zenitel

CASE STUDY

Corporate and Public Building



Emirates NBD Bank

Zenitel delivered a centralized IP Public Address System Across Multiple Banking Sites.

Market Segment:
Corporate and Public Building: Banking and Finance

Country of installation:
United Arab Emirates

Year of Installation
2025–2026

End Customer:
Emirates NBD

System Integrator:
Atlas Security

Solution:
Centralized IP Public Address System

Key Products:

- **ICX-510-IA**
- **CRM-V-2**
- **IP Dual Display Stations**
- **ZIPS-CM**
- **ZIPS-WC**

The End Customer

Emirates NBD is one of the leading banking groups in the United Arab Emirates, operating corporate offices and branch locations across cities including Dubai and Sharjah.

As part of an ongoing refurbishment initiative, the bank aimed to modernize its public address infrastructure and improve communication capabilities across multiple operational sites.

The Requirement

As part of a broader refurbishment initiative, Emirates NBD set out to modernize its legacy public address infrastructure across multiple banking locations in Dubai and Sharjah.

The existing system no longer supported the level of flexibility, centralized management, and operational control the bank was looking for across its distributed network of corporate offices and branches.

Emirates NBD wanted to move toward a more scalable IP-based communication platform that could support both day-to-day operational paging and emergency communication from a centralized control point.

A key objective of the project was to enable operational and emergency broadcasts to be managed directly from the headquarters control centre while maintaining reliable communication across multiple sites.

Key project requirements included:

- Centralized paging and announcement capabilities
- Clear and intelligible audio communication
- Reliable operational and emergency broadcasting
- Scalable IP-based infrastructure
- Integration with the fire alarm system
- Simplified management across multiple sites

Because the deployment took place in active banking facilities, operational continuity was a critical consideration throughout the project.

Installation activities had to be carefully coordinated around restricted access procedures, operational schedules, and limited maintenance windows to minimize disruption to banking services and daily operations.

The Solution

Together with Atlas Security, Zenitel delivered an IP-based public address solution across Emirates NBD's corporate office and branch network.

The system was designed with decentralized deployment and centralized monitoring capabilities, enabling operators at the headquarters control centre to manage operational and emergency paging across multiple banking locations.

The deployment included close to 400 devices, including IP speakers and display stations. Key products used in the solution included:

- ICX-510-IA
- CRM-V-2 with accessories
- IP Dual Display Stations
- ZIPS-CM
- ZIPS-WC

The system was also integrated with the fire alarm infrastructure to support emergency communication workflows.

An IP-based architecture with redundancy support provided the flexibility and scalability needed for a multi-site banking environment, while also simplifying future upgrades and expansion.

To reduce impact on daily banking operations, installation and commissioning activities were carried out during non-operational hours as part of a phased rollout approach between 2025 and 2026.

The Result

The new public address system has improved operational communication across Emirates NBD's distributed banking network while strengthening emergency communication capabilities.

According to operational feedback, the system delivers strong audio clarity, stable performance, and ease of use for staff managing day-to-day announcements and emergency messaging.

The centralized approach also allows the bank to manage communication more efficiently across multiple locations while maintaining flexibility for future expansion.





Why **Zenitel?**

Zenitel is well positioned to drive the future of intelligent critical-communication solutions. Through our portfolio of IP products & solutions, with built-in intelligence and a focus on cybersecurity, we provide organizations with superior, scalable security and flexibility. Zenitel is the proven, preferred choice for environments requiring crystal-clear audio to ensure the protection of human life, property, assets and the management of critical activities.
With interoperability at all levels, we seamlessly integrate with access control, video management and security platforms.

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