uCaaS	Microsoft Teams	Office 365	F-secure	50GB Mailbox	Share point	1TB Cloud Storage
Internet speed	200	300	400	550	750	1000
Firewall – On-premise	✓	✓	✓	✓	✓	✓
Domain name (.ae)	✓	✓	✓	✓	✓	✓
eStore with unlimited storage	✓	✓	✓	✓	✓	✓
Managed Business Pro Services* (Signage service, Wi-Fi services)	1	1	2	2	2	2
Main number + desk phone	✓	✓	✓	✓	✓	✓

For the user
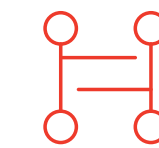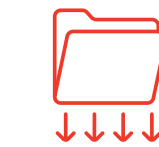
- Communicate line (100 flexi minutes)
- Collaborate line
- Office 365 emails with user backup
- F-Secure endpoint security

For the company

- Main number + desk phone
- On-premise firewall
- .ae Domain + eStore builder
- Managed devices

Managed Devices to enrich your Business Pro experience

New

Managed Integrated Signage with 40" Display

Specifications
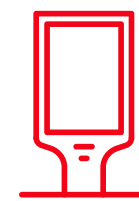
Android display with in-built digital signage software, which supports centralised content managed from cloud
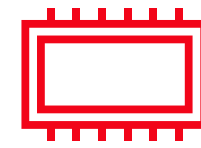
Equipped with 1GB RAM/8GB ROM

HD Supports HQ images and Full HD video

Auto booting signage software on TV startup

*These devices are available with a **1-year warranty** and as a free choice with the bundle. The licenses are also renewed for free upon contract renewal.

Managed Devices to enrich your Business Pro experience

Aruba 500 Series
Wireless Access Points

Specifications

- Wi-Fi 6, dual radio, 5GHz and 2.4GHz 802.11ax 2x2 MU-MIMO
- Maximum real-world aggregate data rate of 1.49Gbps
- Automate RF management
- Advanced security features
- IoT-ready Bluetooth 5 and Zigbee support

*Until stocks last

*These devices are available with a **1-year warranty** and as a free choice with the bundle.
The licenses are also renewed for free upon contract renewal.

Cisco Meraki MR 20

Specifications

- Wi-Fi 5, dual-band, cloud management, 802.11ac Wave 2 performance entry-level enterprise wireless for small businesses deployments
- Aggregate data rate of up to 1.3Gbps*
- 1×802.11b/g/n 1×802.11a/n/ac 1.3Gbit/sec max rate 2×2:2 MU-MIMO with beam forming
- 1×Gigabit Ethernet port
- Real-time WIDS/WIPS with alerting and rogue AP containment with Air Marshal
- Flexible guest access with device isolation
- PCI compliance reporting
- TKIP and AES encryption
- Enterprise Mobility Management (EMM) and Mobile Device Management (MDM) integration

Add-ons to enrich your Business Pro experience

User-based individual components

Communicate — AED 110

- Local UAE number
- 100 flexi minutes
- 1:1 Video calling, IM, Presence
- PC and mobile clients
- Advanced PBX features
- 1 Basic SIP phone

365 Business Basic — AED 22

- Microsoft 365 Business Basic
- 50GB storage per email
- Microsoft Teams & Cloud Office apps
- Backup storage – 1TB

Antivirus — AED 4

Business-grade F-Secure antivirus

User Pack — ~~AED 136~~ AED 125

- Local UAE number
- 100 flexi minutes
- 1:1 Video calling, IM, Presence
- PC and mobile clients
- Advanced PBX features
- Microsoft 365 Business Basic
- 50GB storage per email
- Microsoft Teams & Cloud Office apps
- Backup storage – 1TB

User Voice line (No Phone) — AED 85

- Communicate Voice line
- 100 flexi minutes

User Voice line with Cordless — AED 123

- Communicate Voice line
- 100 flexi minutes

Choice of add-ons

Basic SIP Phone — AED 20

- Basic phone for 24 months

Cordless SIP Phone — AED 30

- Cordless phone for 24 months

- Managed eStore
- Microsoft
- VAT Services
- Online marketing
- VSaaS
- Payment & Business Automation

+ Other SaaS add-ons

Add-ons to enrich your Business Pro experience

Business devices are provided to allow you to embrace a holistic solution that connects, protects and projects your business.

Business Devices

Standard
Yealink SIP – T31G

New

Specifications

- HD voice quality
- 2 SIP accounts
- 2-line key
- 5-party conference
- 2x10/100/1000 Ethernet ports/speed
- Acoustic shield
- Wireless headset support

Only 1 free
for the rest, add-on

AED 20
for 24 months

Cordless
Yealink W73P IP DECT
IP DECT Phone

Specifications

- 1.8" 128x160 TFT colour screen
- Up to 35-hour talk time
- Up to 400-hour standby time
- HD voice and noise cancellation
- Headset connection via 3.5 mm jack

AED 30
for 24 months

Video
Yealink T58V
Executive IP Video Phone

Specifications

- HD voice quality
- Colour touch screen
- Video camera (720p30 HD)
- 27 lines indicators
- 8 functional keys
- PoE supported

AED 1,100
for 24 months

Unified Communications

Remain seamlessly hyper-connected with Unified Communications as a Service (UCaaS)

Empower all your departments to remain hyper-connected and deliver personalised experiences with a solution that combines high-tech telephony, instant messaging and collaboration tools!

Business benefits

Multipurpose office number

One number wherever work takes you! Stay accessible no matter the circumstances.

Audio & Video collaboration

Safe and secure online virtual meetings and collaborations through video and audio conferencing.

IVR and extension dialling

Use internal extensions to reach your colleagues in other office branches business sites.

1:1 video calling

Don't compromise on collaboration! Enjoy the functionality to make video calls to your colleagues.

Free bundled minutes

Local or international call requirements? You're covered! 100 free flexi-minutes per month for each user.

No upfront cost

Our business-friendly monthly subscription model negates the need for initial outlays on expensive equipment.

800 Toll Free

Never miss a lead with an easy-to-remember 800 toll-free number

Build a stronger brand and always be found by your customers with your own unique 800 toll-free number offering you 24/7 support, call routing, streamlining and more.

Business benefits

Unified appearance

Offers a centralised number to market your business.

Streamlined leads

Easy call routing to ensure every single call is answered.

Geographic freedom

Convenience of one permanent number with no area code.

Permanent number

Convenience of one number irrespective of your office location.

Expert assistance

24/7 dedicated support for your business connectivity.

Monthly & quarterly plans

Flexibility to choose between basic and premium plans on a quarterly or annual basis.

Managed Wi-Fi services

Foster a secure network using Managed Wi-Fi services

Ensure a protected network for your guests, visitors and departments by adopting a scalable solution that can evolve and grow with your facility. From a single access point or multiple layers, Managed Wi-Fi caters to them all! Get in touch to receive a tailored guidance.

Business benefits

Compare the user count of different stores. Check the number of users per hour or at different times of the day.

Control staff's Wi-Fi usage during business hours.

Measure user engagement by tracking Wi-Fi usage over time. Check the number of users on the guest Wi-Fi network and footfall outside the store.

Get a customised splash page for guest Wi-Fi that routes them to your Facebook page or webpage and allows you to benefit from customer data.

Managed Devices

e& offers a portfolio of hardware, software and service options (warranty, insurance) that covers every phase of the device life-cycle.

Business benefits

Managed services helps businesses stay focused on core tasks and not get distracted by complex IT decisions.

Device management consulting and integration.

Solutions & Apps designed to enhance productivity.

Streamline deployment, configuration at any scale.

Maintenance & Service desk with e& managed support desk.

Care and warranty for business devices.

Higher residual values while upgrading.

Digital Displays

Enhance your marketing with stunning digital displays

Navigate your guests to simplify their experience while boosting sales through Digital Signage. Whether you wish to display offers, discounts or anything else, get a rich solution to raise visibility backed by a powerful CMS for multiple site control and more.

Business benefits

Display Management

Easy registration, remote management and supports any size, resolution or orientation.

Asset Management

Upload multiple images and videos of various types, resolutions and size.

Layout and Composition

Choose or create your screen layout, add bespoke playlist content and choose from a variety of available templates.

Scheduling

Schedule daily, weekly or monthly updates and changes.

App Support

Incorporate real-time, relevant and informative content (e.g. current news, current time and weather) in your display screens with a variety of compatible apps.

High-Definition Display

Supported HQ images & 4K video.

Video Surveillance Solutions

Secure your premises with smart CCTV solutions, offering you advanced intelligence tools, in-depth analytics, 24/7 access, anywhere on any device and plenty more.

Business benefits

Comprehensive solution

Inclusive of dome & bullet cameras, NVR with 45 days of local storage, free cloud storage for 7 days, video analytics & managed services.

Security with analytics

24/7 security through Detector & Asset Protector. Plus, Tamper Detection in case of camera failure & Left Object Detector for unattended items.

Business intelligence tools

Reports daily Footfall Analysis, Heat Mapping plus People Count. Option to add on Demographic & Queue Management analytics.

Upgradable cloud storage

7 days of free continuous and event-based rolling footage with the ability to upgrade the storage to 30, 60 or 90 days.

Monthly subscription

Benefit from a Pay-as-you-go model instead of paying upfront. Aids in efficient cost management with fixed monthly rentals and no hidden charges.

24/7 web & mobile access

Monitor your premises 24/7 with secured access from any device at any time using the e& Business Mobile app or Business Online Portal.

Online Marketing Services

Grow your customer touchpoints with Online Marketing Solutions

Foster a dominating digital presence to reach your customers through multiple touchpoints. Have experts handle your digital marketing needs, including professional positioning, lead generation and more to amplify your reach.

Business benefits

Website creation

Eshop with order tracking

Bilingual website design

Free content writing

Dashboard

Managed listing

Brand visibility

Web hosting

Finance

Evolve with a thorough VAT Management Solution by your side

Anchored to an all-powerful cloud-based Accounting POS, accessible even by a mobile app and encompassing a dedicated FTA-certified expert with 24/7 support to arrange, maintain, fulfil and drive your business into being 100% VAT compliant.

Business benefits

FTA certified
Dedicated FTA-certified tax agents.

Cloud-based
Superior POS accounting and dashboard on mobile.

VAT management
360 degree VAT compliance from filing, registration, returns and reports.

Audits
Expert assistance in FTA audits.

Support
24/7 service at any time of the day, every day.

Security
Access and store data for up to 5 years.

Email Marketing Platform

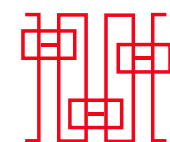## Professional Email Marketing with engageX Campaign Manager

Engaging both new and existing customers is superbly simple and efficient with etisalat by e&'s innovative Email Marketing Platform. Our easy-to-use email builder ensures you can create and send beautifully designed branded emails to engage and interact with your customers.

Business benefits

Email builder
A selection of predesigned email templates and a drag-drop builder ensures that the creation of engaging emails is a breeze.

Responsive templates
All email templates are responsive and adaptable to different screen resolutions, ensuring they look great on any device.

Dashboard
Easily create brand-boosting emails, manage distribution lists, schedule send times and much more.

Personalised emails
You can instigate targeted marketing compaigns based on who your customers are, where they are and their preferences.

API integration
Using our Application Program Interface (API), you can seamlessly integrate your own marketing, sales or CRM tools.

Reporting
The platform makes it simple and easy to analyse the success of your campaigns, monitor delivery rates, email opening rates and more.

SMS Marketing Solutions

Powerful SMS Marketing Solutions with engage X Campaign Manager

Instantaneously reaching your target audience is a breeze with etisalat by e&'s innovative SMS Marketing Platform.

Spread the word about your latest promotion. Survey your customers for feedback and suggestions. Highlight your brand at its best. Whatever your SMS requirements, etisalat by e&'s SMS Marketing Platform has you covered.

Business benefits

Custom sender ID

You can choose your own sender ID that perfectly defines, represents and promotes your brand.

Interactive SMS

Enjoy valuable interaction with your customers. Conduct surveys, receive review ratings and much more.

Dashboard

A user-friendly design ensures it's simple and easy to launch bulk, interactive or location-based SMS campaigns.

API integration

Using our Application Program Interface (API), you can seamlessly integrate your own marketing, sales or CRM tools.

Personalisation

You can instigate targeted marketing campaigns based on who your customers are, where they are and their preferences.

Reporting

The platform makes it simple and easy to analyse the success of your campaigns. Monitor delivery rates, open rates and more.

Microsoft Azure

Optimise your expenses with Microsoft Azure

Migrate to the cloud with ease, operate and build on a scalable hybrid infrastructure across 200+ services with enhanced security, real-time flexibility, 24/7 Microsoft Certified Expert Support and more.

Business benefits

Migrate and save

Reduce your energy usage with hybrid infrastructures while championing operational efficiency and maintaining agility.

Optimise cloud costs

Rationalise existing cloud investments and streamline expensive third-party tools across on-premises, Edge and multi-cloud.

Reinvest and grow

Foster resilience by minimising downtime and data loss while developing innovative, sustainable solutions.

Microsoft Azure

Achieve exceptional experiences with Microsoft Azure

Global and local accessibility

Equipping your business with ease, expediency and reliability while maintaining the largest compliance portfolio of any cloud provider, delivering both quantity and quality.

Delightfully flexible, managing budgets

A customisable infrastructure catering to Developer Services, Security, Media, Analytics and IoT, Compute Services and more with allocated usage and a detailed consumption bill keeping you in budget.

24/7 Microsoft Certified Expert Support

Access continuous support from a certified expert. Get trusted advice and oversight, plus, complimentary value-added services as well.

e&

etisalat and

For more information

Contact your Account Manager or call 80077333

Experience the difference
on the network of speed

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