Ethica Institute of Islamic Finance is a trusted name in Islamic finance certification, successfully rolling out finance e-learning for banks, universities, and global corporations. Their finance training portal offers training videos, certification, career counseling, recruiting assistance, live webinars, and an extensive online library of scholar-approved Islamic financial industry answers. The courses are supported by an online 360° assessment dashboard, which provides training managers a window into student progress as they apply their skills.

Launched in Dubai in 2009, Ethica was born out of a need for a well-trained, qualified workforce within the Islamic banking industry. The founders developed a scalable e-learning solution on an interactive platform, designed to cost-effectively train both individuals and large institutions, as well as gauge the effectiveness of the training. Ethica’s e-learning videos now reach a global audience.

“In a short span of just four years since the launch of our website, Ethica has become a brand name in the Islamic finance economy,” explains Sameer Hasan, Business Director with Ethica Institute of Islamic Finance. “At Ethica, we believe that many of the world’s problems can be solved by providing alternatives to interest-based banking. If governments, companies, and individuals could focus on something other than repaying mounting debts, the world would be a much better place.”

Ethica spent two years developing its online e-learning platform, focusing on the banking industry. Being a Middle East startup, having a website that would perform for the customer with zero downtime was critical.

“We only have one full-time IT expert at Ethica,” says Hasan. “We explored several hosting solutions, but only Rackspace gave us the confidence that we were looking for in a partner. Had we hosted with anyone besides Rackspace, we would have had to employ at least three to four engineers. When you are a new company, offering something revolutionary like e-learning in the Middle East, the last thing you want is downtime. If your website or your server goes down, your reputation is jeopardized.”

Hasan says that Ethica’s platform performance has resulted in extremely high customer satisfaction. “Without Fanatical Support® allows Ethica to focus internal technical resources on application development.
“Our relationship with Rackspace over the last four years has helped us achieve exceedingly high levels of customer satisfaction. Where else can you get this level of comfort?”

Sameer Hasan,
Business Director,
Ethica Institute of Islamic Finance

Support this wouldn’t have been possible. Irrespective of whether someone is a prospect or customer, if you serve them wholeheartedly you will see the results. This is what we feel every time we pick up the phone to call Rackspace. Rackspace makes us feel wanted. There is a huge difference between reading off a stock reply from the computer screen versus listening to the customer and empathizing with his condition. Ethica is equally dedicated about caring for its customers.”

CUSTOMER SATISFACTION VIA SERVICE & SUPPORT

Rackspace provides Ethica with the technical backing that allows them to focus on the core competency of creating engaging Islamic finance e-learning content, rather than being preoccupied with the technical side of managing and running web, database and back-up servers. With this level of service and support, Ethica has confidence knowing that Rackspace has a team behind the scenes.

“Automatic critical updates, patches, etc. – we’ve never bothered about these as we know that Rackspace will take care of them on our behalf,” says Hasan. “Security, which could be a huge concern for some, is well taken care of with Rackspace. We are content with our current infrastructure, and when there is a need to upgrade, I’m sure Rackspace will take care of us.”

With the unprecedented rate at which the Islamic banking industry is growing, Ethica’s free training course has been taken by over 9,000 individuals, over 6,500 people have downloaded Ethica’s ‘Handbook of Islamic Finance,’ while some banks have used Ethica’s award-winning Certified Islamic Finance Executive (CIFE) program to train over 1,000 employees online. Hasan concludes, “It is our hope that we will continue to play our part in the years ahead with the same passion and an ever increasing drive towards innovation for our customers with our partner Rackspace. Our relationship with Rackspace over the last four years has helped us achieve exceedingly high levels of customer satisfaction. Where else can you get this level of comfort?”