



Mobily Lays the Foundation for Growth with Motorola's Managed Services



Established in 2004, Mobily, the official brand name of Etihad Etisalat, launched its network in May 2005 and is today one of the largest mobile service providers in the Middle East. With more than 4.5 million subscribers in just its first operational year and six million by end of 2006, Mobily covers all of the cities, major towns and more than 22,000 kilometers of highways throughout Saudi Arabia.

Based on Mobily's early success and aggressive growth objectives, the company chose Motorola, among other vendors, to expand its strategic GSM backbone network within the northwest and southwest regions of the Kingdom and to support it with professional services from Motorola.

"This deal not only increases the capacity and coverage of our network so we can serve more customers, but also enhances our responsiveness to customer demands as we continue to deliver new applications and services."

—Khalid Al-Kaf, Mobily CEO

"Since we launched the service (in 2005), we have had an ambitious expansion strategy," says Mobily CEO Khalid Al-Kaf. "This deal not only increases the capacity and coverage of our network so we can serve more customers, but also enhances our responsiveness to customer demands as we continue to deliver new applications and services."

With the expansion initiative successfully completed in 2006, Mobily then renewed its Managed Services contract with Motorola, which had been supporting the network since its inception. Additional capacity and network coverage provided by the expansion, as well as 24x7 comprehensive managed support, would help Mobily maintain its commitment to customers to rapidly deploy new services and maintain consistent high quality of service (QoS).

"Leading operators in the Middle East increasingly look to outsource all or parts of their network to realize strong business growth," says Ali Amer, senior director of sales for Motorola Networks & Enterprise. "The managed services component will allow Mobily to leverage Motorola's expertise and expansive services portfolio, enabling Mobily to maximize its infrastructure investment and focus on its core business objectives."

Mobily looks to Motorola to maintain optimum network performance

From the beginning, Motorola's local support team was fully involved, helping Mobily deploy and establish the network. This in-depth level of experience and familiarity made Motorola the ideal choice to continue support of the network with its complete support services found within *Total Network Care*.

Renewable on an annual basis, the contract provides Mobily with the opportunity to transfer management of the network back to its own staff at the conclusion of each contract year. Mobily has engaged independent consultants to conduct cost-benefit analyses to determine optimal cost/benefits to the company, and the consultants have advised Mobily to stay with the current arrangement.

Motorola's highly trained experienced support team provides a full range of network operational management and integration services for all GSM sites, which include Madinah, Qaseem, Aseer, Tabouk and Baha. Services provided included RF planning and design, hardware support, operational maintenance, OMC, BSS, Microwave, and PTT services, spare parts management, and network optimization/performance services.



The network has exceeded most of the contracted KPIs and continues to exceed the highest level of subscriber expectation. In addition, experienced Motorola engineers also provide ongoing planning and optimization services that enable scalability and network readiness for new services.

“Trying to maintain this level of network management and support in-house or through managing subcontractors is often difficult for service providers,” says Amer. “Having the right expertise, training, tools and processes is absolutely essential and Motorola’s long history of supporting advanced wireless technologies like GSM makes it a cost effective strategy for service providers. It ensures the highest network quality to our customers and ultimately to their end users.”

Mobily poised to continue dramatic growth

Motorola has met and in most cases has exceeded all KPIs as agreed upon in its contract with Mobily. Other benefits of Motorola’s Total Network Care and Managed Services include the following:

- One single point of contact for end-to-end network support
- Rapid response time to network events
- Experienced support team with proven tools and support processes
- Increased network availability and reliability
- Decreased cost of operation
- Optimized KPIs

With a scalable GSM network and a strong support team to keep it operating at peak efficiency, Mobily is poised to continue its dramatic growth and maintain its competitive edge.



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