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Wael Omar  
Head of Technology Management  
Taaleem



Taaleem has equipped its management, faculty and students with a range of Fujitsu Tablet, Notebook and PC devices to enable creativity and productivity.

#### At a glance

Country: United Arab Emirates

Industry: Education

Founded: 2004

Website: [taaleem.ae](http://taaleem.ae)

#### Challenge

Every year Taaleem invests in around 270 new devices for students, faculty and management. It needs durable, portable and stylish devices to handle the demands of the school and so evaluated the market to find the best on offer.

#### Solution

The school is deploying a range of Fujitsu advanced devices including LIFEBOOK and ESPRIMO models with full three-year warranties. These devices access a range of cloud-based applications for collaboration in the classroom and day-to-day management in the office.

#### Benefit

- Robust build quality ensures optimal reliability, even in the playground
- SSD storage provides instant start-up and silent operation in the classroom
- Different Fujitsu devices meet the differing needs of students, teachers and managers
- Three-year next-day replacement warranty provides peace of mind and maximum uptime

## Customer

Taaleem, one of the largest education providers in the United Arab Emirates, offers a tailored curriculum to meet the specific educational requirements of a wide range of pupils, through top international curricula including British, American, the International Baccalaureate® and its own multi-lingual, custom early childhood program. The organization is committed to inspiring students and helping them to identify and develop their passions and talents. Today, Taaleem has a portfolio of 10 schools with an enrolment of around 9,000 students.

## Products and Services

- FUJITSU Tablet LIFEBOOK P728
- FUJITSU Notebook LIFEBOOK E548
- FUJITSU Notebook LIFEBOOK U748
- FUJITSU Desktop ESPRIMO Q558

## Equipping students with the best tools

Taaleem knows that technology can be a valuable tool in the classroom for students, teachers and managers alike. Every year it deploys a new batch of end-user devices to help pupils complete assignments and participate in examinations. However, not all laptops and tablets are robust enough to last long in the rough and tumble school environment.

"We have tried multiple vendors in the past but, although they were reasonably priced, the build quality was not up to spec so screens would break or keyboards would pop out of the casing," explains Wael Omar, Head of Technology Management, Taaleem. "We wanted to find a durable yet stylish device that would meet the needs of our faculty and students."

Taaleem looked at several vendors and trialed a number of tablets and laptops, supported by local SELECT Expert partner Dynamic World Computer LLC. Taaleem was looking not only for devices that could thrive in the playground, but that also came with local support. Fujitsu, with its LIFEBOOK Tablet and Notebook range was deemed the best fit based on the technical specs and the after-care service.

"We were blown away by Fujitsu's build quality and the modern look and feel – the devices combine technical capability with a robust build and elegant design," adds Omar. "They come with next day break/fix from Fujitsu itself, whereas other vendors usually rely on local partners for support."

## Form and function combined

In the most recent round of investment, Taaleem purchased 230 units, consisting of the FUJITSU Tablet LIFEBOOK P728, an ultra-light, portable 2-in-1 with a day-long battery that supports multi-mode working; the powerful, fully-equipped FUJITSU Notebook LIFEBOOK E548; and the FUJITSU Notebook LIFEBOOK U748, a slim and light ultra-mobile notebook that supports optimum mobility. The company also bought the FUJITSU Desktop ESPRIMO Q558, which features full desktop PC functionality in a stylish and compact mini PC.

"We have a range of devices suited to different roles so, for example, the teachers and students use the E548, and the U748 while management prefer the P728. Everyone gets the features they need to succeed," continues Omar. "By initially trialing the devices, we could give everyone an opportunity to feedback and find the right device."

The Fujitsu tablets and laptops are used mostly for office productivity tools, such as Microsoft Office 365, however the design department also relies on more powerful applications from Adobe.

Despite the performance demands, the Fujitsu devices have no problem running this processor-hungry software. Students use their devices in the classroom, at home and when sitting exams, while faculty and management depend on them for daily operations.

"Most of our applications are cloud-based so we don't necessarily need huge amounts of compute power on the device, however that's not the case for specialist applications," says Omar. "We have had no complaints showing that everyone is happy with the performance."

## A platform for content creation

Taaleem purchased its first batch of Fujitsu devices in 2016 and has continued with the vendor over the past two academic years with no sign of stopping. In this most recent deployment, the introduction of 256GB SSD storage has been a real eye-opener.

"Because the memory is flash-based, the devices turn on instantly, allowing people to get straight to work. Log-on times were previously a source of discontent, so this has been a significant improvement," comments Omar. "It also means there are fewer moving parts so less risk of failure and much quieter operation. When you have 30 devices running in a classroom simultaneously, silent operation is a real bonus."

Omar is likewise impressed by the addition this year of the FUJITSU Desktop ESPRIMO Q558, which provides all the functionality and interfaces of a large desktop PC in an incredibly small footprint. It gives students more options to log on across the campus without taking up space. Most important, is the fact that all the Fujitsu devices equip the users with the various tools and applications they need to thrive at school.

"At the end of the day it is about content: creating it, sharing it and learning from it – and these devices give us a reliable platform on which to do just that," remarks Omar. "We cannot afford downtime, so Fujitsu's reliability is crucial. Furthermore, if something does break it gets replaced immediately by Fujitsu and that warranty guarantee extends to three years, unlike the single year most vendors offer."

Such has been the success of Taaleem's partnership with Fujitsu that it is keen to pursue it for the foreseeable future: "Fujitsu provides us with robust, stylish and high-performing machines that are well-supported. There is no way we'll be turning back now," concludes Omar.

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