



Motorola Managed Services: Making “True Broadband Pakistan” a Reality

Wateen Telecom focuses on its customers while Motorola attends to the next generation network



Wateen - Set Up to be the Leading Carrier's Carrier in Pakistan

Wateen Telecom is a network operator in Pakistan and part of the Abu Dhabi Group, one of the largest investment groups in the Middle East. The Group takes pride in its regional and international diversified investment portfolio including energy, banking, autos, hospitality, property and telecommunications. The Group's telecommunications investments cover not only Pakistan but also Bangladesh, Congo, and Uganda. Wateen Telecom is the Group's latest communication investment in Pakistan and follows on the success of their initial investment in Pakistan, Warid Telecom. Warid Telecom is a fast growing telecommunications provider that has already established a strong reputation in Pakistan where the company managed to win over 4 million subscribers within first year of its launch.

Wateen Telecom was set up to become the leading “Carrier's Carrier” in Pakistan providing quality, reliability and affordability in the communication sector bringing the next generation services directly to customer's premises. By virtue of its 5,200+ KM long haul optical fiber, metro optical fibre rings and FTTC deployments, wireless broadband network, data centers and tele-housing facilities, Wateen offers total communication solutions including domestic and international voice services, video conferencing/video telephony, true broadband Internet and data connectivity, DVD quality TV viewing and Value Added Solutions such as video security and surveillance and Interactive gaming, for corporate, business and residential customers. Wateen also provides telecom infrastructure to cable, cellular, ISPs, calling card and payphone partner companies.

Objective: Focus on the Business

As is often the case with wide-ranging nationwide infrastructure roll-outs, the operator has to devote large portions of their internal team to managing the day-to-day operational requirements of the network, taking focus away from running the business and serving customers.

Coupled with other key considerations such as time to market and a single vendor point of contact for service requirements response, Wateen set out to enlist a trusted vendor with the capabilities to not only supply and deploy, but also manage operation of the next generation network.



"We set ourselves very ambitious targets and timelines.... Having Motorola design, supply and deploy our WiMAX network has given us a world class network in minimal time. At the same time, we have been able to focus on building other parts of our business."

Tariq Malik, CEO, Wateen Telecom

End-to-end Managed Network is the Solution

In June 2006, Motorola signed a nationwide managed services contract with Wateen Telecom, coming just weeks after the two companies signed an agreement for the planning, design and deployment of a nationwide wireless broadband voice and data network in Pakistan.

From a technology perspective, the announcement heralded the world's largest nationwide commercial WiMAX 802.16e contract and leveraged Motorola's IMS solution. The 802.16e-based wi4™ WiMAX access network and subscriber units will enable Wateen Telecom-Pakistan to offer broadband data services covering residential Internet access and voice services, corporate hosted VoIP and virtual private networks (VPN) and public hotspots. The solution will provide the access network, subscriber units, IP Multimedia Subsystem (IMS) core and services to quickly and cost-effectively connect the unconnected.

Enabling Wateen to focus critical resources, the Motorola managed services contract looked to empower the service provider to increase efficiencies and keep up with rapidly advancing technologies. "The Wateen network is a multi-faceted project that combines a number of new technologies. This managed services agreement with Motorola will enable the combined team to realize Wateen's vision of 'Broadband Pakistan' quickly and efficiently," said HH Sheikh Nahayan Mubarak Al Nahayan.

Under the managed services contract, Motorola took responsibility for the operations and maintenance of the wi4 WiMAX/IMS network according to an established set of key performance indicators. The services included in the contract will en-

sure that Wateen's evolving WiMAX infrastructure stays current and responsive to business demand. Explains HH Sheikh Nahayan, "This managed services agreement allows Wateen to leverage Motorola's standards-compliant infrastructure, skilled staff, clear operational processes and demonstrated ability to manage a network of this complexity and diverse emerging technologies."

Multiple Benefits Realized

The benefits to the managed services arrangement include:

- End-To-End solution: Motorola serves as the single point of contact as it manages the multi-faceted deployment and operation of the next generation core and wireless broadband access networks.
- Focus critical resources: Sister company Warid profited from the ability to focus on the customer and not on non-strategic activities. Wateen's core strength is market understanding and serving the customer. The company relies on Motorola to successfully manage the launch and operations of the network. With Motorola's experience and expertise in running the network, Wateen is able to focus on winning and keeping customers.
- Quick and efficient solution: Just nine months after the contract was awarded, Motorola designed, supplied and deployed its WiMAX infrastructure, utilizing IMS core technology in preparation for Wateen to offer a full suite of voice, data, Internet and multimedia services to its subscribers. The system was designed to be easy to manage via Motorola's network management center. Many of the same engineers involved in the deployment of the network are involved in the managing and maintenance of the network. As a result, no time was lost in training or handing-off the network operations. Time and cost efficiencies were passed-on to the customer.



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