



***“IBM built a platform that addresses the unique needs of a telecommunications company by standardizing user access across IT and network operations.”***

— Ibrahim al Mallouhi, VP of Security Operations, du

### Business challenge

With a largely outsourced workforce, du needed an efficient way to protect network resources and data from unauthorized access, enhance the user experience, boost productivity and help reduce fraud.

### Transformation

du today reduces fraud risk with an automated, centralized IAM platform that provides end-to-end control over user access to both operations and business resources as well as broad visibility into user behavior. A self-service portal for onboarding users captures identity data and standardizes management workflow for rapid approvals

### Business benefits

#### 10 minutes

rather than 2 weeks to grant new users access and enable productivity

#### 3 days

to integrate a new application into the IAM platform, down from 3 months

#### 80%

reduction in help desk tickets related to access management

## Protecting network resources and client data from unauthorized access while boosting efficiency

The fastest growing communications provider in United Arab Emirates, du offers personal and business services, including mobile, fixed telephony, broadband, IPTV, data and satellite, with over 230 product offerings. du has more than 2,000 employees, 8,000 contractors, around 3,000 field sales personnel and 6.5 million mobile customers, with annual revenues exceeding AED 10 billion.

### Solution components

- IBM® Security Services - Identity and Access Management (IAM)

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