



Loughborough
University
London

Loughborough University London and ALE: A winning partnership

Customer Story

Loughborough University London

INDUSTRY: EDUCATION
COUNTRY: ENGLAND

ORGANISATION: LOUGHBOROUGH
UNIVERSITY LONDON

Alcatel·Lucent 
Enterprise

Alcatel-Lucent Enterprise and Loughborough University London have joined forces to provide post-graduate students with an opportunity to partner and create innovative practical solutions to address real-world challenges.

Loughborough University is recognised as a top 10 UK university for excellence in research. Together with the East Midlands campus, the London campus situated in East London's Queen Elizabeth Olympic Park, is home to hundreds of post-graduate students from around the world who benefit from its award-winning reputation for dynamic research, creativity and corporate partnerships.

Dedicated institutes including Design Innovation, Digital Technologies, Innovation and Entrepreneurship, and Media and Creative Industries, provide students with the relevant real-world knowledge they need to thrive in today's fast-changing landscape.

Establishing the partnership

As part of this education process, Loughborough University London has developed corporate partnerships with organisations such as ALE. The intent of these partnerships is to enable students to work with industry leading organisations to create innovative and practical solutions to real-world issues.

Prior to the beginning of the 2019-2020 academic semester ALE representatives met with module supervisors to jointly define and develop the research objective. While ALE had already identified certain areas it would like the students to explore, together the topics were refined to ensure they were relevant to the post-graduate students' curriculum. The research title that was agreed upon by both ALE and Loughborough University London was, 'Managing and Assessing Enterprise Digital Transformation through the Integration of AI and Multiple Collaborative Platforms'.

It was agreed that the students would be assessed upon the quality and validity of the suggestions, and the insights they provided in their written reports to be submitted at the end of the semester. The students would be required to assess the extent to which the introduction of these platforms would impact business, both negatively and positively, while simultaneously critically assessing and comparing the Alcatel-Lucent Rainbow™ Unified Communications (UC) and developer platforms. Their findings would need to be substantiated by qualitative or quantitative research – an area where ALE was able to help by providing managed access to their customer base.

“ This was a fantastic and eye-opening experience that was beneficial for all involved. The experience was a positive one in light of the frequency and nature of communications and interactions facilitated by the ALE members of staff. This was reflected (and amplified) in the students' eagerness and enthusiasm to engage with the project brief and offer innovative insights into ALE and Rainbow. ”

DR. KARIM AHMED, UNIVERSITY TEACHER,
LOUGHBOROUGH UNIVERSITY LONDON



Engaging with students

More than twenty post-graduate students opted to participate in the joint research initiative. A meeting was convened by Loughborough University London to introduce ALE to the students. During the meeting the students were grouped into teams of five and were then each introduced to the local ALE representative who would act as their main point of contact. The role of the representative was to guide the students throughout the duration of the project and to answer any questions that arose.

It was also agreed that the students would use the Rainbow UC platform as much as possible and that it would be the main means of communication between both parties. To ensure that the students benefited from the full set of features, ALE provided Enterprise demo licenses to each group leader.

Once the students agreed upon how they were going to approach the identified subject and were actively researching their topics, regular meetings were set up for students to share their findings and to get feedback from both Loughborough University London and their ALE representative. Approximately four face-to-face meetings were held throughout the semester.

Win-Win-Win

This collaborative project has been beneficial for all participants. The post-graduate students benefitted from being able to transform lecture theory into practice. As well, they gained valuable real-life experience that will enhance their employment opportunities after they graduate.

For Loughborough University, the continued success of partnerships with companies like ALE further cements its internationally-renowned reputation as one of the leading post-graduate universities in the world.

At ALE, we were able to leverage the students' knowledge and enthusiasm to gain deeper insights into specific subject-areas. Some of the suggested features presented in the final reports were practical and insightful and are currently being considered by the ALE Rainbow product team.

In terms of next steps, ALE will be attending the 2020 Collaborative Project Show organised by Loughborough University London where the winning groups of each collaborative project will showcase their findings.

Learn more

Check out the [Alcatel-Lucent Enterprise University Partnership Program](#)

“ Working with ALE is a new experience for all of us for both working with a big company and working on a new type of project. We were so excited from the beginning and we ended up learning new knowledge about collaborative platforms and CPaaS. My team and I took a lot of time engaging in this project and we came up with lots of ideas. ”

LINGXIAO LAI, POST-GRADUATE STUDENT

CHALLENGES

- Loughborough University London wanted to create an opportunity for post-graduate students to work alongside industry leaders to develop real-world solutions to address real-life challenges.

SOLUTIONS

- [Alcatel-Lucent Rainbow Unified Communications](#)
- [Alcatel-Lucent Rainbow Developer Hub](#)

BENEFITS

Loughborough University London:

- Ongoing success in partnerships solidifies its internationally-renowned reputation as one of the leading post-graduate universities in the world
- A positive experience participating in the collaborative initiative and would recommend similar projects to other academic institutions

Post-graduate students:

- Transform lecture theory into practice
- The opportunity to collaborate with industry professionals
- Gain valuable real-life experience
- Enhanced employment opportunities after graduation

ALE:

- Gain new insights and real-user experience from student research
- Support academic initiatives to create a collaborative environment to advance post-graduate student careers