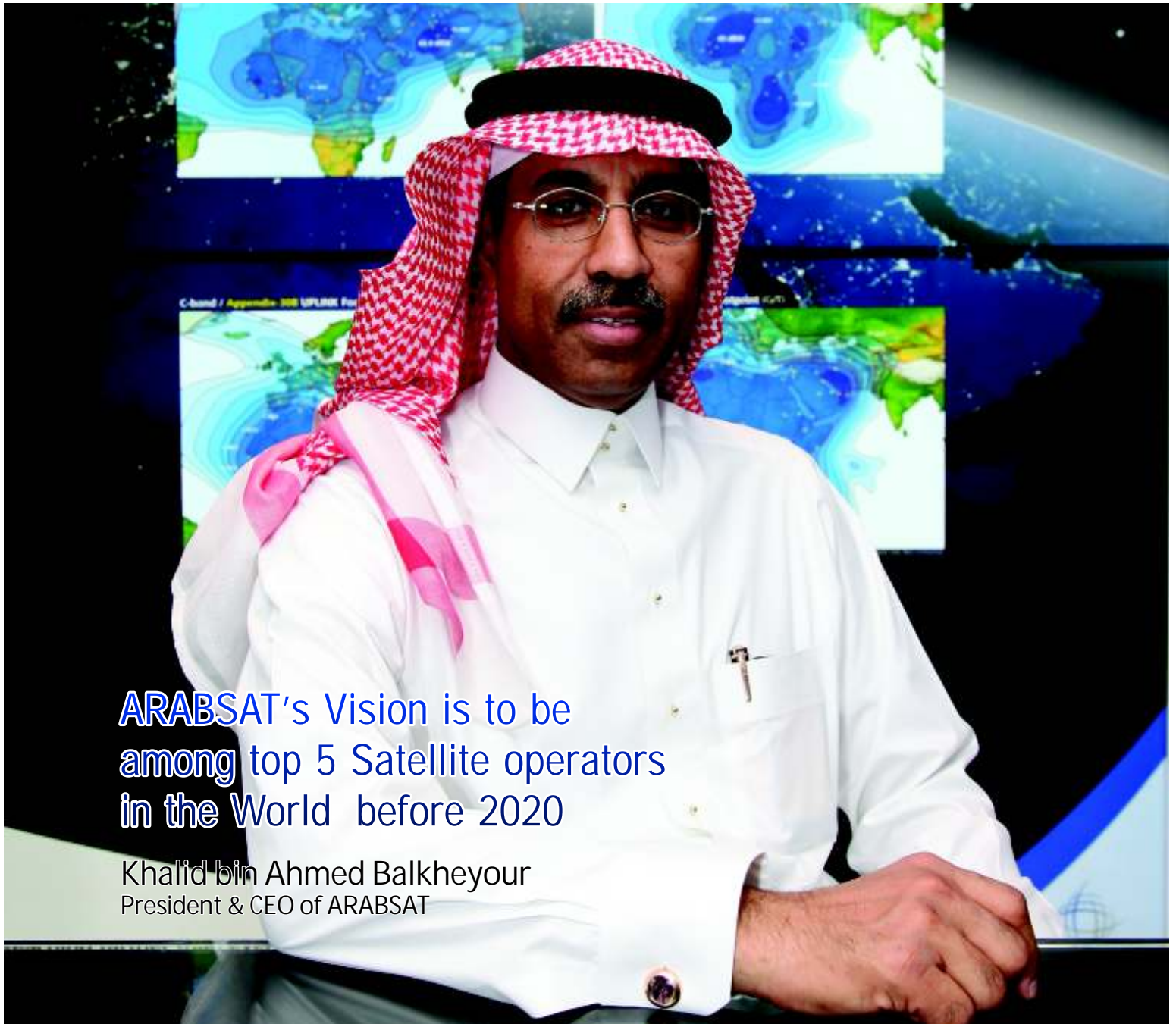


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The only tri-regional magazine focused towards the ICT & Telecom sectors of the Middle East, Asia and Africa



ARABSAT's Vision is to be
among top 5 Satellite operators
in the World before 2020

Khalid bin Ahmed Balkheyour
President & CEO of ARABSAT



R&D is a strategic driver behind innovation
at Verscom Solutions – Cem Ertal

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Letter to Readers



Khalid Athar
Chief Editor

Dear Reader,
Welcome to the latest edition of Teletimes. First of all, I would like to congratulate ITU and the rest of you all on a successful World Telecommunication and Information Society Day. Teletimes is honored to have published a special supplement on this occasion focused towards the theme of "Enhancing Road Safety through ICTs". I would like to take this opportunity to request our readers, especially the stakeholders of this industry, to take up initiatives and efforts in respect of this theme. As we approach the end of May, we are looking forward to two very big events. The first, GISEC is going to take place in Dubai World Trade Centre and is expected to be one the biggest security conventions around the globe. The second, CommunicAsia is as we all know also one of the biggest events in the Asian region and many companies from around the world will be participating. This edition of Teletimes includes a preview on both events and as a Media Partner, Teletimes will be actively participating in these events and a post-event report will be published in the next edition. Moving on, we have four special interviews for the interest of our readers. The first is of Mr. Khalid bin

Ahmed Balkheyour, President & CEO of Arabsat who gives insights on Arabsat's business and future plans, the second interview is of Mr. Cem Ertal, VP R&D, Verscom who talks about Research and Development issues at Verscom Solutions and the third interview is of Mr. Faris Awartani, Chairman, FTTH Council, MENA who shares with us the progress on FTTH developments and deployments in the region. Last but not least, we have an exclusive interview with the CEO of Comsats Internet Services, Mr. Asim Shahryar Husain. This edition also includes a special report titled 'Business Distraction or a key to growth' compiled by Dr. Karim Taga, Didier Levy, Simon Best ad Dr. Nicolas Racz. Included are also some very interesting articles regarding the next 'CyberSecurity Threat Cycle', 'Emerging markets and mobile data'. As per routine, you shall find inside news and reports about Nokia, STC, Comsats, Cisco, Huawei, du, Etisalat, Thuraya, Inmarsat, O3B Networks, Intelsat, STC, Roshan Telecom and NEC. Please enjoy reading Teletimes and we welcome any feedback that you are able to provide us through our website or at info@teletimesinternational.com Cheers!

The Next Cybersecurity Threat Cycle is here – Are You Prepared?

The first PC viruses appeared more than 25 years ago. Little did we realize that this was just the beginning of what would become a series of threat waves.

For nearly 10 years viruses endured as the primary method of attack, but over time were largely matched by defenders' talents to block and protect against them. Motivated by the notoriety and knowledge gained by discovering and publicizing a new vulnerability, attackers continued to innovate. What ensued were distinct threat cycles. Approximately every five years attackers would launch new types of threats and defenders would protect against them – from macro viruses to worms to spyware and rootkits.

It's no surprise that we can map these cycles to major technology shifts that presented new attack vectors. Early viruses targeted primarily the operating system and were spread by the 'sneaker net.' Macro viruses took advantage of users sharing files. Worm-type threats that moved from machine to machine leveraged enterprise networks and the increasing use of the internet. And spyware and rootkits emerged with new



Anthony Perridge
Channel Director EMEA,
Sourcefire

..... applications, devices and online communities. This brings us to today, when we find ourselves combatting advanced malware, targeted attacks and advanced persistent threats (APTs). Is this just the latest threat wave, or is this more akin to a tsunami? A confluence of factors makes these threats more damaging than anything we have experienced in the past. These factors include: An explosion of attack vectors: The advent of mobilization, bring your own devices (BYOD), virtualization and the cloud have spurred a breadth of new devices, infrastructure and networks, and a range of operating

systems and applications that provide new, efficient mechanisms to transport malware and conduct attacks. And while social media, mobile applications, web sites and web-enabled applications have created new ways for a variety of users to connect (employees, partners, customers), they have also exposed individuals and organizations to new inbound and outbound security threats. Market dynamics: The organized exchange of exploits is growing in strength and become lucrative with the open market helping to fuel this shift from exploitation to disruption and destruction. And as nefarious types have realized there is value to be gained, the work has become more standardized, mechanized and process driven. Its even common practice now for hacker groups to follow software development processes, like QA testing or bench testing their products against security technologies before releasing them into the wild. Stealthier attacks: There are now significant financial incentives for secrecy and many organizations motivated to launch attacks that result in economic or political gain, with little chance of retribution or prosecution. New methods to

For nearly 10 years viruses endured as the primary method of attack, but over time were largely matched by defenders' talents to block and protect against them. Motivated by the notoriety and knowledge gained by discovering and publicizing a new vulnerability, attackers continued to innovate

circumvent protection like port hopping, tunneling, droppers and botnets have made it easier, faster and cheaper for hackers to get in and increasingly difficult for defenders to see them and keep them out. Compounding the elusiveness, the attacks themselves can change rapidly as they progress through the enterprise seeking a persistent foothold and exfiltrating critical data. So, how do we raise our game to defeat this new class of attackers? It's no longer enough to focus solely on detection and blocking. When an attack does happen we need to be prepared to marginalize the impact of an attack and stop reinfection.

Contd. on P-14

When an attack does happen we need to be prepared to marginalize the impact of an attack and stop reinfection. This requires expanding our vigilance with an approach that enables visibility and control across the enterprise and along the full attack continuum

Emerging markets and mobile data will drive global telecoms revenue up to USD1.7 trillion by 2017

Some bright spots for growth in telecoms revenue are emerging from the gloom of the global economic crisis, but there is no question that service providers will struggle to drive growth in traditional revenue streams in the next few years. Looking to new strategies and new business models is critical to survival and growth.

Telecoms is still a growth industry in most regions of the world, particularly for the mobile sector, and assessing market perspectives and quantifying growth opportunities will be critical to carving out a piece of the revenue growth over the next 5 years.

China, India and Brazil will present the greatest growth opportunities. According to Analysys Mason's forecast report, Global telecoms market: trends and forecasts

2013–2017, the global market for telecoms services generated retail revenue of USD1.54 trillion in 2012, of which around two-thirds was from developed markets – North America (NA), Western Europe (WE), Central and Eastern Europe (CEE) and Developed Asia-Pacific (DVAP) – and around one-third from emerging markets – Emerging Asia-Pacific (EMAP), Latin America (LATAM), Middle East and North Africa (MENA), and Sub-Saharan Africa (SSA). The USA was the largest

market (USD378 billion), followed by China (USD151 billion), Japan (USD133 billion), Brazil (USD61 billion) and Germany (USD53 billion). We forecast that telecoms retail revenue worldwide will grow at a 1.7% CAGR during



2012–2017, with growth in mobile (3.2%) more than offsetting a decline in fixed (–0.6%). Mobile handset data and fixed and mobile broadband will be the most important revenue growth areas, driven by higher data usage and increased penetration of smartphones and broadband services. However, we forecast that mobile voice revenue will grow in emerging markets because many countries still have unserved customers. Revenue in emerging markets

will grow at a CAGR of 5.3% during 2012–2017, which will more than offset the decline in WE (–1.3%), while revenue will be nearly stable in CEE (–0.2%), DVAP (–0.3%) and NA (+0.2%). Around two-thirds of global

that smartphones will account for around 84% of total mobile handsets in DVAP in 2017, and about 75% in NA and WE. In the enterprise segment, M2M and cloud are gaining momentum but their market share of total retail revenue is still small compared with core services.

In emerging markets, telecoms operators will continue to benefit from the growth of mobile penetration and rising GDP per capita that will increase telecoms service spending in all four regions. Improved mobile connectivity will also stimulate usage of data services, but mobile voice will remain predominant (45% share of total retail revenue in 2017) because fixed infrastructure will continue to be poor. EMAP will overtake WE by 2017, becoming the second-largest region in terms of retail revenue after NA. To find out more, Analysys Mason's Global Telecoms Forecasts is a comprehensive source of detailed fixed and mobile forecasts for eight geographical regions and at a global level. The forecasts cover a 5-year period from 2013 to 2017 and are backed by historical data and estimates for 2008 to 2012. Forecasts are updated twice a year in order to include the last quarterly data and all the changes in the macroeconomic, competitive and regulatory framework. ■

ARABSAT's Vision is to be among top 5 Satellite Operators in the World before 2020



Khalid bin Ahmed Balkheyour
President & CEO of ARABSAT

Interview - Khalid Athar

Khalid bin Ahmed Balkheyour is a graduate of California State Polytechnic University Pomona, obtaining a Master Degree in Electrical Engineering in 1981. He has 25 years of experience in the Telecommunication field starting with the Saudi Ministry of PTT later known as Saudi Telecommunication Company (STC). Khalid was the Vice President of Operations and Maintenance.

He held the position of Executive Vice President for Marketing and Sales in Lucent Technologies, formerly known as AT&T, from 1999 to 2003.

In May 2003 Khalid was selected to head the Arab Satellite Communications Organization (ARABSAT). Given below is an exclusive interview with Khalid Al Balkheyour:

Teletimes - Please give us a brief overview of ARABSAT and its vision.

Khalid Al Balkheyour - ARABSAT is an intergovernmental organization established in 1976. 21 Arab countries own shares in the organization either through a designated national entity or through privatized incumbent operators. Arabsat share capital is 500 MUSD. ARABSAT vision is to be among the top five satellite operators in the world before the year 2020. Arabsat is currently the 7th largest satellite operator in the world. TT - How has the company expanded and evolved since its formation?

KAB - ARABSAT 2012 financial year closed with a 13% YoY growth reaching 300 plus MUDS operational revenues. That is more than double what the organization achieved seven years ago. The organization has been steadily growing with a 18% CAGR over the past three years and a 11% CAGR over the past seven years. ARABSAT broadcasting service constitute around 63% of its portfolio while telecom services contribute to the rest. TT - Would you like to tell us about how many satellites are being operated by ARABSAT as of now and what is the capability of those satellites? KAB - ARABSAT currently operates 5 satellites, 3 of Badr-series dedicated to broadcasting services from the orbital location at 26deg E, one from 20deg E and one from 30.5deg E. The five satellites are among the largest and most powerful satellites in the MENA. Those five satellites were the result of ARABSAT plan between 2006 and 2011 to launch one satellite each year and totally rejuvenate ARABSAT fleet 4th and 5th generation

programs. ARABSAT 6th generation program was kicked off this year with 3 more satellite in the pipe to be launched in 2015/2016 time frame to accommodate the increasing demand on ARABSAT infrastructural services. ARABSAT satellites have a mix of Ka, Ku and C bands with wide coverage over MEA and central Asia. One stop - shop services on those satellites are being provided to customers through a wide network of teleports and DTH platforms within this coverage. TT - Our readers would be interested in your services to

Hellas-sat acquisition marks ARABSAT's first step toward expanding its business through an in-organic growth initiative

the telecom industry, could you give us some details regarding that? KAB - ARABSAT provides its telecom services mainly to the business sector through partnership with a huge network of teleport

services and Internet gateways in Europe and the Middle East that have the most recent technologies in VSAT and internet delivery networks. ARABSAT gateways are made available in Germany, UK, Saudi Arabia and Cyprus. TT - Please talk in detail about the acquisition of Hellenic Telecommunication Organization and how this is going to shape ARABSAT's operations in the telecom industry in the future? Can we expect any further strategic moves like this in the near future? KAB - Hellas-sat acquisition marks ARABSAT's first step toward expanding its business through an in-organic growth initiative. Hellas-sat acquisitions provides ARABSAT the ability to access the orbital location 39deg E which is one of the most attractive orbital locations in the industry. It also provides ARABSAT an access to new market and new customer base.



ARABSAT in-organic growth initiative does indeed consider more similar transactions either in-terms of acquisitions, joint ventures or partnerships. TT - What is the current situation of ARABSAT in the broadcasting industry? KAB - ARABSAT is one of the leading satellite operators in the region with its 26deg E hotspot which currently carries more than 450 TV channels, 3 Pay TV networks and more than 35 million connected households. High demand on ARABSAT broadcasting services derived Arabsat to put an order for the new satellite Badr-7 that is bound to be launched end of 2015. Arabsat has also recently signed the first light Pay TV network in the region " MY HD", a partnership that is said to change the

whole landscape of DTH in the region. TT - How do you see the competition in the satellite industry with more competition coming in from companies around the globe? What signifies ARABSAT from this competition? KAB - New entries are coming to the market with different startup strategies. ARABSAT is adopting new business models and strategies to continue leading in the industry. ARABSAT's competitive advantage is its growing dynamism in absorbing changes and being proactive in anticipating changes. This allowed ARABSAT to forge alliances and partnerships in both broadcasting and telecom service to ring fence Arabsat against disturbance in

the industry and guarantees long term sustainability. TT - Please give us some insight on the contract signed between ARABSAT and My HD media at CABSAT 2013. KAB - ARABSAT partnership with MY HD is the first real initiative in the broadcasting industry to promote HD ion the MENA based on a light Pay TV business model. The network is planned to hold more than 50HD channels by the end of 2013 with a mix of Arabic, western and ethnic content. The network has already created a huge network of distributors and the launch is very soon. TT - How do you see the future of the Satellite industry within the MENA region? What factors will play the major role in shaping this future?

KAB - There is a certain level of convergence that is taking place between services and applications. This is narrowing the gap between different delivery means like satellite, GSM operators and Internet networks and this will have an effect on survival strategies for different operators on many industries. The satellite industry will continue its prosperity, the need is always there regardless of how many fibers are connected or how many new technologies are being adopted. The satellite industry has proven itself to be flexible and adoptive and will remain a main provider of telecom and broadcasting service in the long term, applications may change however. ■

Contd. from P-9

The Next Cybersecurity Threat Cycle is here

This requires expanding our vigilance with an approach that enables visibility and control across the enterprise and along the full attack continuum. Below are five steps to consider as you evolve your security strategy:

1. Detect and Block at the Perimeter and Inside the Network. It's good practice to handle threats as close to the perimeter as possible to prevent malware from entering the network and potentially infecting endpoint devices. Consider a network-based malware detection appliance that can identify and protect against malware without sacrificing performance. However, even the best detection and blocking only goes so far. Once advanced malware enters your network, assume it will attempt to infect other systems until reaching the ultimate target. It's wise to

also look for malware and other attacks on protected network segments housing sensitive technology assets.

2. Assess and Protect Endpoints. A layered defense is your best strategy; endpoints aren't always connected to a corporate network and thus need protection too. Identify endpoint protection solutions that are lightweight and don't hinder device performance to ensure user experience isn't impacted.
3. Analyze Threats through Context. Not all threats are created equal. Technologies that see and correlate extensive amounts of event data can use this context to pinpoint compromised devices based on behavioral characteristics. By maintaining visibility of all file activity happening within the organization and tracking

egress traffic, you can watch for exfiltration of critical data and communication with malicious sites to identify targeted systems that might have gone unnoticed.

4. Eradicate Malware and Prevent Reinfection. Upon finding a malware infection, simply quarantining the device and cleaning it isn't enough. To eliminate the malware and prevent reinfection consider technologies that can track every file on every device so that you can identify 'Patient Zero' (the first malware victim), the malware trajectory and all instances throughout the enterprise.
5. Remediate Attacks with Retrospective Security. Advanced malware protection should also alert about files subsequently identified as malware for retrospective remediation. Blocking or continuing to

track and analyze suspicious files against real-time threat intelligence is particularly important in this latest threat wave with attacks that can constantly change once they've entered the network. And remember, before you breathe a sigh of relief leverage what you've learned along these five steps and be sure to implement integrated rules on the perimeter security gateway, within security appliances protecting internal networks and on endpoints to detect and block the same attack. This latest threat cycle is like nothing we've ever seen. But just as attackers have continued to innovate so have we as defenders. By using the latest techniques and technologies we can mitigate the damage from these advanced threats and protect ourselves from future attacks. ■

R&D is a strategic driver behind innovation at Verscom Solutions

Cem Ertal | VP R&D- Verscom

Interview- Gulraiz Khalid

Gulraiz Khalid- Please share with us some of the highlight achievements of the R&D at Verscom.

Cem Ertal- R&D is a strategic driver behind innovation at Verscom Solutions and is one of the reasons for our growth and expansion in target markets we serve across Europe, the Middle East, Africa and Southwest Asia. With architects based in our Istanbul headquarters, and detailed engineering and code writing from Verscom's Lahore operations, we have built a team with collective business and engineering experience of more than 20 years. For our ODINE Suite of products called "VOSS" for OSS (Operational Support Systems), this R&D team and approach enabled us to deliver the first module in less than 8 months a very rapid time to market that accommodates key customer trends and

requirements. The engineering group grew 10 fold in one year to fuel this ODINE innovation as well as development of Routing, Route Optimization, Fraud Management Solution and Business Support Solution modules that are being introduced as we speak.

GK- What are some of the current major operations in terms of R&D spending at Verscom?

CE- The two major application platform initiatives at the core of Verscom Solutions' R&D investment include ODINE and SIPhive.

ODINE is an integrated suite of B/OSS applications, which enable route optimization, centralized routing, number portability, financial reporting and analytics, as well as engineering tools for real-time monitoring and analysis of voice network performance, to manage all aspects of the IP Voice Interconnect and wholesale voice business efficiently and accurately.

With the first release of ODINE VOSS, we have sold multiple systems. In addition to VOSS, ODINE consists of the following applications:

VCRS (VerscomCentralized Routing System): VCRS overcomes route management issues in multi-vendor, multi-

node and multi-site packet voice networks, allowing existing infrastructures to support higher call volumes, more complex routing and an ever

growing number of carrier interconnects.

VROS (Verscom Route Optimization System): The primary role of VROS is to analyze call traffic volumes, sell rates, route costs and quality-related data, and generate optimized switch routing plans in order to maximize carrier profitability while maintaining or improving QoS levels. Tightly integrated with the VBS and VCRS applications in the ODINE Suite, VROS also maintains Service Level Agreements (SLAs) and adapts to the market dynamics and networks in today's wholesale voice business.

VBS (Verscom Billing System): Real-time mediation, dial code management, automated supplier rate and dial code import, rating, invoicing and prepaid balance/credit management are some of the features of VBS that help carriers improve their profitability, accelerate their ROI, minimize losses due to human-errors and lower their OPEX through the improved efficiencies. In addition to our development efforts in ODINE, we are enhancing our Class 5 application portfolio called SIPhive, which includes residential broadband telephony and calling services. Recently we released our Mobile Dialer application that works as an integral part of our SIPhive Class 5 platform. Mobile Dialer is released for iOS and Android and we will be releasing the Windows Mobile 8 version shortly.



GK- Please talk in detail about your new solution, VROS.

CE- Verscom Solutions' Route Optimization Server (VROS), is a Route Planning and Management solution, designed to optimize routing in order to maximize Wholesale Carrier's profit margins while assuring the levels of QoS delivered to their customers. VROS enhances the carrier's ability to readily understand and adapt decision-making to rapidly changing market and network conditions, which more successfully automates, streamlines and optimizes the routing process. Some of the benefits are:

- Acceleration of the complete Route management cycle via rule-based automated Route Policy for Management to take advantage of the dynamic nature of the Wholesale business.
- Reduce your Operating and Interconnect Termination costs while maximizing trading margins through granular optimized routing.
- Rapid Provisioning of VCRS eliminates the complexity, risk.
- and the time lost provisioning multiple switches in the network.
- Improved efficiency of network asset utilization by eliminating hair-pining and route-through scenarios, leading

to lowered capital and operational expenditures.

• Routing Workflow that increases efficiency and communication between routing, buying and sales teams. We understand that carriers require a route optimization solution that is intelligent, dynamic, flexible, granular and automated, while truly being intuitive and easy to use. Because of that market understanding and collaborative service relationship with our customers, we were able to concretely direct our R&D efforts to answer this demand with VROS.

GK- Do you plan on introducing any new extensions, versions or additions to the

current VROS solution?

CE- We are a customer driven organization and evaluate customer requirements very closely. As a result, our rapid response R&D and product development operations add feature requests to our roadmap regularly. After releasing VROS in May, we continually analyze customer feedback and by end of summer will release another version.

GK- In your opinion, how important is the role of R&D in terms of competition in the industry?

CE- For Verscom Solutions, R&D has been a significant differentiator and competitive advantage. In the markets we serve, many entities try to deploy a cookie cutter, one size fits all or point product solution and fail to take advantage of the unique market dynamics, cultural implications and challenges. Verscom Solutions differentiates itself through R&D that fuels our end-to-end, total SOLUTIONS provider approach, which makes it much easier for our customers to transform their networks and operations through IP innovation. As part of our R&D processes, we also follow the technology trends, customer requirements and the competition to provide the best price/performance value to our customers.

GK- What do you think will be the main areas/ technologies for R&D investment in coming future?

CE- Mobile Applications and Cloud Services are very well poised for rapid growth. In support of these market trends, ODINE's mobile applications suite will be released in 2014, enabling our customers to manage most of their day-to-day tasks via their mobile devices.

Additionally, Verscom is investing in a carrier grade Cloud Platform, which will be available by May 2013. By offering the ODINE VOSS/VROS as a cloud solution, we empower our carrier customers with pay-as-you-go, immediate time-to-market advantages without Capex investments on day one. We will also offer unique options in our deployment models for maximum customer flexibility, including try-and-buy programs that allow our customers to experience the value of ODINE before investing any dollars. As they experience the benefits of Verscom Solutions' comprehensive, end-to-end approach they can continue to receive services via a cloud model or migrate the technology into their networks as business plans dictate.

GK- Would you like to share with us Verscom's long-term plan for Research and Development of newer solutions?

CE- As part of our roadmap, we are investing in Fraud Management Solutions, which will be the next module for ODINE. The current VOSS module helps carriers identify traffic anomalies. We will be expanding this element to encompass a feature set with automated profiling options for Fraud to be proactively monitored without any human intervention, which will deliver significant performance, protection and productivity gains for our customers' networks. **T**



CommunicAsia 2013

Zooms in on booming mobile applications trend

Specialised techzone and dedicated Summit topics created to address flourishing Mobile Applications market

According to recent studies, around 10 billion mobile internet devices will be in use by 2020[i]; and in 2012, the average number of mobile devices carried by mobile workers was three[ii]. As the concept of Bring Your Own Device (BYOD) continues to grow, industry watchers predict that the increasing prevalence of mobile applications (apps), will spur growth of the Bring Your Own Apps (BYOA) trend where consumers will pick the app they are most comfortable with for work. In fact, the Singapore government recognises the importance of mobile apps and entities like SingHealth, Housing Development Board (HDB) and Land Transport Authority (LTA) have jumped onto the apps bandwagon to expand their mobile presence for increased citizen engagement.

To keep attendees abreast of the latest trends and updates in the mobile apps industry, CommunicAsia 2013 is introducing the APPSmart Techzone where exhibitors will be showcasing their latest innovations in mobile apps. Visitors can immerse themselves in the fast-paced apps APPSmart industry and look forward to meeting developers, mobile professionals, operators, value added service providers, venture capitalists and enterprises at the APPSmart Techzone.

Exhibitors such as Ariose Software, NDOT, Retail Juice and TalkBox will be showcasing their innovative apps developed for a wide range of sectors at the Techzone while innovative SMEs such as MobiQuest will be demonstrating their app gems outside the Techzone. CommunicAsia 2013 is the region's most established technology event for the Information and Communications Technology (ICT) industry. Held at Marina Bay Sands from 18 – 21 June 2013, the event will also feature Enterprise IT 2013 and BroadcastAsia 2013. Apps to look out for at CommunicAsia 2013 Retail Juice, a Singapore-based apps developing firm and debut exhibitor at CommunicAsia 2013, will be showcasing the world's first 'Sofa Maker' iPad app, developed in collaboration with Courts Asia. Launched in December 2012, the app uses augmented reality to showcase sofas in 3D images, allowing consumers to visualise how a particular sofa set would look in their home. Consumers can mix and match 42 sofas with more than 250 materials to create 32.1 billion sofa combinations with which to create their ideal living space. Since sales staff started using the app, retail sales have increased by 30-55 per cent. Mr. Richard Jones, CEO of Retail Juice, says, "We are excited to be at

CommunicAsia 2013 for the first time. We are eager to demonstrate and show attendees how retailers can adapt to changing consumer behaviour across their value chain - by using the latest technology to customise their offering and create exactly what customers want. Retailers can no longer count on merely offering basic service through mobile applications. Security, design, customisation and reliability are all key ingredients to capturing and retaining customers." Mr. Jones will also be presenting in the "Mobile Marketing, Services and Commerce" track at CommunicAsia 2013 Summit. TalkBox will be featuring their latest product, TalkBox Enterprise, a voice messenger app that allows users from different parts of the world to exchange, share and publish their voice through TalkBox voice bubbles. The app serves as an effective internal communication tool for enterprises and helps businesses reduce devices, networks and IT management costs. NDOT Technologies will be showcasing Uniecommerce, a multi-merchandising app that allows users access to ecommerce products, deals, and auction in a single convenient platform. The revolutionary app increases sales for merchants and at the same time helps to retain customers through attractive features such as group deals

and social commerce. MobileMonday, together with GrowVC, will host a unique session on mobile start-up funding titled 'Where the Money Meets the Talent' to discuss key issues such as the types of mobile businesses that will thrive over the next two years; future models for venture capitalists and different kinds of investors to work together; and share case studies on successful start-ups from around the world. The session will be held at the Discovery Lounge on 19 June 2013. MobileMonday will also be presenting the Industry Keynote at the CommunicAsia 2013 Summit on 18 June 2013. Developing mobile apps tailored to your business A series of exciting and informative conference topics dedicated to the mobile apps industry can be expected at the CommunicAsia 2013 Summit's conference track titled 'Mobile Marketing, Services and Commerce'. A congregation of industry experts from around the world will address the latest challenges in the industry, such as how brands can achieve strategic objectives via social media, monetisation of online mobile advertising and driving revenue through mobile social networks. Speakers include: Ms. Aliza Knox, Managing Director of Online Sales APAC of Twitter Mr. Marcus Ho, Director of

Philips unveils UltraWide 29" AH-IPS Monitor with multi view in Middle East

MMD (Multimedia Displays) is a wholly-owned company of TPV established in 2009 through a brand license agreement with Philips, has announced the launch of its new 29" UltraWide, Crystalclear HD, Panoramic view monitor in the Middle East region.

The new Philips monitor 298P4QJEB, uses advanced 21:9 panoramic AH-IPS panel with True 8 bit color depth resulting in superb color accuracy. Philips' TrueVision technology achieves more than 99% sRGB color space, which delivers Crystalclear, Quad HD 2560x1440 or 2560x1080 pixel images. Utilizing high performance panels with high density pixel count, 178/178 wide viewing angles, enabled by high bandwidth sources like Displayport, HDMI, Dual link DVI or optional Thunderbolt,

these new displays make images and graphics come alive.

Philips 298P4QJEB monitor displays Crystalclear images which are most suitable for extremely demanding professional environment requiring highly detailed information for CAD-CAM solutions, using 3D graphic applications or a financial wizard working on huge spreadsheets.

The new monitor is powered by MultiView display technology that enables active dual connect and view multiple devices like PC and Notebook side-by-side simultaneously, making complex multi-tasking work a breeze.

29" UltraWide Philips monitor is designed with minimalistic approach by limiting the outer bezel thickness to about 2.5mm. Combined with in-



panel black matrix strip of around 9mm, the overall bezel dimensions are reduced significantly allowing for minimal distractions and maximum viewing size. Wing Wang, Product Manager - MEA & Central Asia, MMD, said, "The new 29" UltraWide, Crystalclear HD, Panoramic view monitor with MultiView display technology offers unique user experience

especially for extremely demanding professional s, who demand exceptional graphic quality display and flicker-free pictures. The monitor is especially suited for multi-display or tiling setup like gaming, graphics design and professional applications, the Ultra narrow bezel display gives you the feeling of using one large display." **T**

CommunicAsia 2013 (Contd. from P-9)

Client Leadership of Social Media Hub

Mr. Koh Eng Kiong, Regional Director, ASEAN of Compuware Asia Pacific
Mr. Fabrizio Caruso, Senior Vice President, Asia of Opera Software ASA

Mr. Thomas Clayton, CEO & President, Bubble Motion.

A panel discussion titled 'Boosting a Mobile App's ROI', will address issues such as using Big Data to enable higher ROI. Another panel discussion, 'Consumer Trust in Mobile Apps', will see industry experts debate on what the mobile apps community needs to do to gain the trust of their consumers.

Mr. Zhou Wenhan, co-founder of local mobile consultancy 2359 Media, will be speaking

at the CommunicAsia 2013 Summit on the 'Top 10 Mistakes Clients Make When Building Their App'. The award-winning entrepreneur, who founded 2359 Media in 2009 when the mobile apps market was still in its infancy, has developed apps catered for a wide range of clients. He will share his views on how to avoid creating a self-destructive mobile app, and much more.

"Mobile applications are a great way for businesses to reach out, engage and interact with consumers easily. Additionally, there is a gold mine of valuable information such as consumers' spending habits that businesses can tap into with the use of mobile apps, which is partly responsible for

the spike in number of mobile apps available in the market. However, businesses must first understand what they and their customers need in order to build a successful app that reaps returns and I am most delighted to share this and more, with delegates at the CommunicAsia 2013 Summit," says Mr. Zhou. A convergence of latest content across the ICT ecosystem CommunicAsia 2013, together with Enterprise IT 2013 and BroadcastAsia 2013, will showcase a congregation of the latest technologies, products and developments from cloud computing, over-the-top (OTT), 4G/LTE, satellite communications, multi-platform broadcasting, mobileTV, DVB-T2,

professional audio technology and many more from close to 2,000 exhibitors on the show floors.

The highly anticipated annual conferences held at CommunicAsia 2013, Enterprise IT 2013 and BroadcastAsia 2013 will also be presented in a new format with a joint visionary address and a cross-industry C-level panel discussion encompassing the ICT, broadcasting, pro-audio, film and TV industries. Delegates can look forward to presentations by global thought-leaders and experts from Amazon Web Services, Google, MasterCard, Microsoft, Telstra Global and many others. **T**

High Speed Broadband is driving the markets to competition



Faris Awartani

Chairman, FTTH Council, MENA

Speaks to Teletimes International

Teletimes- Please share with us your view regarding investment opportunities in the MENA region.
 Faris Awartani- Same as most of the other regions, accelerating FTTH rollout in the MENA region is typically hindered by required investments, business model pressures, and regulatory risks. A more visible regulatory vision is necessary in the region to avoid further lack of investments leading to delayed deployments of FTTH in some countries. Currently the main key driver for FTTH/Building deployments in the region is massive new housing programs and the potential for FTTH/B is huge in MENA but several players and Governments still have to define their strategy for large scale deployments.
 TT- How would you describe the importance of High Speed Broadband in growing and developing markets within MENA?
 FA- High Speed Broadband is driving the markets to competition as it is the case in the US and Europe. The quality of Copper Local Loop is leading the market for a migration of Residential customers to Fibre. With the growth of mobile 4G broadband and the smart phones operators in the MENA

region are currently supporting their backhaul with Fibre to ensure the best quality of services and answer their customer demand for superfast broadband. The band capacity requirements by consumers are growing on average between 50 to 80% per year.
 TT-What is the current status regarding FTTH deployment in MENA?
 FA- UAE is taking the lead of the global ranking with FTTH penetration rate of 64.8%. The MENA region had the highest average take-up rate of 41.1% by September 2012, there were 740,700 FTTH/B subscribers out of the 1.8 million where FTTH/B is available.
 Three of the four MENA states in the global ranking are Jordan (1% penetration rate), Saudi Arabia (1.7%), and Qatar (22.8%).
 Growth of 188.4% or 257,000 FTTH/B subscribers between 2010 and 2012
 Growth of 100.7% or 900,000 homes passed
 TT- How do you see the future of MENA in this regard?
 FA- The future of MENA is definitely bright with FTTH especially with the emerging smart cities and the creation of e-services on national levels.
 TT-Please tell our readers about the FTTH council

training and workshop programs.
 FA- In order to enhance the lifestyle of the community, FTTH Council MENA is committed to educate corporate, industries, operators, governments and consumers about FTTH from

strategy and decision making to the deployment of Fiber optics to the last mile and in the homes.
 FTTH Council MENA and Fiber Optics Association (FOA) jointly do seminars to promote FTTH education and certified training in the MENA region.

Mr Faris Awartani is the founding board member and the Chairman of the FTTH Council MENA. Mr Awartani has over 20 years of experience in the telecommunication industry and held many high level positions with regards to the Wireless telecommunications systems such as CEO of International telecommunications and Electronic corp (ITEC) in Palestine and he is currently the CEO of Moseco Group with operations in Saudi, Jordan, Palestine, Qatar, and the UAE. Between 2001 and 2011 he grew his business portfolio by creating Bazy Trading and Contracting in Saudi, he also established many companies such as ESCO Jordan and ESCO Saudi as main dealer for Fastlink and Zain Jordan and Saudi, and concluded a Joint-Venture with Kathrein Germany and created Kathrein ME. Between 1997 and 1999 he was member of the International Chamber of Commerce of Jordan where he participated in the liaising between the International Chamber of Commerce and the International Chamber of Commerce office in Jordan in order to create awareness for the local business community about the ICC objectives and regulations to be as the reference for any possible conflict abroad. Since 1997 and till date Mr Awartani set the policy and acted as strategy guider where he was one of the main investors in participating and reviewing the executive management's performance, policies and goals achievement as the Vice Chairman and Board member of several companies and financial institutions such as the Jordan Gulf Bank (Jordan), Al Jallaf General Trading(UAE), Al Salam Investments (Jordan), Falcon Investments (Jordan) and the Chairman of the Board of FTTH Council MENA. Faris holds a BS of engineering management and operations research from SMU, Texas, US.



We launched the FTTH Certified training in July 2012 in Beirut then in Amman and Riyadh. We have started the FTTH indoor training in May this year. An interesting workshop "Strategy of FTTH" will start as well soon. Readers can check regularly our website for latest update.

TT- Would you like to share with our readers the achievements of the FTTH council and what benefits has it brought to the ICT sector? FA- Since the foundation of FTTH Council MENA back in July 2011, the Board of Directors and members have continued their steady advance toward bringing genuinely next-generation solutions and applications to life which have the potential to change the way we work, live, learn, and play. The council has:

- Established 4 committees

FTTH Council MENA will strengthen its cooperation with the regulators of the region during 2013 and plan to promote its mission within governments and to support the national strategies and the national rollout of FTTH.

- Launched the 3rd and 4th editions of FTTH Council MENA Conference in Egypt and Qatar after Jordan and Lebanon for the first 2 editions. This year the 5th edition will be held in Morocco.
- Monitored the FTTH Market panorama through its yearly study in 19 countries of the MENA region
- Launched local and regional FTTH certified training to bring the know-how and expertise for FTTH deployment along with major partnership with the ICT players such as the ITU

to support the broadband promotion and projects in the Arab world.

- And finally added more than 35 members

TT- Please also share with us your future plans regarding the FTTH council.

FA-Through its Regulatory and Policy committee FTTH Council MENA will strengthen its cooperation with the regulators of the region during 2013 and plan to promote its mission within governments and to support the national strategies and the national

rollout of FTTH.

This will be followed by the creation of the World of Applications, Services and Smart Cities committee to shed light on the benefits of FTTH/B in terms of services. On the other hand and within its Alliance with the Fiber Councils Global Alliance, FTTH Council MENA will bring more international knowledge and know how about FTTH deployments and benefits along with the latest trends and technologies for the industry and consumers. **T**

Roshan presents 3G services '3G Jahan' in KABUL

Roshan, the leading telecom services provider of Afghanistan, has introduced its 3G services - '3G Jahaan' - in the Afghan capital city of Kabul.

The mobile operator has plans to launch the service across the country in due course. The telecom firm has started promotion of its '3G Jahaan' service on its Website as well.

The newly unleashed service delivers download speeds of as much as 3 Mbps.

The data packages for the postpaid subscribers are available from 250 afghani (3.50) per month, whilst the prepaid users can enjoy the service for a minimum of 50 afghani (0.70), which offers data of as much as 50 MB for single day.

The company's launch of 3G services follows its month-old announcement when it declared that it had obtained US\$65 million in debt funding from the International Finance Corporation (IFC), the private sector lending arm of the World Bank, to facilitate its commencement of 3G services.

The CEO of the telecom firm -

Karim Khoja stated, "We are ready to lead the broadband revolution for Afghanistan's next generation," said Roshan CEO Karim Khoja, at the time. He further said, "Apart from providing even faster speed and access for our customers, 3G's enhanced connectivity enables greater access to vital, quality telecommunications that stimulate social and economic development in a host of sectors such as healthcare, education and finance.

The Kabul residents will be able to enjoy the 3G services from Roshan now. However, the telecom firm will offer the service 3G Jahaan, which represents "the world" in the local lingo, throughout Afghanistan in due course. The telecom company has a subscriber base of 6 million. **T**



"We are ready to lead the broadband revolution for Afghanistan's next generation"

Karim Khoja
CEO- Roshan Telecom

Dr. Hamad Bin Salim Al Rawahi, CEO- TRA inaugurates Oman Historical Exhibition

Under the auspices of His Excellency Dr. Hamad bin Salim Al Rawahi, Telecommunications Regulatory Authority (TRA) Chief Executive Officer, and in the presence of H.E Salim bin Mohammed Al Mahruqi - Undersecretary of Heritage Affairs- Ministry of Heritage and Culture- in collaboration with Nawras and Muscat Grand Mall inaugurated an exhibition entitled 'Oman History in Images: The Making of Civilisation Through the Ages'. The exhibition tells the story of Oman's historical and cultural evolution over the years and coincides with the annual commemoration of World Heritage Day to celebrate the heritage and cultural diversity in countries around the world.

Hassan bin Mohammed bin Ali Al-Lawati, Director General of Archaeology and Museums- Ministry of Heritage and Culture said, "This exhibition is part of the ministry's efforts to introduce a large number of archaeological sites spread across the Sultanate. As we continue to invest our efforts in the discovery and care of these sites, such projects will add more cognitive balance to archaeological and historical heritage nationwide. The exhibition is a great opportunity for visitors to learn and experience some of the rarest finds in the history of the country."

The exhibition will be open to the public from 17 April to 17 May 2013 and will showcase vivid imagery from across the country charting the stages of its history. Beginning with the first presence of mankind in Dhofar about 150,000 years



ago and focusing on the Magan civilisation period in the early Bronze Age (2700-2000 BC), there are also visuals of tribal gatherings during the early Iron Age (1300-300 BC) up to the modern stage of history and civilisation achievements in Oman with a focus on human efforts to adapt to complex environments in the country.

mountains and oases to deserts and seas, which have transformed Oman from a barren land where wealth was scarce to the prosperous civilisation it is today with its contrasting environments. On the occasion, Nawras CEO, Ross Cormack said, "We are committed to enriching the lives of people in Oman and it is our great pleasure to

growth of its civilisation. We are delighted to partner with the Ministry of Heritage & Culture to bring history to life through these incredible visuals which reflect the beliefs, customs and knowledge of such a diverse community." Nawras Chief Strategy Officer, Sheikh Abdulla Al Rawahi, added, "Our fruitful national heritage is testament to the unique journey Oman has taken over the years. Through this creative installation, we can all experience and appreciate the efforts made in preserving these memories for future generations. Nawras will continue to play a vital role in conserving our rich culture and educating people on where we were and where we are today." Since its inception in 1976, the Ministry of Heritage & Culture continues to contribute to a number of sectors and events related to the cultural heritage of the Sultanate of Oman, in order to preserve and enhance the Omani identity and establish a sense of pride and belonging. ■

“ We are committed to enriching the lives of people in Oman and it is our great pleasure to support and shed light on the richness and wealth of the Sultanate's history and the growth of its civilisation ”
Ross Cormack

The exhibition displays a diverse range of environmental scenarios from

support and shed light on the richness and wealth of the Sultanate's history and the

Telco Cloud World Forum - London

Neostratus and IBM bring new Cloud Services to the market with PureSystems

Walking among the crowds of operators, service providers and telco professionals has at the Telco Cloud World Forum in London, I had the impression that all these people here really have plans with the cloud – they are here with a purpose. I didn't have this impression a few years ago, while attending similar conferences around the world. The cloud is now approaching maturity; it's no longer a vague and trendy term used and understood only by IT professionals. And it's certainly not hype any more when cloud is identified as one of the key revenue generators for operators over the next 24 months (according to the latest Telecoms.com Industry Survey). The speed of uptake and rate of change has surprised even those of us who believed three years ago that cloud services would provide the next technological advance. What is new with cloud in B2B?

Large enterprises and public sector organizations have started to adopt the global trend of transforming their IT services into a utility usage model through the delivery of cloud services via their internal IT departments or through a trusted outsourcing partner.

In my view, there is limited difference in the key characteristics of private and public cloud infrastructures: both must be cost-efficient, highly scalable and secure, and they need to offer customizable self-service and



Andras Tudos

integration capabilities. However, when it comes to telcos and enterprises, we experience two more important expectations towards the cloud: it should be easy to install and marketable in the shortest possible timeframe. The Neostratus solution – Cloud in a box Neostratus has continually worked to develop options that provide complete, managed solutions that can scale from low-cost, entry level up to millions of users, thus fulfilling IT needs of smaller enterprises through services providers up to large enterprises or public sector deployments. We have been constantly expanding our services portfolio to better serve the business needs of our customers. First, as a SaaS provider through public cloud, then a private cloud provider, we experienced many sleepless nights when developing our partners' infrastructural background to provide a seamless integration with our Cloud Services Manager.

We thought that an all-in-one Cloud in a Box solution, combining our suite of cloud services with the infrastructure kit of a hardware provider could not only solve these technological nightmares but would also reduce our provisioning cycle considerably.

We needed a reliable, comprehensive and credible cloud player to help us deliver enhanced offerings to the market and to provide a simplified cloud enablement experience to telcos, systems integrators and large enterprises.

IBM PureSystems to power the all-in-one Cloud in a Box solution Neostratus chose IBM PureSystems to deliver cloud services in a joint go-to-market initiative with IBM which initially targets the Central European, Russian, and CIS markets. The offer combines IBM PureSystems with Neostratus' cloud platform to deliver a pre-integrated Cloud in a Box solution, with a full suite of cloud services into the telco and enterprise markets. Combining Neostratus services with IBM's solutions and delivering the package through our Cloud Services Manager will be transformational on the market in the ease of installation and the time to market, so I truly believe that the joint solution will lift cloud services enablement to a new level for the market.

How will it work? The complete Cloud in a Box solution is being pre-

configured by Neostratus based on IBM PureSystems. The customer gets a complete pre-tested, ready-to-run solution where only minor customer-specific customizations and integration might be required, most of which can be prepared before shipping in a test environment. The Cloud in a Box platforms include complete remote operation and support provided by Neostratus, while IBM is providing the hardware support, which includes quick replacement of failed parts on-site.

The Cloud in the Box approach is shortening the time to market and lowering the cost of market entry for cloud service providers. At the same time, it is a great pre-packaged private cloud platform for medium or large enterprises, especially where a modern scalable, self-service oriented approach utilising the latest technology is needed. We are focusing on the service delivery capabilities with automation, integration, multi-tenancy, branding and not on the infrastructure itself. Therefore, the solution offers much more compared to what the typical virtualization infrastructure providers can offer.

Creating cloud providers made easy There is a difference between the old-way of cloud services implementation that can take up to 18 months and simplified 3-month, full cloud implementation process, isn't it? ■

Brazil, Russia, India, China show largest increase in Data Center Power 2012-2013

In fact, there is only one 'established' market within the top ten for energy requirements growth – the Nordics group of countries. The remaining nine are the BRIC group plus five of the 'E7' (emerging 7) countries-Turkey, Gulf States, the ASEAN group of markets, Colombia and South Africa. The new report 'Powering the Data Center Report' <http://turt.co/dcd45> gives a worldwide view of power requirements, drivers, trends and issues within the data center market.

Based on results from the 2012/2013 census with additional new qualitative interviews and desk research, the report has a foreword by Professor Ian Bitterlin, and offers the reader insight into historical growth rates, regional variations, local idiosyncrasies. Also included are the technologies and strategies being implemented to mitigate the forecast of exponential growth in demand for data center services.

Over the past 12 months, much attention has been directed at 'green' locations and whilst our research confirms that the Nordics have witnessed as much as a 22 per cent growth in white space over the preceding year, the Powering the Data Center Report finds that there is little evidence to suggest that low carbon data center locations are becoming the norm.

According to Professor Bitterlin: "You would imagine, with the rising cost and importance of power, that there would be an exodus of

With the amount of negative publicity surrounding current and future power requirements for the data center industry many have asked the question whether the industry is doing enough to reduce power consumption

data centre facilities to low-cost or low-carbon (not linked to the price of fossil fuel) regions, but whilst there are some moves, generally data-centre location seems to be affected by forces other than power availability or cost". With the amount of negative publicity surrounding current and future power requirements for the data center industry many have asked the question whether the industry is doing enough to reduce power consumption. The answer according to both Professor Bitterlin and the report's author, DCD intelligence lead analyst Nick Parfait, is a definite yes – though with the proviso that the industry must continue to find ways of doing

even more.

As Parfitt explained, "Currently the industry can show to the outside world a variety of energy saving initiatives with new and forthcoming International and regional standards, best practices, maturity models and codes of conduct on energy efficiency.

"However, we in the data-centre industry need to educate others, - especially governments and legislators - what we do, how central our role is in the digital economy and how our facilities are becoming ever more vital and also ever more energy efficient. For example, interacting digitally rather than physically has a very significant impact on the

carbon footprint of data center users."

According to projections made based on 2012 census data, the global data center industry has a total power consumption of approximately 332 TWh (terawatt hours) of which 19 per cent is accounted for by colocation or other outsourced facilities.

This 332 TWh consumption represents 1.8 per cent of global electricity usage based on IAE (the international energy agency) World Energy Outlook figures. However, as Parfitt explained,

"Governments and legislators need to understand that modern data centers use this energy orders of magnitude more efficiently than their old server-room predecessors. So companies should be rewarded, not discouraged from transferring to these facilities."

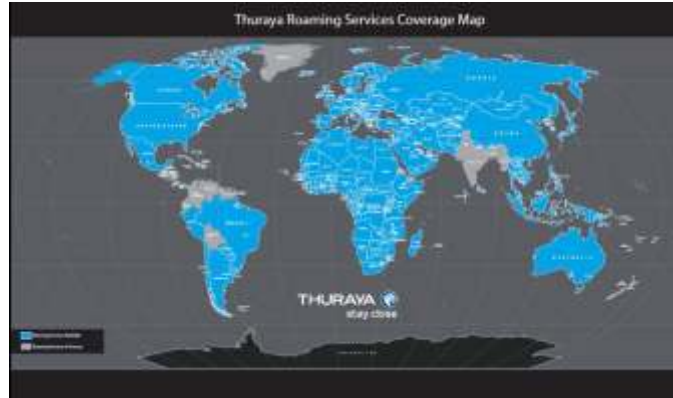
This total demand figure is up 14 per cent over the 2011 Census data. Whilst this is lower than the previously projected increase of 19 per cent, it is still very significantly higher than overall global energy demand for which the historic 10-year rate of increase is just 2.5 per cent. (Source BP - quoting IAE 2012 figures.)

The report 'Powering the Data Center' (for more info visit <http://turt.co/dcd45>) covers worldwide power requirements for the data center industry including breakdowns by country and region and analyses current and future growth in power and energy efficiency measures. **T**

"Currently the industry can show to the outside world a variety of energy saving initiatives with new and forthcoming International and regional standards, best practices, maturity models and codes of conduct on energy efficiency"

Thuraya expands its GSM roaming coverage across the Americas

Thuraya Telecommunications Company has announced that it has extended its GSM roaming coverage to 11 additional countries across the Americas in partnership with leading telecommunications providers, Claro and Telefónica. A subsidiary of América Móvil, Claro is the leading provider of telecommunications services in Latin America, operating in 18 countries across the Americas. Telefónica operates across 14 countries in Latin America and manages, through its Movistar and Vivo, commercial brands, more than 30% of the region's telecommunications market. Thuraya's partners will provide



GSM roaming for voice and data services to Thuraya users in Alaska, Argentina, Brazil, Chile, the Dominican Republic, Mexico, Paraguay, Peru, Puerto Rico, the US Virgin Islands and Uruguay. The roaming service, which

commenced on April 12, 2013, allows Thuraya subscribers to roam seamlessly on the Claro and Telefónica networks. Thuraya users can insert their Thuraya SIM card in any GSM or smartphone to access Claro or Telefonica's networks. In

return, Claro and Telefónica subscribers will shortly be able to roam across Thuraya's satellite network when using a Thuraya satellite handset. With these new roaming agreements in place, Thuraya now provides truly global coverage for its customers with its wide satellite coverage and in over 161 countries across 356 GSM networks throughout Africa, Asia, Australia, Canada, Europe, Latin America and North America. T. Sanford Jewett, Vice President of Marketing at Thuraya, said: "We are pleased to be working with our partners to provide our users with expanded coverage across the Americas".

Maritime Broadband offer from Thuraya MarineComms answers industry's 'cost or quality' dilemma

Thuraya Telecommunications Company has unveiled a new Maritime Broadband (MBB) service offering, enabling ship owners and managers to enjoy high quality maritime broadband communications at practical prices. Teaming Thuraya's proven and reliable hardware solutions with a range of pricing options, MBB has been designed to provide users with the connectivity they need, while enabling them to budget with confidence. The MBB price plans cater to all types of user requirements and range from unlimited high volume usage plans to zero monthly low volume plans that are convenient when used for backup purposes. Thuraya's Director of

Marketing, T. Sanford Jewett said "Our analysis of the maritime communications market identified a clear need to simplify choice for end users by providing pricing plans that reflect best possible value. MBB from Thuraya MarineComms offers a flexible solution, regardless of whether users are looking for high or low volume usage or for a reliable backup." Thuraya MBB provides standard IP throughput at speeds of up to 444 kbps, meaning that maritime users can take advantage of true broadband connectivity for business-critical and crew welfare applications. The Thuraya network features the most powerful L-band satellites currently available to

maritime users and the service is known for its quality, consistency, and coverage continuity. The use of dynamic resource allocation ensures that traffic congestion is minimized in areas of high communications volume, such as major ports or busy shipping lanes. The price plans are initially available bundled with the Thuraya IP broadband terminal and a Spacecom IP321 antenna. The solution has been proven to be resilient in the harsh conditions of the maritime environment. It has been successfully deployed on leisure and commercial vessels for several years and is currently actively used across Thuraya's satellite coverage footprint.

Thuraya's Director of Market Development for MarineComms, Kyle Hurst adds: "The maritime communications landscape is rapidly changing. Thuraya MBB provides the shipping industry with the robust, value-for-money option that it has been seeking. Combining competitive airtime, tried and tested hardware and a reliable L-band network, means users no longer have to choose between quality and value." MBB has been certified to work with value added services provided by Thuraya's Service Partners, making it simple to set up optimized email and web browsing, VPN, VOIP, Instant Messaging and M2M applications.

DDoS and other Malicious Attacks take advantage of Vulnerable Printers

A freelancer -- call him Lance -- connects his laptop to his printer at his home office and presses the ON buttons on each which automatically connect to his not secured WiFi. The laptop boots up but seems to be in freeze mode for 15 minutes or more. Finally, Lance is able to open Firefox, Gmail, oDesk, Twitter and Pinterest. He finishes the final touches on a WordPress page and selects to print, so he can send a copy via snail mail to his client. The laptop and printer seem to freeze again for 15 minutes or more. He restarts both devices, and everything seems fine. What happened? Could Lance be unknowingly be running bots for DDoS (distributed denial of service) from his very old printer and laptop that are not protected?

Attackers take advantage of standard vulnerabilities in some common network protocols used by devices ... even printers that are connected to the Internet ... to turn them into malicious bots, Prolexic said in an April 30, 2013 PRweb press release about DDoS.

Simple Network Management Protocol (SNMP), Network Time Protocol (NTP) and Character Generator Protocol (CHARGEN) are three of the network protocols that hackers have learned to take advantage of in the last few months of 2013. These protocols are in practically every device that connects to the Internet around the world.

For example, the Character Generator Protocol (also

called CHARGEN), a service of the Internet Protocol Suite, takes part in testing, debugging, and measurement purposes on devices. It sends data via a TCP connection on TCP port 19 or via a UDP datagram based application and can be used to troubleshoot some network problems. How odd that this network problem troubleshooting process on a vulnerable device (even a

printer) can lead to being taken advantage of by those who wish to create DDoS by the vulnerable device against one or more victim's devices. Hackers can do a very simple scan over networks to find vulnerable hosts ... easily. Furthermore, UDP packets can be sent to the echo on port 7 or Chargen on port 19. These services on non-protected hosts are used to spoof the real victim's IP address, therefore, becoming an unsuspecting destructive bot again ... among many. Chargen and echo are supported by Windows and Linux. Advice is given by experts regarding vulnerable

protocols such Character Generator Protocol. Run only the services necessary at given point in time for business and operational needs. The Handbook of Information Security, Threats, Vulnerabilities, Prevention ... " by Hossein Bidgoli notes, "This is a good way of limiting the potential for successful service-related Dos [DDoS] attacks."

A BlockDos representative

Simple Network Management Protocol (SNMP), Network Time Protocol (NTP) and Character Generator Protocol (CHARGEN) are three of the network protocols that hackers have learned to take advantage of in the last few months of 2013. These protocols are in practically every device that connects to the Internet around the world.

talked with VoIPon Solutions' Kathleen Reed in an interview about distributed denials of service, "A person doesn't need a technical college degree to understand that DDoS attackers can collaborate to make such high-profile, big bank websites (or other services over Internet) stop working, because of too many ping demands, many DDoS attacks at one time. They can also take advantage of the confusion for the bank IP teams during that time period, creating bank website increments at oddities with targeted queries that can actually flood bank-end transaction servers. The crazy

thing is that it could be a masquerade to conceal a chance to access customer accounts, customer information, gather intelligence or some other plan to action." Verisign recently reported that that not only SNMP, NTP and Chargen can be manipulated for attacks, but on the other hand, DNS data can become an important tool in securing the network. Being able to analyze network activity and traffic through DNS queries can help network administrators determine where malicious traffic comes from and then prevent access to these sources where Distributed Denial of Service (DDoS) attacks and spam originate.

Lance, the freelancer mentioned in the beginning, may need to upgrade the devices he uses over the Internet, making sure they are protected by effective Internet security and anti-malware services. He, as well as any business owner, needs to use reliable, secure Internet service provision and to do business with financial, wireless, and other vendor services that balance security with ease of use in a way that fully protects and enables users. A protection against DDoS service provider is a possible choice for small to large enterprises, especially ones in the industries of banking, education, government, travel, and gaming. Some providers of such service include Prolexic, Verisign, Juniper, BlockDos, and DosArrest. ■

Cisco simplifies operations

Organizations in the Middle East face the ever-growing challenge of managing the growth of mobile devices and business applications across multiple networks, businesses are finding it difficult to consistently find time to address issues that are enabling innovation and agility. With the increasing need to connect more people, data, processes and things to the network, the role of wireless and wired networks is growing and network operations and feature requirements are becoming more complex. For example, according to the Cisco® Visual Networking Index Global Mobile Data Traffic Forecast for 2012 to 2017, in Middle East and Africa, mobile data traffic will grow 17-fold from 2012 to 2017, a compound annual growth rate of 77%. To help simplify network operation issues, Cisco recently introduced new solutions under the Cisco Unified Access™ umbrella that



Den Sullivan

simplify network design by converging wired and wireless networks:
New Cisco Catalyst® 3850 Unified Access Switch with built-in wireless LAN (WLAN) controller functionality

New Cisco® 5760 Unified Access WLAN Controller appliance featuring IOS-based software and 60Gbps performance
These new enhancements to Cisco Unified Access will allow IT organizations in the Middle East to rapidly manage changing network demands and greater services innovations.
Cisco Unified Access is Cisco's strategy to unify wired, wireless and virtual private networks (VPNs), into a single, highly secure network infrastructure based on one policy source and one management solution for the entire campus network. The

new Unified Access products deliver consistent simplicity and intelligence across the entire network, enabling IT organizations to shift the focus away from time-consuming operational activities to those that enable innovative smart business processes.
Cisco Unified Access also includes features such as software-defined networking (SDN) open interfaces, which offer greater investment protection through support of new features in the future. Previously, wireless networks have been built as overlays to the wired network, resulting in two logical networks to manage, and in increased complexity. These problems have been increased as users have brought multiple devices onto the network, leading to difficulty within IT of implementing common access policies, enabling BYOD, securing the network and providing an uncompromised experience. **■**

New Unified Access products from Cisco simplify operations as need increases to connect more people, data, processes and things to the network in the Middle East.

NEC Asia Pacific Appoints New CEO

NEC Asia Pacific, a wholly owned subsidiary of NEC Corporation (HQ: Japan) and a leading IT and network solutions provider and systems integrator has announced that Mr Toshiya Matsuki has been appointed as the new Chief Executive Officer.

Mr. Toshiya Matsuki has over 30 years of overseas business experience since he joined NEC Corporation of Japan in 1983 and has held both executive and sales management positions during his career. His ample work experience spans from serving



Toshiya Matsuki

at the Jakarta Representative Office as Chief Representative for 2 years and NEC Europe Ltd as Deputy General Manager for 4 years. Mr Matsuki later

returned to NEC Corporation to assume position as the Deputy General Manager of Americas and EMEA Sales Division in 2010 and became the Vice-President of the International Sales and Operations Business Unit in 2011. Prior to his appointment as the new CEO of NEC Asia Pacific, he is also the Associate Senior Vice President of NEC Corporation since the beginning of April 2013. With his new appointment and responsibilities, Mr Matsuki said, "I am honoured to be leading the enterprising and experienced team at NEC Asia

Pacific. I am looking forward to this challenging position where we will continue to work closely with our NEC country affiliates in the Asia Pacific region to cultivate and grow the NEC brand by bringing value, innovation and efficiency to our stakeholders."
Mr. Matsuki replaces Mr Kiyofumi Kusaka, who has been leading NEC Asia Pacific, the regional headquarters for NEC Corporation since June 2008. Mr Kusaka will be moving to China to assume position as the President of NEC China Co., Ltd. **■**

du announces details and commences distribution of cash dividend payment

Emirates Integrated Telecom Co. ("du") has announced the details of the AED 0.30 cash dividend payment approved at its Annual General Meeting on 25 March 2013 and also started the process of its distribution. Shareholders who were registered in the Company's share book as on Sunday of 4 April 2012 are entitled to receive the dividend effective today, Sunday 21 April 2013. The distribution of the cash dividend of AED 0.30 per share will commence today, Sunday 21 April 2013. The National Bank of Abu Dhabi, du's registrar, will be handling all matters related to the distribution of the cash dividend.



Ahmad Bin Byat

"2012 was a year earmarked for delivering sustainable value; not just to our shareholders, customers and employees – but largely to the economy and importantly the country. The du story in 2012 is one of empowerment.

Today du has firmly positioned UAE in the global arena as the ICT hub; fostering entrepreneurship, innovation and a conducive business climate equipped with best ICT infrastructure – making UAE the window to access the greater Middle East region," said Ahmad Bin Byat, Chairman of du. Elaborating on du's 2012 performance; Byat added, "We closed the year with a positive cash flow for the second year in a row, ending the year with AED 1.75 billion in free cash flow. Our financial position enabled us to declare a second dividend payment of AED 0.30 per share, representing a yield of 8.60%.

This is an increase of 100% cash dividend declared in the same period in 2011. This success we've achieved within a short span of 6 years is a reflection of our commitment, strong business fundamental and strategic direction set out to deliver value for all our stakeholders". Shareholders have two options to receive their cash dividends by way of a cheque or a Bank Transfer. If shareholders want to receive their dividends by bank transfer they must, either previously or should now, give our registrar National Bank of Abu Dhabi, their bank details For further investor-related information. **■**

Alcatel-Lucent selected by du to build the 2nd phase of high-speed optical communications network in the UAE

Alcatel-Lucent and du have announced that Alcatel-Lucent has been selected to build the second phase of a high-speed 100G coherent optical transport network throughout the United Arab Emirates.

The new optical transport network will enable du to dramatically boost the speed and capacity of its existing network, and thanks to the efficiency of OTN sub-wavelength grooming, it will support the booming explosion of data traffic generated by the proliferation of mobile devices such as smart phones and tablets in the most economical way.

Key Facts:

- du will use Alcatel-Lucent's 1830 Photonic Service Switch (PSS) to address the booming demand for high-bandwidth

data services such as high-definition video streaming, next-generation mobile broadband applications and cloud services.

- Network capacity and performance will be significantly boosted by taking advantage of unique Bell Labs silicon innovations to support data speeds of 100 gigabits-per-second on each of the 88 wavelengths.
- Alcatel-Lucent is supplying du with its soft decision forward error correction (SD-FEC) -based 100G coherent optical technology developed using the company's recently introduced Photonic Service Engine (PSE), 400G chip. SD-FEC is a method that can extend the reach of 100G signals to much longer, more usable distances.

- Key 1830 PSS features, such as OTN switching and the SDH Gateway, help maximize the bandwidth utilization of 100G channels, letting service providers more efficiently fill their 100G pipes
- Alcatel-Lucent's 100G fibere optic technology supports a capacity of up to 8.8 Terabit per second - the equivalent of 1.32 million HDTV channels streamed at the same time - over a single optical fibre
- Alcatel-Lucent and du have a longstanding relationship and recently announced the selection of Alcatel-Lucent to boost converged service offerings in the UAE by deploying the latest IP-routing technology. Traffic from du's converged high-performance IP router-based network will be transported using the 1830

PSS.

Saleem AlBalooshi, Executive Vice President, - Customer Operations and acting Executive Vice President, – Network Development and Operations, du, said: "Customer experience is our priority. We constantly endeavour to develop our infrastructure, taking into consideration the digital age and the changing needs of our customers. The demand for data services is growing by the second and we selected Alcatel-Lucent's solution to boost the capabilities of our network in order to accommodate future needs. We are confident that Alcatel-Lucent's global knowledge will contribute to delivering the best experience as a result of this project." **■**

du's 7th Customer Advisory Board meeting discusses the benefits of cloud, video collaboration and mobile device management in enabling business applications

du hosted its 7th Customer Advisory Board (CAB) session recently at its headquarters in Dubai Media City, with Dr. Michael Dobe, President, International Horizons College (IHC), as a guest speaker. The session was attended by senior representatives from several leading global industries, and the scope of discussion ranged from the benefits of digital transformation, business cloud, video collaboration and mobile device management in enabling business applications. Dr. Michael Dobe was welcomed by Osman Sultan, CEO, du, as a new member of the CAB, before presenting an extremely insightful discussion about learning; "Learning hasn't changed that much over the years, but as educators we



Osman Sultan

are constantly looking for new ways to foster improvements in student learning outcomes – this is a measure of our success." IHC has ventured into a green field environment through the notion of the digital global classroom, which leverages the power of the

internet in learning. Dr Dobe shared the ways in which cloud has affected the education experience. International Horizons College is, as he refers to it, a 'campus in the sky', using Software as a Service (SaaS) and end-to-end managed services from du, to power education.

"du's end-to-end managed services have allowed our college to focus funds on those areas that are most vital to our students – such as hiring more faculty members. Cloud enables us to achieve this, showing the time saved, costs avoided and speed to the market that results in not needing to hire a whole IT staff," said Dr. Dobe. "It works really, really well, and is especially innovative around

video, which is the core of e-learning. Up to 25% of all IHC courses can be delivered online, part of a blended approach to tuition and the real-time learning of virtual and classroom experiences." Speaking at the event, Sultan said: "There is a key transformation happening within our company, as the telecommunication ecosystem evolves rapidly around us. Every business is changing; we are all on a common journey of change, and the CAB helps us to understand how we can best shape the relationships we need to succeed in the digital transformation – how we can offer more and better digital services, and how we can transform internally to become more digital." **T**

du signs knowledge transfer and research MoU with Huawei

du has signed a new Memorandum of Understanding (MoU) with Huawei. The new partnership will see the two companies cooperate in several fields related to project management, including exchanges of experiences, knowledge transfer and research.

The MoU was signed recently at du's headquarters in Dubai, by Ananda Bose, Chief Corporate Affairs Officer, du, and Wang Haitun, GTS PMO Director, Huawei. Through the MoU, du and Huawei will work together to exchange best practice industry methodology, concepts, tools and



techniques, while better defining best practice portfolio management concepts, processes, and state of the art techniques. Additionally, they will work together to explore the creation of robust project management concepts,

processes, service portfolios and operating models. Speaking on the occasion, Bose said: "By signing this agreement with Huawei, we are fulfilling our commitment to the pursuit of best practices in all that we do. Huawei is a global leader and

we are proud to be entering knowledge exchange and research collaboration with them in order to promote and encourage best practice within our company and in the UAE."

Haitun commented: "We are pleased to be collaborating with du for this knowledge exchange and research. It will facilitate a stronger relationship between our two companies as we work together to develop best practices, that will be implemented in our respective project management offices for the benefit of the telecommunications industry." **T**

ECFS Consortium selected Xtera for upgrading its Caribbean Festoon Subsea Cable System

Eastern Caribbean Fiber System (ECFS) Consortium has selected Xtera Communications Inc. (Xtera), a leading global provider of optical networking solutions, for the upgrade of its festoon subsea cable system. ECFS subsea cable system is made of 10 segments, connecting Tortola in the British Virgin Islands to Trinidad at the south of the Caribbean arc. Xtera's Nu-Wave Optima™ equipment offers the possibility to mix 10G and 100G channel rates to support existing and emerging high-capacity services. Reconfigurable Optical Add Drop Multiplexers (ROADMs) are used in cable landing stations to avoid or minimize the number of regeneration points for island-to-island connectivity. The latest upgrade of ECFS, continues the consortium's commitment

to provide new and improved communication services to the region. The additional bandwidth will allow significant improvement in Internet access for residents, tourists and business customers. In addition, the network provides a robust backbone that allows wireless customers to communicate across islands and to the rest of the world. The participants of the ECFS consortium will enjoy increased flexibility to offer new bundled and unbundled services and are better positioned to take advantage in the growth of cloud services. "ECFS selected Xtera Communications for the upgrade not simply because of its technical expertise with high capacity submarine systems, but because of their increased presence in the region," said Sam Wallerson, ECFS Chairman. "Xtera is

pleased to help ECFS Consortium upgrade its extensive subsea cable infrastructure throughout the Caribbean region. New capacity will be added during this upgrade by deploying our high-capacity, long-distance optical transport product, Nu-Wave Optima™," said Jon Hopper, President and CEO of Xtera. "The use of this advanced, field-proven multi-purpose platform will allow ECFS Consortium to introduce 100G services when required by their market". Xtera's Nu-Wave Optima™ platform is a unique modular optical transport system designed to lower the total cost of ownership by using a common, integrated set of modules for long-haul, unrepeaters and regional repeaters submarine applications. Being the world's first 100G equipment in the

field since the second half of 2011 with soft-decision Forward Error Correction (FEC), Xtera's Nu-Wave Optima™ offers the industry's most advanced 100G solution that is available today for multiple optical networking applications. For terrestrial backbone networks, the Nu-Wave Optima™ equipment delivers an unrivaled line capacity of 15 Tb/s on more than 3,000 km. For unrepeaters applications, a capacity of 34 x 100G was recently transmitted over a cable attenuation exceeding 74 dB. The proven Nu-Wave Optima™ multi-purpose platform offers unparalleled 100G WDM performance in real network conditions based on the combination of the industry's most powerful 100G technology and unique line equipment to face different span configurations. **■**

Bertrand Clesca

Innovation now goes Under Water: Xtera announces new Repeater for Subsea Cable Systems

Xtera Communications, Inc. ("Xtera"), a leading global provider of optical networking solutions, has announced the launch of a next-generation optical repeater for subsea cable systems. This enhances Xtera's well-established portfolio of solutions for subsea cable systems, putting Xtera in a position to offer a range of elements on a full turnkey basis that will allow service providers to build high performance and highly reliable submarine cable systems with significantly

improved reach and capacity. A modular optical design allows the amplifiers to be tailored to different system requirements, with variants covering both short regional systems and very long transoceanic systems; another variant offers an optical bandwidth extending well beyond the normal EDFA C-band. Powering is also improved, with high efficiency drivers allowing the line current to be tuned to close to the optimum, thus reducing the overall voltage. The

overall design enables a simplified manufacturing process, while still maintaining a very strong focus on reliability and value. The repeater is constructed from marine grade titanium, resulting in a very light and exceptionally strong unit that can be deployed to water depths of 8 km. It is also sufficiently small that it can pass directly through a plough during burial operations – making it easier to handle during laying and assembling. The extensive design and

qualification program for the repeater has involved the advice and collaboration of recognized industrial partners and highly experienced purchasers of submarine systems, one of whom provides formal auditing of the process. "With this modular product Xtera can better optimize the design of subsea cable systems and address the need for higher capacity per fiber with wider optical bandwidth," said Stuart Barnes, CTO Submarine Systems of Xtera. **■**

Huawei releases 2012 audited financial results

Huawei has released its audited 2012 financial results and announced projections for 2013 as part of the company's voluntary Annual Report. Huawei achieved steady business growth, recording sales revenues of \$35.35 billion and net profit of \$2.47 billion. In the next five years, Huawei has forecasted a compound annual growth rate of 10%.

Although a private company, Huawei's full-year results have been independently audited

by international accounting



firm KPMG since 2000 and are regularly outlined in the

company's Annual Report.

"In 2012, Huawei met business performance expectations through improved operational efficiency," said Guo Ping, Huawei's Rotating and Acting CEO. "Today, telecom networks are yet to meet the requirements for ub ound computing, BYOD (Bring Your Own Device), and big data, and feature phones being replaced by smartphones at a faster rate. Huawei will continue to focus on its pipe strategy, integrate and

develop businesses around the information pipe, and create value for customers, while achieving sustainable and effective growth." Within the latest report, Huawei further revealed that in 2012 it invested \$4.83 billion—or 13.7% of its total sales revenue—into its research and development program. The company today maintains a total of 16 R&D centers and 28 joint innovation centers worldwide. **T**

Huawei loses patent dispute against ZTE in France

ZTE has won a patent lawsuit that was filed against it by Huawei in France, and that Paris court ordered Huawei to pay damages to it. According to ZTE, the decision by the Paris District Court to reject all of Huawei's claims over the EP724 data card patent followed similar rulings in China and Germany. The Paris court dismissed Huawei's claim over the "rotator head" data card patent on grounds of lack of novelty, and ordered

Huawei to pay EUR 100,000 in damages to ZTE and ZTE's subsidiary in France. "We are very pleased with the ruling by the Paris court," said Mr. Guo Xiaoming, Chief Legal Officer at ZTE. "The decision was within ZTE's expectations, as it aligned with other rulings in China and France." In June 2012, the Patent Re-examination Board of the State Intellectual Property Office in China ruled Huawei's data card patent to be invalid.

In October 2012, the German Federal Patent Court issued a preliminary verdict to invalidate Huawei's data card patent, and rejected all six of Huawei's modification proposals.

According to the ruling of the Paris court, Huawei's data card patent lacked novelty in all three key technical features.

1. The components of the USB connector were previously specified in the US2004/0048494 A1 patent in

the United States

2. The elastic effect of the shaft end of the USB connector and component was previously specified in a patent filed by a company in Hangzhou, China

3. The accommodating portion of the outward casing of the USB product was covered by the 200520016967.5 patent "Authorities in China, Germany and France all affirm the lack of novelty in Huawei's patent," Mr. Guo said. **T**

Singapore buzzes with excitement at launch of new cloud computing event

Singapore's high tech community gave a huge show of support at the launch of its major new cloud computing exhibition and conference aimed at supporting Asia's booming investment in the technology.

Cloud Expo Asia, which will take place in November at the Suntec International Exhibition Centre in Singapore, was launched at a special reception attended by global players such as Amazon

Web Services, Huawei, Symantec and EMC, important government agencies including the Infocomm Development Authority and the Singapore Tourism Board (STB), national export agencies from afar afield as France and Korea and key local industry associations including Singapore Infocomm Technology Federation (SiTF) and the Asia Cloud Forum. Attendees to the launch were fulsome in their praise of the

event. "Pre-launch's for events are unusual in Singapore. It was really good and it successfully created awareness about Cloud Expo Asia to the industry," said Alex See Toh, Sales Director of the global telecoms company, TATA Communications. Representing the Korean business community, Michelle Chai, the Marketing Manager of Kotra – Korea Trade-Investment Promotion Agency, said: "Cloud Expo

Asia's platform within Asia and the unique format of the event, enables Korean investors and businesses to reach their target audience of IT decision makers and meet key representatives within the Cloud Computing Industry". The reception was hosted by the event's organiser CloserStill Media, the international events group. Andy Kiwanuka, the Show Director, was thrilled by the enthusiastic backing. **T**

Abilis Systems and MaxLinear introduce the first eight channel satellite headless gateway reference platform

Abilis Systems and MaxLinear, leaders in low-power IC design for digital TV applications, have announced the world's first eight-channel satellite headless gateway reference platform. This "headless gateway" platform addresses the ever-increasing demand for viewing of high-quality content on multiple screens. This platform is not directly connected to a TV, like a set-top box, but is network connected and accessible by multiple screens in a home. Acting as a media server, these headless gateway platforms are optimized for SAT>IP and DLNA services. The gateway reference platform converts satellite TV content into IP packets for streaming in home, thus enabling users to enjoy the benefit of watching today's DTH services on televisions as well as on IP-enabled devices such as tablets, laptops, smartphones, game consoles and other platforms. The gateway platform has four RF inputs to be used with existing satellite dishes and low-noise block (LNB) downconverters. It combines the high throughput of the Abilis TB101 network processor with the MxL584 receiver to realize unprecedented low-power consumption and a very low bill-of-materials (BOM). This new platform offers satellite operators a cost, performance, and size-optimized solution to expand their TV offering to tablets and smartphones. The reference platform is very small and can be

designed with multiple applications in mind, for example with a single LNB (using DiSEqC) up to four LNBs. The small design is enabled by MaxLinear's highly integrated MxL584 Full-Spectrum Capture™ (FSC™) DVB-S/S2 receiver. The four-input MxL584

operators to differentiate their offering with easy to deploy solutions for distribution of secured and FTA content to all screens in the home," says Yves Mathys, CEO of Abilis.

"The radical new form factor of this innovative gateway really demonstrates the small

secure network processors providing conditional access (CA) termination to digital rights management (DRM). TB101 comes with a very low memory footprint for a cost effective BOM and consumes less than 1W while distributing 8 HD channels. The MxL584 is part of the MxL500 family of 40-nm satellite Full-Spectrum Capture™ receivers that enable cost effective and flexible multi-channel gateway solutions in a very compact form factor. The device can receive up to 4.8GHz of satellite spectrum. As a result, it can simultaneously receive any combination of eight DVB-S/S2 channels located arbitrarily in the satellite spectrum. The ultra-low power receiver is fully compliant with the requirements of Energy Star and the European Code of Conduct for Digital TV Services and Broadband Equipment. About Abilis Systems Abilis Systems, an ALi Group company, is a fabless semiconductor company headquartered in Geneva, Switzerland. Abilis provides integrated circuits for the Digital TV market, including RF CMOS receivers and secure processor for conditional access systems. Abilis is developing a family of highly secure multi-stream media gateways to enable the reception of DTV streams from different sources and distribute them securely over wired and wireless IP networks to multiple end user devices. ■

The gateway reference platform converts satellite TV content into IP packets for streaming in home, thus enabling users to enjoy the benefit of watching today's DTH services on televisions as well as on IP-enabled devices.

receiver integrates tuners required for multi-inputs, eight demodulators, and all the active front-end components, including the low-noise amplifiers (LNA) into a compact and cost-effective 10x10 QFN package. The TB101 integrates a high-throughput demux supporting up to 800Mbps in eight independent TV streams, a CAS to DRM crypto engine and a Gigabit Ethernet. The chip transforms eight HD TV channels into IP format consuming less than 500mW, using only few DMIPS per channel.

"We're very pleased to team up with MaxLinear to design the next generation of eight-channel satellite gateway platforms. With this unique co-developed cost effective platform, we're enabling

size and low power advantages built into devices from MaxLinear and Abilis," said Brian Sprague, MaxLinear's Vice President and General Manager for Broadband and Consumer Products. "With our FSC™ technology, the small form factor doesn't require a sacrifice in performance, as the MxL584 delivers rapid channel changing and great video tuning performance." Availability

The media gateway reference platform was demonstrated at SES' Industry Days conference held recently in Luxembourg. The reference platform is available now and is provided by Abilis Systems. Technical Highlights The TB101 is the first device of the Abilis Broadcast to Broadband Bridge (B3 TM) product family – a family of

Arthur D Little



Dr. Karim Taga



Didier Levy



Simon Best



Dr. Nicolas Racz

Cloud from Telcos: Business distraction or a key to growth?

Open action point: Make Cloud a sustainable growth reality for Telcos!



Cloud revenues are significant in every market and growing in healthy double-digit terms. Even though the Cloud market is still nascent, there are already a plethora of service providers dividing this revenue, exploiting the freedom of OTT plays. However, there is a significant market need for local (national) capability combined with the benefits of Cloud services. Telecom operators, with their extensive trusted commercial relationships, local

infrastructures and customer management capabilities, are well positioned to fill this gap. Through multiple assignments, Arthur D. Little has developed and successfully applied a comprehensive Cloud services model to turn aspirations in the air into solid business on the ground. Despite enabling the internet, telecom operators are far behind in exploiting it. More focus is required on a broad range of key success factors to make Cloud services from

telecom operators sufficiently attractive – from strategic positioning to service design to Go-To-Market approaches. Combining conventional Telco business with the opportunity that Cloud brings to transform the richness of their service offerings – Cloud is a must for telecom operators. However, thus far, Telcos generally have achieved only small inroads in the Cloud and current approaches, while defensible, may not achieve

sustainable or sufficient scale positions. In this report, Arthur D. Little shows how telecom operators have the right “DNA” and assets to be a significant force in the Cloud and how a practical strategy and structured approach will deliver the key success factors and make Cloud services an essential business reality for Telcos. Cloud services revenue is rather opaque, but estimated to be approximately US\$75 billion in 2012 and is expected

Figure 1: Market forecasts from leading research firms

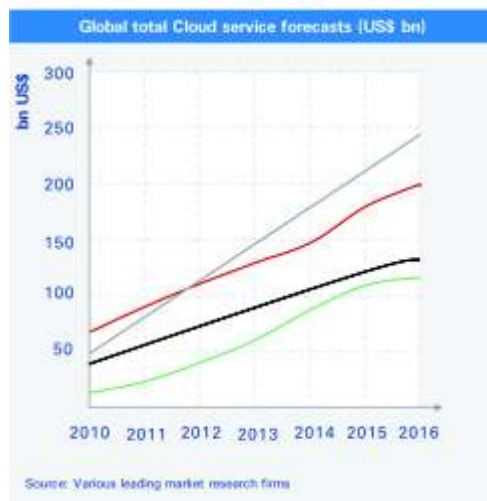
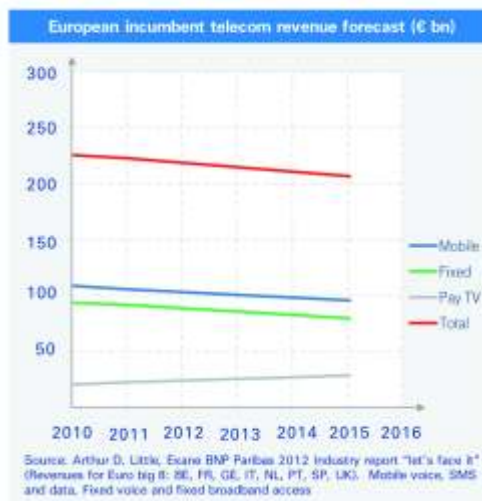


Figure 2: European incumbent TelCo revenue forecasts



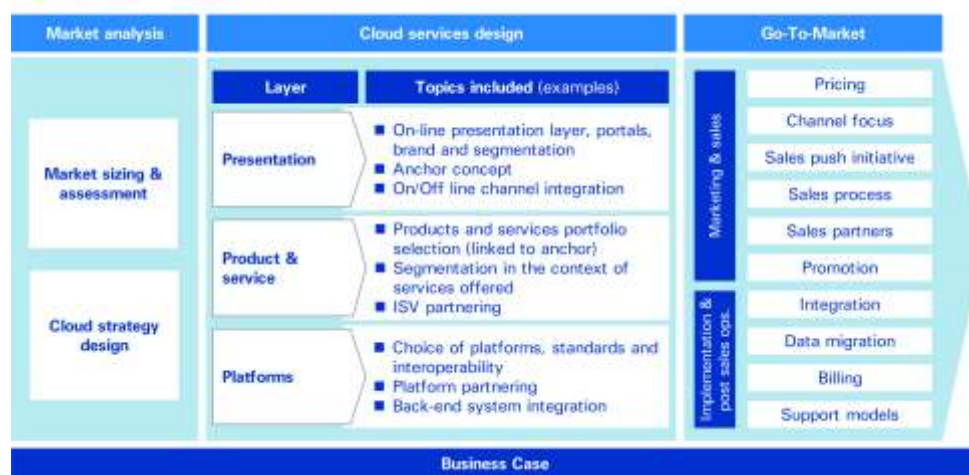
to continue at an impressive growth rate of approximately 30 percent CAGR (Figure 1). Cloud services offer a pay-as-you-use economic model, which is attractive in the current investment-shy economic reality. The maturation of the technology and the resolution of issues, such as security, all further support the notion of strong growth and a lasting positive trend. Arthur D. Little sees a logical and technical case for Cloud services to reach at least 10 to 15 percent of total classic ICT spending, which today is approximately US\$3.6 trillion a year globally. This case is based on a combination of osmosis from own IT to a

hybrid of own and Cloud IT, plus additional revenues from the new services made possible with the Cloud architecture, which should be the increasing focus of telecom operators. Cloud blurs the boundaries between ICT players, making it easier to enter new parts of the value chain, replacing or shifting an increasing proportion of classic ICT, and represents a significant opportunity for telecom operators to apply their "as-a-service" competences in the automated provision of technology to mass markets and leverage their extensive customer relations in paid-for services. Cloud computing or

rather Cloud services also represent an opportunity for telecom operators (Telcos) to significantly enhance, extend and diversify their portfolio beyond connectivity. It is also an opportunity (perhaps duty) to revitalize the connectivity business with its, at best, flat revenue prospects for the foreseeable future (Figure 2). Telcos have the right "DNA" to be successful in the Cloud. However, Over-The-Top players (OTTs) currently dominate as they rapidly offer completely new services, often re-writing classic business models and disrupting established value chains. The Cloud is a busy place with many highly

innovative and fast-moving providers unconstrained by expensive networks and geographically defined businesses. Over the past two to three years, we have seen most major Telcos launch and/or acquire broad Cloud Service portfolios, such as Verizon's acquisition of Terremark, Centurylink's acquisition of Savvis, as well as the Telefonica, Orange and Deutsche Telekom launch of Cloud services targeting in particular the Small to Medium Enterprise (SME) segment. Nearly all major Telcos are now offering Cloud services, but many industry observers question how Telcos will gain and maintain advantageous Cloud value propositions relative to the mega OTTs? Or how (if at all) Telcos can leverage their core network assets for Cloud services? Behind closed doors, questions may be raised about the scale of Cloud revenues, the margins possible, sustainability and their significance in future Telco product and service portfolios. Leveraging the "Technology-as-a-service" nature of Cloud services, Telcos can have a realistic chance of sustainable and significant positions in the Cloud value chain. To unravel the opportunities and resolve the challenges, Arthur D. Little has developed a straightforward Cloud services design model, which provides a structured approach to turn ambitions in the Clouds into solid business on the ground. The model covers the complete journey from strategic evaluation and positioning, to services design to the Go-To-Market model (Figure 3). We have applied this model in multiple assignments – rather in iterative than waterfall mode – to rapidly develop a complete Cloud services offering or assess the completeness of already

Figure 3: Cloud services design and Go-To-Market model



launched offerings seeking more traction in the market. In this report, we make the case that Cloud services should be a top-level priority for Telcos, but note many current approaches fall short of what is needed to become significant and sustainable forces in the Cloud. We outline a number of key success factors to form a comprehensive framework for Telcos to move into and excel in Cloud services.

Telcos need to be in the Cloud – but where? Cloud revenues are already significant and continue to rise faster than anything else on the Telco radar. A handful of global internet / OTT players dominate the market and the rest is divided among an endless long tail of small solution providers – all of them offering every perceivable function seemingly either cheaply or for free. Where can Telcos usefully participate and make business in the Cloud?

Assessing the strengths and weaknesses of the internet and OTT players gives an indication of where Telcos should focus. Geographically unconstrained internet players can offer their solutions via the internet to anyone and everyone, giving them both the economy of scale advantage and the highest attraction power for application developers to rapidly enrich their app or solution portfolios. In terms of weakness, internet players are not geared for, nor want to afford, the cost of anything local. It is easier for them to provide a micro-niche solution used / sold only five times globally than it is to deal with a high volume common problem locally. A second constraint they face is that in certain application areas and use cases, they have limited or reduced control of their end-

to-end solution performance. As a result, Telco Cloud strategies need to focus on the words “local” and “end-to-end solution performance”. In addition, strategies need to draw from the changing landscape of devices, the shift from thick to thin client architectures, the increasingly flexible and mobile working behavior, the rising desire for device independent and seamless access to media, shared content and a massive increase in applications that people (and machines) choose to use. The example of CloudOn with its content and apps in the Cloud incorporates many of these trends.

Cloud services from Telcos provide a key opportunity to move up the value chain from the inevitable utility business of networks and connectivity. Telcos will eventually have to decide between this utility business model or an innovative services model. Cloud, which is the useful integration of computing with networking, is the most viable and fastest growing opportunity. Telco Cloud strategies thus need to build upon aspects of Cloud that usefully differentiate themselves from the global internet players, that focus on the value of integrating networks with

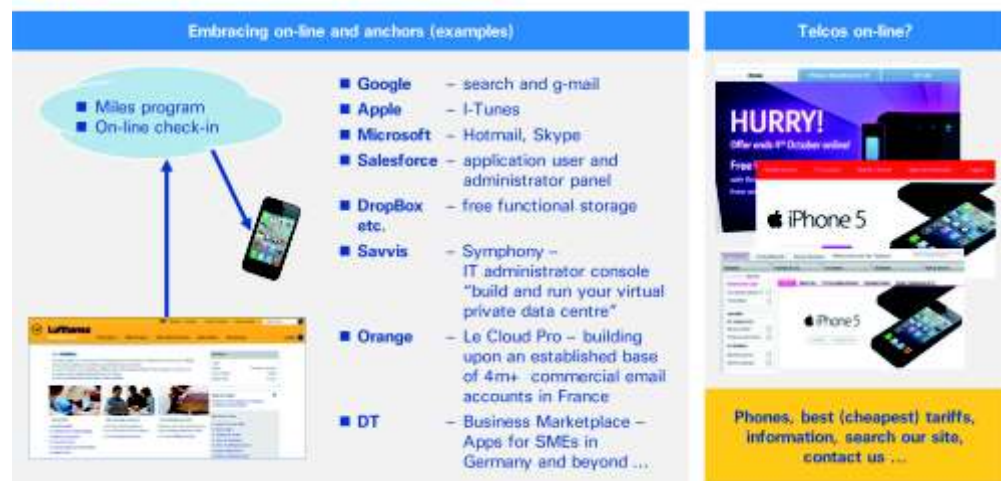
collaboration and device agnostic mobility

3. Make the network count from basic bundling to technical enhancement via:
 - Application functional enhancement by network enabled contextual awareness
 - Controlled / ensured app performance with integrated network control
4. Exploit local assets with smart Go-To-Market models and online automation

Lever #1: Move Telco services online around a strong anchor

Many industries, such as retail, banking, travel and airlines, have found very practical ways to use the internet to improve the services they offer. For

Figure 4: Presentation layers with anchors vs. classic web shops



This rich and increasingly complex digital environment does not lend itself to domination or ownership by Telcos, but rather to being the enabler of simplicity, seamlessness and enhanced (application) function and performance. Indeed, as Telcos continue to invest in each successive network technology (LTE and fiber currently) with challenging prospects of monetizing the technical advances, more time, money and effort needs to be invested in providing or enabling superior function and performance of what people do on and with the networks.

computing, exploit the end-to-end solution performance possible with such integration and exploit local (national) assets. These strategic themes point to a number of levers for Telco success in the Cloud:

1. Bring Telco services and Cloud together online and gathered around functional anchors for Cloud services
2. Develop or acquire functional content to deliver more valuable products and services from Telcos such as:
 - Solutions requiring or thriving on real time, low latency and ultra-thin client architectures
 - Seamless multi-media

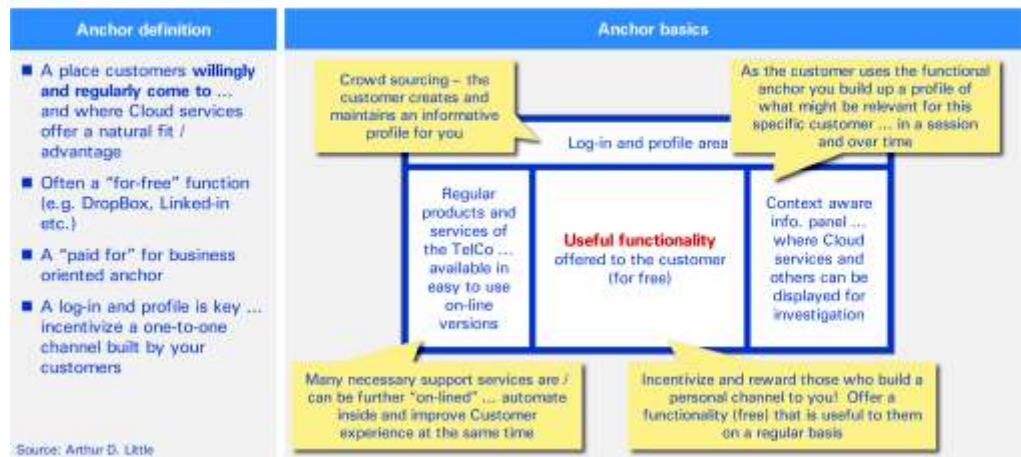
example, the airline industry offers online check-in and sends a boarding pass to a mobile phone, all made easier with a stored profile associated with their frequent flyer schemes. Their off-line product, air travel, is enhanced with a smart online presentation connected to their Cloud-based and other services. This improves the customer experience in the form of faster check-in, and enables the airline to improve operations in the form of streamlined physical facilities at hundreds of airports. By comparison, Telco's product offerings are still

largely controlled by the Telcos on behalf of their customers, despite being more obvious candidates for online management and configuration, at a great cost to the Telcos and also increasingly to the frustration of customers who want to manage and personalize their services. Cloud services make configuring a virtual private data center as easy as it is to download and configure an application on a mobile phone, but basic telecom services remain largely beyond user control.

The airline example also gives another clue to what is missing – an Anchor – something functionally useful to the customer, which regularly draws them to a “place” and preferably is offered for free. An anchor forms the perfect place to offer, sell and run Cloud services, and to link or up-sell to other established or new product and services. The best examples of anchors include e-mail products, Unified Communications, Collaboration and Cloud storage, many of which have already been dominated by OTTs and global non-Telco ICT players (Figure 4). However, Telcos need to develop their anchor(s) as their current core products are no less respectable candidates for Cloud as air-travel, shopping or bank accounts.

The choice of anchor will vary across segments from private to small business, to larger businesses and enterprises. Important features of anchors are a login, a profile and a level of personalization offered to the customer. Successful anchors result in a highly personalized channel being established and maintained between the service provider and each customer – and built by the customer. The basics of the Anchor are illustrated in Figure 5.

Figure 5: Anchor concept and basics

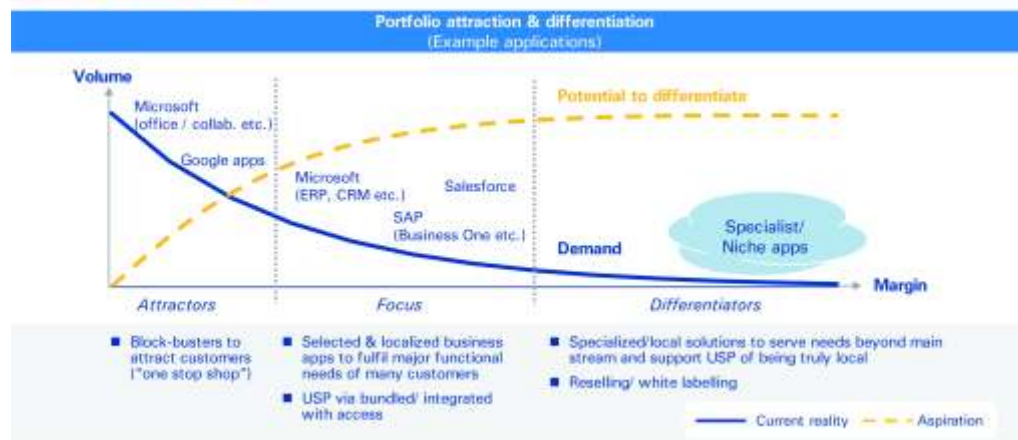


Telcos need to create their anchor as a launch point for Cloud services, and relying on a web page within their corporate site is not enough. A functional online feature with a user name, login and profile is required. The choice of anchor will influence how an array of Cloud services can be most usefully offered and how best to present them in terms of branding and bundling. Other important considerations are the level of self-service or customization that can be done and what additional, perhaps off-line, activities need to be built up to support the complete purchase cycle. Lever #2: Develop or acquire content for sustainable positions in the value chain When selecting or designing a

Cloud product and services portfolio, Telcos need to decide whether to acquire or develop their own content. One option is for the Telco to merely resell well-known applications, which can usually be purchased from a software or Cloud service provider directly, with thin margins. Otherwise, the Telco can invest into niche applications perhaps with app-to-app integration where margins are healthier, but sales volumes are smaller in the long tail of, especially SME, customer requirements (Figure 6). Telcos mostly start by assembling a range of “me too” ubiquitous apps and infrastructure-related services, such as office apps, storage, unified communication solutions, etc. These services

are usually coupled with back-end integration to billing systems for convenient “add to bill”, and presented on an app web shop. To speed time to market many wholesale Cloud platform providers exist that can aggregate many apps and offer them in white label fashion to the Telco and importantly allow (force) the Telco to focus on leveraging their valuable customer relationships and develop their IT sales and provision channels. This solution forms a reasonable one-stop shop and is a good starting point, but hardly astonishes potential customers or investors. The fundamental value and opportunity Telcos need to monetize is their strong customer relationships in paid

Figure 6: Application dilemma



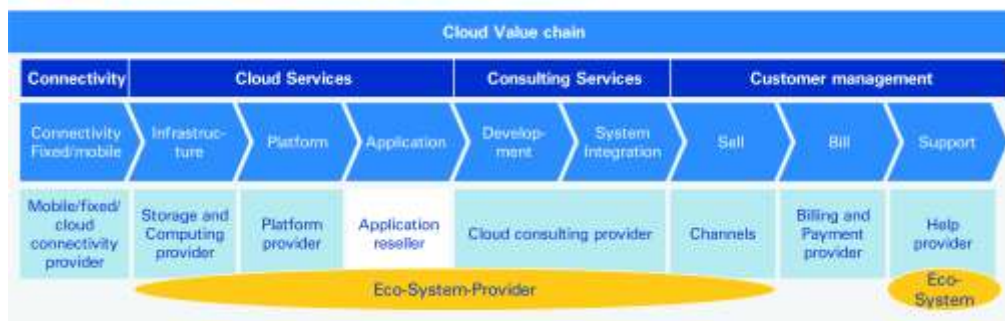
services, trusted local (national) facilities, such as data centers, and their ability to provide a face to an otherwise faceless and remote trust to the Cloud. This is especially important for the SME segment, which sits between private consumer acceptance of global OTT Cloud and large enterprises familiar with multi-national computing. Successfully exploiting this local capability, extensive contractual relationships and national customer care / support is sufficient to hold a viable position in the resell of third party capabilities / apps. It is also an opportunity for the Telcos to facilitate an ecosystem in the sale and

margins will remain thin relative to current core Telco connectivity services. Telcos that want higher margins need to be able to better understand and meet customer needs. Those seeking higher margins have to offer more and better solutions to end customers, either through smart integration of third party apps and services into their network capabilities or through acquisition of specific functionality. Telcos could reconsider their involvement in device design. Home and office devices increasingly carry embedded web servers (EWS), such as Network Added Storage (NAS), Printers, etc.

individual needs. Indeed the sustainable value position for Telcos may be becoming the supplier of easy to use, yet sophisticated ICT solutions and digital services generally. Even Telcos following an acquisition strategy, buying their way into Cloud service volume and higher margins, need to find ways to usefully combine the acquired capabilities with their established core assets to solve more end-user use cases. After all, shareholders can buy directly into Cloud growth stories and customers can already buy those stand-alone Cloud services without the Telco owning them. Telco M&A departments might usefully search in areas such as

form, this is price and bill bundling, but for sustainable differentiation this needs to extend into functional and performance enrichment of the applications themselves with network capabilities and network information. Lever #3: Make the network count
The Cloud services architecture consists of super-compute power and efficiency in the core, fast and low latency IP access and respectable compute power at the terminal device (Figure 8). Leaders in the Cloud thus far have been successful with combinations of core and device, such as Salesforce, with their well-chosen focus on CRM as SaaS run in the core, or Apple with their famous Core plus device architecture. These OTT successes have left the connection as a mere bit-pipe. It remains to be proven if Telcos can effectively differentiate their Cloud services with their networks. While bit-pipes are essential and a key enabler to wide adoption of Cloud services via high availability, high speed and low latency connections, Telcos have so far struggled to capture value from what goes over their wires or radio waves. How can the Telcos monetize their all-essential connection?
Telcos can and need to create functional enhancement of apps. The key here lies in "context aware networks" where the information the Telcos have, such as customer location, usage, device type and situation, can be used to enhance the application function. Surveys of top benefits from Cloud applications (Figure 9) indicate that Telcos should focus on the most attractive opportunities, such as businesses seeking multi-site and mobile workforce

Figure 7: Cloud value chain, TelCo positions and eco-system opportunities



support of services, especially to the SMEs with their variety of needs and often very local IT support arrangements. If Telcos offer functionally rich Cloud platforms that enable these local IT providers to scale their businesses, then they too will become willing participants in the Cloud ecosystem with Telcos, not against them. The value chain upon which this proposition rests is shown in Figure 7 overleaf. At a national level, however, there will be more than one Cloud service provider that can claim these capabilities, and the application developers will naturally want to sell their offerings to the widest market possible. Cloud service

Configured by Telcos in partnership with these device manufacturers, these devices and their EWS form an ideal platform to create solutions in our increasingly digital lives at home and at work. In this way, Telco Cloud services can seamlessly extend own premise IT solutions into Cloud services, complementing, enhancing and extending the end-customer's own IT function and performance. Be it in the home, SoHo or SME segments, the EWS can be a useful Trojan horse that, if smartly developed, would become welcomed by customers (rather than held in suspicion) because of the ease in which they create and manage solutions for

real-time voice and video analytics and low latency applications. There are a vast number of young start-ups in these areas and their Intellectual Capital could be smartly integrated in Telco Cloud back-ends and network assets to exploit the rising sophistication of sensors and interfaces on (especially mobile) devices, resulting in enrichment of the app function run in the Cloud and the results consumed at the device. The Telco differentiator from OTT / non-network Cloud service providers will come from convincing bundling and functional combination of their networks and the Telcos' Cloud offerings. In its simplest

Figure 8: The Cloud services architecture

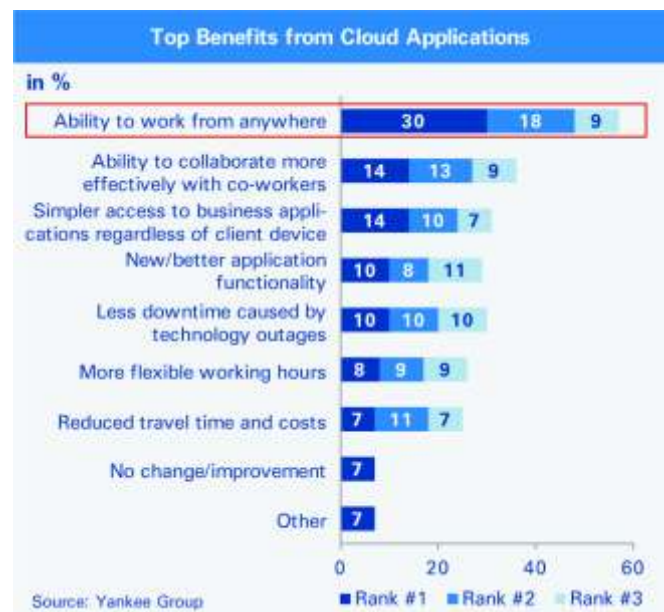


enablement, ultra seamless collaboration and simplified access to applications and data from multiple devices. With Context aware networks capable of enhancing application function, the Telcos need to work with Independent Software Vendors (ISVs) to create those applications that feed off and gain functional and performance enhancement from network context information. With all three components of the Cloud services architecture working in integrated fashion, there are vast opportunities to create smart and valued solutions for everyday life and work. As an example, there are already many OTT companies offering real-time voice recognition and translation, enabling multi-lingual conference calls. Telcos have long offered the ability to call someone, anywhere. The technology is here now to extend this to anyone, anywhere, in any language (perhaps the first functional upgrade in the telephone service since its conception in 1876!). In a Cloud architecture, such a service could be better offered as an integral part of the Telco infrastructure with their global connectivity and billing interoperability than by OTTs, which do not have such infrastructure nor so convenient per call billing and have less control of network quality and performance parameters vital to make these services work really well.

Telcos have always obediently invested enormous sums in each successive network technology, but the return on investment of each generation of technology decreases due to the declining value of connectivity. As Telcos continue to invest in LTE and fiber there is an increasing need and responsibility to develop value from what goes over these faster networks. As the strategic differentiation between networks reduces, the need to differentiate service and network control rises. The network enabler layer becomes increasingly valuable to Telcos. Quality-Of-Service, which differentiates best endeavor from graded service levels between Cloud apps and devices, should be high on the list. There is an increasing need to offer service levels for real-time sensitive applications, which rightfully should pay for privileged treatment. Take the simple example of Skype or FaceTime, currently hoping for sufficient resources for good customer experience while 60 percent of the local access network resources are being consumed by volume intensive, but delay insensitive, free video downloads. The enabling layer will over time provide a library of network APIs, which may be either monetized directly to 3rd parties or indirectly through the enhanced function of Cloud services provided by the Telco. At both

the service component and network resource control layers, the focus should be on open standards. Deutsche Telekom's decision to opt for Openstack for its Business Marketplace was the right direction, and more recently Openstack got a further endorsement from Redhat in their decision to adopt the standard in their family of Open source services. Even though such open standards are still emerging, they head towards greater interoperability and transportability – key drivers for Cloud adoption as nearly all users of Cloud services will do so in a hybrid combination of own IT and multi-supplier Cloud services. Opportunities abound for Telco equipment vendors to work with Telcos to achieve functionally rich and

inter-operable enabling layers in an affordable way, as NGNs are progressively rolled-out. Lever #4: Develop a local presence, sold and managed online. Compared to the single-step sales process associated with most Telco connectivity products, IT solutions classically require a multi-step, consultative sales process. While this can be tolerated for high-value bespoke ICT solutions to enterprise customers, the smaller unit value of Cloud services to higher volume segments cannot afford elaborate off-line tailoring. In the case of Cloud services, which are well-suited to the full spectrum of segments, decisions have to be made concerning what can be done online, what has to be offline and how best to support (automate) as much of the offline process as possible. The basic dividing point is the formality in which IT (and Cloud) services are acquired. Figure 10 shows this formality "gear change" in the context of the presentation, services and platform layers. When designing Cloud services, it should be a mandatory design rule that the

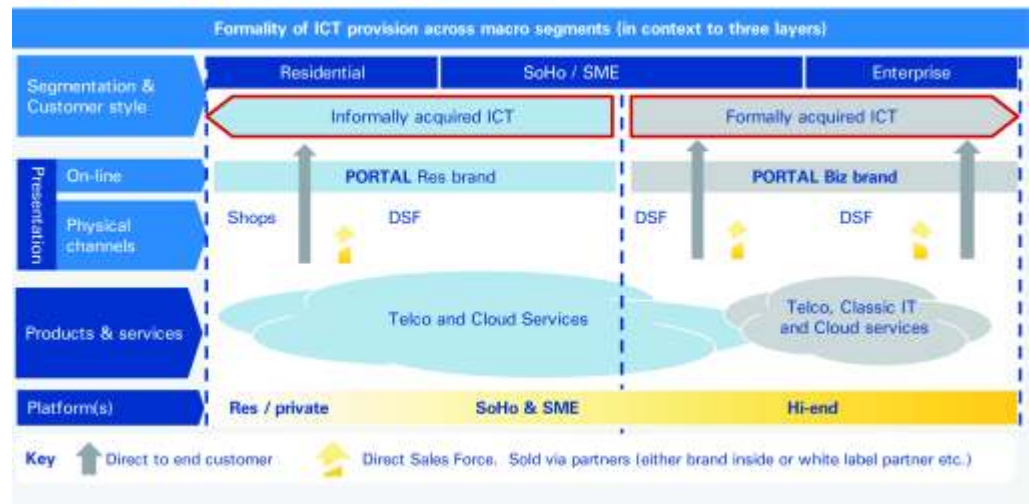


complete experience for end-customers and the service provider is an easy to use and automated process from 'offer' to 'provision' to 'run' the service. This design rule has to be taken into account while designing each layer, from presentation to the functional content of the products, to requirements of platforms. The better the product is designed, the easier the Go-To-Market (GTM) model will be.

For the highest volume Private segment, OTT players have defined online marketing and sales. At the other end of the segmentation scale, Telcos and System Integrators are well versed on consultative sales processes to the enterprise segment. In the middle, however, lies the attractive SME segment, which spans high volume attributes of consumer with complex requirements of enterprises, making the GTM design for Cloud to SMEs a key to margins.

An extensive framework for Cloud Go-To-Market (GTM) design is shown in Figure 11 overleaf. This covers segmentation, portfolio design through to design of the channels that take the Cloud services to market. There is a wide-range of options, and

Figure 10: Formality of ICT acquisition in context to the three layers



decisions have to be consistently taken to reduce complexity in the GTM process that would otherwise steal profitability. Using this framework, Arthur D. Little has surveyed a global sample of Telcos active in Cloud services and identified key success factors, and mapped out typical or common issues. Common issues show that classic Telco segmentation is too blunt for effective Cloud segmentation, especially in the SME segment, where so many Telcos place their current focus. On-line presentation and self-management capabilities are way behind OTT consumer oriented offers.

Product and service portfolios are largely undifferentiated, the products are or appear more complex and/or more expensive than OTT equivalents, and so far they do not exploit core Telco network assets to offer something to offset the seemingly higher complexity or cost. Channels are offline, consultative in nature and bleed too much margin. Conversely, key success factors have been identified and many leading Telcos in the Cloud are actively developing their GTM approaches – some through their acquisitions and others through more organic strategies. A brief summary of winning factors is shown in

Figure 12 overleaf. Current online Cloud portals are generally inadequate for business segments and, as a consequence, direct sales with classical IT consultative processes are deployed, which is too expensive. By contrast, OTTs have proven the online model works for simple Cloud products and they have already achieved high volume membership and (gradually) sales as well. As previously discussed, creating a strong anchor is key to building successful online channels. Within the global survey of leading Telcos in Cloud, there is a consensus that as much of the offer to run process needs to be done online, that products need to be simplified and, for the more sophisticated business solutions, online mechanisms can support (make efficient) the remaining essential offline activities. Finally, specially trained telesales teams can complement and steer expensive direct sales force activities to significantly lower the cost-per-sale statistic. Conclusion Cloud services already represent a significant market that is growing quickly. A gap exists between global internet giants and a long tail of small providers where local

Figure 11: An end-to-end Go-To-Market model and indicative option space

GTM layer		Indication of the "Option Space"							
Segmentation	Target group	Private / residential		SoHo	SME	Enterprise			
	Focus realiz.	Industry segments		Company size segments		Events	Business characteristics		
	Needs addr.	Needs / use cases		Connected sites	Customer contact	Connected value chain	Focused channels		
Products	Brand	Own		White Label		Co-branded	Reselling		
	Products	SaaS		PaaS		IaaS	BPaaS		
	Scope (ISVs)	Own		Third party					
	Bundle	Basic services		Personal applications		Horizontal applications		Vertical applications	
	Customization	Standard products		Configuration		Customization			
Sales channels	Provisioning	Product launch		Billing		Provisioning		Service management	
	Sales push init.	Generate new leads		Improve lead conversion	Upsell customers	Cross sell customer	Retain customers		
	Channel focus	DSF	HW vendor	SI	Software vendor	Telco dealers	Online sales		
	Sales process	Multi-phased sales		Single-phased sales	Simplistic partner mgmt		Partner mgmt program		Partner sales
	Partner selection	Service quality	Business stability	Reputation	Market reach	Willingness	Target segment	Product range	

Source Arthur D. Little

(national) customer requirements are not served. This is a key space that Telcos are well positioned to fill. Considering the near- and mid-term outlook for Telcos, especially in Europe, making a success in the Cloud should be a Telco priority. Current Telco Cloud strategies, while defensible starting points, are generally insufficient to create sufficiently attractive, large enough or fast enough traction. Acquisition strategies appear more convincing than just organic development. Telco strategies should also focus less on new cheaper ways to get classic IT and focus more on new solutions and further functional and performance enablement of a vast and growing volume of sophisticated ICT, created by ecosystems beyond Telco control. Telco core assets and strengths lie in their networks, but these alone are not destined to maintain the industry in the fashion it once enjoyed. Combining Cloud computing and networks, and making the networks count, is the path for Telcos to be a significant force in the Cloud and more importantly to return to growth. Many successes will be characterized by enablement, ecosystem forming, open

standards, interoperability and partnerships. Telcos are behind in exploiting the internet they enable and need to significantly improve online presentation to enable customer control, configuration and building of their own solutions. Strong anchors need to be developed that exploit and connect with Telco core assets – their networks. This implies better (simpler) product design and offering modular functionality that enables customers and, in the case of SMEs, their local IT partners to build their solutions from Telco-provided components. While some advocate deeper vertical segmentation, there are others who question the practicality or profitability of Telcos serving a high volume of niche solutions. Telco strengths – their DNA – lie in high-volume generic solutions and componentization of capabilities is probably a better way to serve niches. Individualization of solutions needs to exploit online enabled crowd techniques using the Telco provided service components and enablers. Telco focus on the SME segment is logical and wise, but current GTM approaches are not scalable or sufficiently

agile to compete with the OTTs and their online consumer-oriented methods. Such methods need to be appropriately grafted and applied in the business segments to support and enhance efficient execution of being the local Cloud provider. Further, Telcos should not dismiss the mass market, consumer and household segments, as lost to the OTTs. The world and everyone in it is becoming more IT savvy and more IT consuming. Telcos should apply their mass production of technology credentials in these segments too. If this is done then Telcos can enjoy a significant and sustainable position in the Cloud. While Telcos are unlikely to monopolize the Cloud, gaining a sustainable position as the last mile, final integrator and enhancer of most if not all locally consumed digital services will be a new basis for growth in the telecoms industry. Those that master it will have the choice to be a viable network operator AND a higher growth and dynamic services business. Those that fail or choose not to move to the Cloud will have no choice but to make business in an increasingly commoditized and undifferentiated connectivity business. **T**

ADL experience: Arthur D. Little uses innovation in products, services, technologies, process and business models to help our clients achieve growth in the Telecommunications, Information, Media and Electronics (TIME) sectors. Arthur D. Little has deep industry knowledge of the Telecoms and IT sectors, based on extensive client work, including market analysis, strategy, and performance improvement for telecom operators and ICT service providers. We have and continue to conduct benchmarks of best practices of leading Cloud Service Providers globally in their portfolios and Go-To-Market approaches. We continually support leading global operators in developing their Cloud strategies, their offerings and routes to market. Furthermore, Arthur D. Little continues to invest in developing intellectual capital, exploring what is next in Cloud, hosting and contributing to global events and conferences and helping industry leaders shape their ideas with the goal of driving growth in the TIME industries we serve.

Acknowledgements
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Colt, Deutsche Telekom Group, France Telecom-Orange, GTS, Korean Telecom, Neostratus, PCCW, Singtel, Starhub Telecom Italia, Telefonica Telstra, Verizon

Figure 12: Headline key success factors in Go To Market models

GTM layer	Key success factors
Segmentation	<ul style="list-style-type: none"> ■ Sophisticated (highly granular) needs based / use-case segmentation ■ Vertical industry focus used to define both specific needs as well as broad horizontal needs ■ Use of different segmentation methods when designing each layer of the GTM model (e.g. when designing products and when designing channels)
Products and services portfolio	<ul style="list-style-type: none"> ■ Use case and solutions mentality used in designing / selecting applications, cloud functions or services ■ Design for on-line suitability across the entire purchase and operate life-cycle (ease of sale & ease of use) ■ Focus on standard products with few well selected self configuration options to avoid complexity of unconstrained customisation ■ Build upon open standards based platforms and an isolation layer to often complex / legacy Telco back-end systems
Channels	<ul style="list-style-type: none"> ■ Design for an all on-line approach and use the on-line capabilities as the basis for off-line / Direct Sales Force processes leading to better cross channel integration (on-line, call centre, shops and own and partner channels) ■ Build new channels for new sales as well as up-selling of existing services in existing channels ■ Be prompt in building / up-grading a partners program and have a solid perspective of Telco part in the value chain when defining associated revenue shares and sales incentives schemes

Source: Arthur D. Little global survey of Go-To-Market models of leading TelCos in Cloud services

STC sets winning trends in social media networks

Saudi Telecom Co. (STC) has reached advanced positions in the competitive social networking platforms to prove its constant adoption of new and modern methods of customer interaction. The number of views on its channel on the You Tube

youtube.com/stc exceeded 10 million views.

This channel provides customers with illustrations about its latest communication technologies that are based on professional standards conveying the objective message to the customers in a sophisticated and organized manner.

STC topped the list of the 100 brands on Facebook in Saudi Arabia with more than 915,000 fans and headed the list of channels with maximum impact through Twitter with more than 600,000 followers.

STC understands and values the need to ensure direct two-way interaction with its customer through the biggest group of social networking platforms by continuous update of content.

Content is selected in a way



STC understands and values the need to ensure direct two-way interaction with its customer through the biggest group of social networking platforms by continuous update of content.

to enhance interaction through active campaigns that are important to society and assume the role of spreading awareness via educational tools.

Nawaaf bin Saad Al-Shalani, general manager of corporate communications, said: "Content is increasingly being seen as a cornerstone of social networking platforms."

He said: "It is also a compass

that defines interaction with the customer base and needs to cater for diversity in terms of concept and method of delivery." The official said: "STC is embracing social communication platforms that consolidate its virtual e-strategy of communicating its mission to targeted audience successfully and effectively so to improve the chance of consolidating relations with customers." **T**

STC launches HTC One phone

STC has announced the launch of HTC One phone within the smart device bundles which include local calls, text messaging and Internet as part of the bundle. Postpaid mobile subscribers can buy the device and enjoy high-quality services and features against SR 899 with the monthly SR 249 bundle for 12 months.

The device is also available for wonderful prices with SR 149 and SR 99 monthly bundles. The device can also be obtained immediately without the bundles for SR

2,699 with a monthly 5 gigabyte prepaid SIM free for three months.

The launch of HTC One by STC is an affirmation of its leadership in offering and providing smart devices that are supported with strong and extensive coverage. STC maintains its leadership through delivery of most recent network technologies taking into consideration the increasing demand of broadband services by covering cities and major areas with 3G and 4G networks.



HTC One uses Android 4.2.2 Jelly Bean operating system and supports 4G technology and contains HTC Ultra pixel

camera along the precision of the 4 megapixel back camera and the 2.1 megapixel front camera. **T**

STC offers smart services to King Saud University

STC has signed a cooperation agreement with King Saud University (KSU) according to provide a complete range of smart telecom services to the university. The services include high speed Internet using FTTH technology to KSU residential complex in Riyadh via STC WiFi service. Mizyad bin Nasser Al-Harbi, vice president, home

engineering, STC, and Esam Al-Wighayt, dean of e-transactions for KSU, signed the deal. Al-Harbi sees the agreement as a technical platform through which STC would place the fiber optic network which allows provision of diverse high speed service bundles to its customers. Al-Wighyat affirmed that STC contributes to the technological development

of the community by building a complete system for delivering FTTH services that are supported by state-of-the-art communications and information technology which brings about the desired benefit to the residents of the two compounds. STC has signed comprehensive agreements with many developers to implement the



communication services infrastructure for several residential schemes all over the Kingdom so as to lay the required infrastructure and provide FTTH service. **T**

STC announces free installation promotion for IP-VPN service

STC Business has launched a new offer through which customers can benefit from a free installation to the IP-VPN service. The offer started in 20th of Apr, 2013 and will last for three months. The IP-VPN service provides reliable high-quality data communications, and makes it easier for businesses to communicate over a private,

secure and robust network anywhere in the Kingdom, it was designed based on the execution process of Internet Protocol applications using the latest technology that supports data, video and voice communications, data transfer, video conferencing and voice over IP. IP-VPN is available virtually "anywhere" in the Kingdom, The state-of-the-art service

offers efficient, fast, and well-protected networking capabilities CBLS is offered with five different levels of redundancy that provide customers much higher level of service availability where the technical and support team is available 24 hours to guarantee the quality of service. Customers can call 909 to obtain or inquire

about the offer. STC Business, by launching this offer, is keen interest to develop the connectivity services for public and private sectors which will rise up their efficiency and increase margins and fulfill their needs. To apply for the IP-VPN service call STC Business call center 909, visit Customer Service offices or www.stc.com.sa. **T**

STC Exclusively Launches LG Optimus G Device

Exclusively for its customers, STC launched the LG Optimus G device, which facilitates the utility of STC's advanced 4G network, in Android system version 4.1.2, known as the "Jelly Bean" version. The

offer comes in an annual contract, giving customers the choice between 3 bundles; the device could also directly be obtained without bundles. The LG Optimus G bundles, contain local calls, SMS and internet

bundle. Aljawal postpaid subscribers can get the device, and enjoy high quality service and features, for SR 399, with the 249 monthly bundle, in addition to other diverse bundles, befitting different

customers' categories, within a 12 months contract. The device is available, for prepaid subscribers, at the price of SR2199, with a SIM card containing 5 gigabytes monthly, free of charge for three months. **T**

Ooredoo and Messi Team up for Children's health

Ooredoo's partnership with Leo Messi Foundation Supports Mobile Health Clinics, with Target of Reaching Two Million Children by 2016

Ooredoo and the Leo Messi Foundation have announced a trailblazing new initiative to support mobile health clinics around the world to provide medical aid for children in the Middle East, North Africa, and Southeast Asia.

At a special ceremony in Doha, Qatar, Ooredoo Chairman H.E. Sheikh Abdullah Bin Mohammed Bin Saud Al-Thani and football star Lionel "Leo" Messi announced the launch of the initiative, setting the target of reaching two million children by 2016 across Ooredoo's markets.

Ooredoo supports a wide range of health services throughout its footprint, as part of its commitment to promoting human growth and giving back to the community. For example, Indosat, part of Ooredoo, has provided more than 600,000 people in Indonesia with free healthcare services through its mobile clinics programme launched in 2008.

Now, working in partnership with the Leo Messi Foundation, Ooredoo plans to roll out mobile clinics across its global footprint with a particular focus on children's health, in addition to enhancing the range of services provided by the clinics in Indonesia.

Ooredoo is also set to expand its range of mHealth services – health-based advisory and monitoring services that can be accessed via a mobile phone. For instance, customers in Kuwait, Palestine and Iraq can already access diabetes-related mobile information and alerts. Ooredoo Qatar is trialling a



24/7 mobile health advice service, and Indosat in Indonesia is developing a similar service enabling access to doctors and health related information via text, voice and rich content.

Ooredoo supports a wide range of health services throughout its footprint, as part of its commitment to promoting human growth and giving back to the community.

H.E. Sheikh Abdullah Bin Mohammed Bin Saud Al Thani, Chairman, Ooredoo, said: "We believe that young people

should be given a full range of life chances, so that they have the opportunity to grow and reach their potential. Disease and lack of access to healthcare is a major barrier for young people in many parts of the developing world, and we see the mobile clinic initiative as a practical and impactful solution to this. Today's initiative will enable us to work with the Leo Messi Foundation and transform our Indonesian mobile clinic initiative into a global force for better health." Among health-related projects, The Leo Messi Foundation, founded by Messi in 2007, has helped fight Chagas disease, rehabilitate hospitals, and offer scholarships for training doctors. Working with Ooredoo will enable the Foundation to extend its work into the Middle East, North Africa and Southeast Asia. Lionel Messi said: "Ooredoo and I believe in making a

difference in the community, and I'm proud that the Leo Messi Foundation will help Ooredoo provide much-needed healthcare and educational support for at-risk children around the world. This unique partnership with Ooredoo is another way that we can help youth make their dreams come true." In Indonesia, Indosat's award-winning 16 mobile health clinics have been particularly effective in treating people who live in rural areas and have limited access to hospitals and doctors. The Foundation will also help promote and develop the programme across additional regions in Indonesia, including distributing medicine to more young people. People will be able to recognise the partnership, as there will be branded logos of the Leo Messi Foundation and Lionel Messi himself on the mobile health clinics and doctors' medical kits.

(Contd. on P-44)

Nawras first Omani operator to offer Facebook recharge and payment portal

Muscat, 5 May 2013 – Nawras is introducing a new way to recharge and settle bills through the popular social networking site, Facebook. Another Nawras first in Oman, prepaid customers can now access MyNawras through their Facebook account to conveniently buy credit while postpaid customers can pay their bill online using a locally issued credit card or Bank Muscat debit card. This latest payment channel joins a long list of options for Nawras customers who can use self-service machines, recharge cards, electronic vouchers, credit transfer, OIFC, and MyNawras on the company's website. "We are very excited to unveil this new payment channel," said Ammar Al-Lawati, Nawras Senior Product Manager - Finance. "This is a reflection of the company's commitment to making life easier for customers who are buying, paying or using our services as well as looking for assistance. Nawras is not only

first in Oman to offer this convenience but also probably first in the region to offer this convenient service." To take advantage of this new tool, customers simply visit the Nawras Facebook page and click on the MyNawras tab next to Customer Care, Offers and Careers tabs. A quick and simple registration gives immediate access to the payment channel. Nawras customers can also use the service to recharge accounts for friends and family or to pay bills of other Nawras customers. For instance, one customer could easily take care of all the accounts in their family. Likewise, the owner of an SME would find the service useful to ensure that communication flows smoothly in their business. Nawras Director of IT & Information Systems Management, Abdulaziz Jaafar, said, "We continue to provide one-of-a-kind technological services to make communications easier



and simpler to use. The new Facebook payment portal is a great one click step for customers to get closer and stay in touch without the need to go and pay or recharge personally. We will continue to seek the latest and friendliest technologies to enhance the Nawras customer experience." The new service reflects the way Nawras has embraced social media, recognising it as

an important tool to engage with customers. In 2012, the company was shortlisted in the prestigious PR Daily Digital & Social Media Awards for Best Use of Facebook. Nawras is Oman's customer friendly communications provider, doing more to enrich the customer experience and constantly exploring new areas of telecom technology to enhance its services. ■

(Contd. from P-43)

Alexander Rusli, President Director and CEO, Indosat, said: "Indosat's mobile health clinics have been a major

more people living in Indonesia, and provide support for healthcare initiatives such as vaccination programmes."

Ooredoo is also set to expand its range of mHealth services – health-based advisory and monitoring services that can be accessed via a mobile phone.

success in Indonesia, having treated hundreds of thousands at-risk people, mostly children and women. With support from the Leo Messi Foundation, we'll be able to expand our mission to help

Future markets targeted by the mobile health clinic initiative include Algeria, Tunisia and additional countries across the Ooredoo footprint. Ooredoo's footprint also

includes also countries like Qatar that have a highly-developed healthcare infrastructure. In these countries, the mobile health clinics can be used to promote healthy lifestyles among underserved communities, youth and women. Waleed Al Sayed, COO, Ooredoo Qatar, said: "Ooredoo has a long track record of supporting healthy lifestyles in Qatar. Bringing Ooredoo's regional and global initiative of mobile health clinics to Qatar, in partnership with the Leo Messi Foundation, demonstrates our commitment to promoting

human growth and will enhance the healthcare for many people." While in Doha, Lionel Messi hosted a special football training session and a tea party for young people, and made dreams come true by meeting inspiring youth from countries in Ooredoo's footprint including Omani boys Majid Said Al-Shabli and Mohamed Musa Al Balushi. Ooredoo will continue to develop initiatives to help underserved communities, empower women, enable youth with life opportunities, and catalyse entrepreneurs and small businesses. ■

Etisalat lauds TRA on Spectrum Policy

Etisalat Group has announced its support and appreciation for the Telecommunications Regulatory Authority's decision to allocate the 700 and 800 Megahertz bands to mobile broadband, confirming the UAE's position as a global leader in international spectrum policy and innovation.

Ahmad Abdulkarim Julfar, the Chief Executive Officer of Etisalat Group, said: "I would personally like to thank the TRA for their bold and visionary decision to allocate these frequencies to mobile broadband as this paves the

way for greatly improved performance in the delivery of mobile broadband services."

"When coupled with a comprehensive Information and Communication Technology policy and accompanying regulations, this decision enables the rapid growth of mobile broadband services and all the supporting businesses" he added.

The TRA's decision is in line with the UAE's vision and its quest for excellence and it will enable mobile users to enjoy superior and affordable



mobile broadband services. The UAE will be the first country in the region to reap

the benefits of two bands, which include superior interoperability and roaming. **T**

Sumitomo Corporation and NEC provide communications infrastructure in Myanmar

Sumitomo Corporation and NEC Corporation in cooperation with NTT Communications Corporation, concluded a contract with the Ministry of Communications and Information Technology of the Republic of the Union of Myanmar in support of the country's "Emergency communications network improvement plan."

This is the first infrastructure project in Myanmar that capitalizes on Official Development Assistance (ODA) from Japan since its adoption of a new economic cooperation policy towards Myanmar in April 2012. The development of this network aims to improve Myanmar's communications infrastructure to a level that rivals that of developed markets, while promoting economic revitalization and the quality of people's daily lives.

Myanmar's infrastructure development for daily communications, including

fixed-line telephones, mobile phones, Internet access and power lines, is delayed when compared to its neighboring countries. In order to achieve the economic development that is now widely expected from Myanmar, it is essential to improve its communications networks. As one way to try to accomplish this, the government of Myanmar has made requests for assistance from the Japanese government in the urgently required improvement of communications infrastructure, particularly in and between the cities of Yangon, Mandalay and Naypyidaw.

In response to these requests, the Japan International Cooperation Agency (JICA) concluded a grant agreement with Myanmar on December 28, 2012, promising 1.71 billion yen in ODA. This grant aid will fund Myanmar's communications network

improvement plan, which includes the strengthening of connections between Myanmar's three leading cities and the reinforcement of communications networks with improved procurement of equipment, installation and operation of systems supporting Internet connections.

The communications infrastructure built under this plan consists of a high-speed, high-capacity core optical transmission network capable of transmitting 30Gbps between the cities of Yangon, Mandalay and Naypyidaw, as well as LTE communications, fixed-line telephones and optical transmission networks capable of 10Gbps Internet transmissions within each city.

This infrastructure will support the simultaneous use of services for approximately 40,000 LTE communication subscribers, roughly 1.5 million fixed-line telephone subscribers and about 1

million Internet communication subscribers. LTE communications systems will also be supported by 50 LTE base-stations deployed within the three cities. Systems are expected to be completed by November 2013, followed by technical training and operation assistance.

Sumitomo Corporation and NEC expect to see this communication infrastructure contribute to the growth of Myanmar's stature in the international community by enabling the smooth transmission of information in support of events such as the Southeast Asian Games (SEA Games), planned for the end of this year, and the country's assumption of the role of ASEAN chairman in 2014. Going forward, both companies will continue to promote the expansion of communications infrastructure throughout the urban and rural regions of Myanmar. **T**

Inmarsat announces Satcom Direct as distributor of GX Aviation

Inmarsat, the provider of mobile satellite communications services, has announced it will be working with Satcom Direct, the provider of satellite voice, fax, datalink and Internet communications solutions, to take its GX Aviation proposition to the business aviation market. Responding to passenger,

airline and business jet operators' needs, GX Aviation offers consistent, global coverage with the level of broadband speeds, data rates and bandwidth that consumers are used to receiving on the ground. After signing an agreement with Honeywell, the designated business aviation reseller for Inmarsat's GX Aviation Ka-

band connectivity services, Satcom Direct has become a business aviation partner for Inmarsat GX Aviation services and will be a distributor of GX Avionics equipment manufactured by Honeywell. "Satcom Direct is a very important Inmarsat partner, so we are delighted that they will be adding our GX Aviation services to their product portfolio which includes Inmarsat's SwiftBroadband for the business aviation sector," said Leo Mondale, Managing Director for Inmarsat GX. "As the first high-speed global broadband aviation service, GX Aviation offers consistent connectivity, including the ability to stream Internet content live or hold



uninterrupted video calls from 30,000 feet. The service will revolutionize connectivity in the sky." Offering not only a premium experience to consumers, GX Aviation enables total network provision for the entire aircraft, providing new services to aircraft operators, crew and air traffic control, such as predictive maintenance and enhanced communications regardless of location. Inmarsat's GX Aviation Ka-band is scheduled to be commercially available in early 2015. **T**

After signing an agreement with Honeywell, the designated business aviation reseller for Inmarsat's GX Aviation Ka-band connectivity services, Satcom Direct has become a business aviation partner for Inmarsat GX Aviation services and will be a distributor of GX Avionics equipment manufactured by Honeywell.

Inmarsat acquires TC Communications

Inmarsat has acquired TC Communications Pty Ltd of Australia, the award winning satellite communications specialist. Inmarsat will integrate the company into its

Concurrent with the acquisition, Todd McDonell, CEO of TC Communications, joins Inmarsat as Vice President of Global Government Solutions. His

Zealand and the Netherlands. Andy Start, President, Inmarsat Global Government said: "The strategic rationale is compelling. The acquisition of TC Communications brings

Business Units. These skills are particularly important to drive the take-up of Global Xpress® in the enterprise and government markets following the launch of the first satellite later this year. "In acquiring TC Communications, Inmarsat has gained access to a professional team with a strong reputation for excellent customer service and technical expertise." In 2012, TC Communications had 24 employees. The acquisition will increase Inmarsat's team in Australia to 65 people based in Sydney, Perth and Canberra. **T**

The acquisition of TC Communications brings strong VSAT, Wideband Global Satcom system, aviation and solutions skills to Inmarsat's Global Government and Enterprise Business Units

existing operations with a particular focus on supporting its expanding Global Government and Enterprise Business Units.

role will cover sales and operations of the direct arm of Inmarsat's Global Government business in Australia, Canada, New

strong VSAT, Wideband Global Satcom system, aviation and solutions skills to Inmarsat's Global Government and Enterprise

Energy Markets and O3b: A Niche of a Niche

millions of dollars on the line, O3b could be poised to enter the market at the right time, with the right offering.

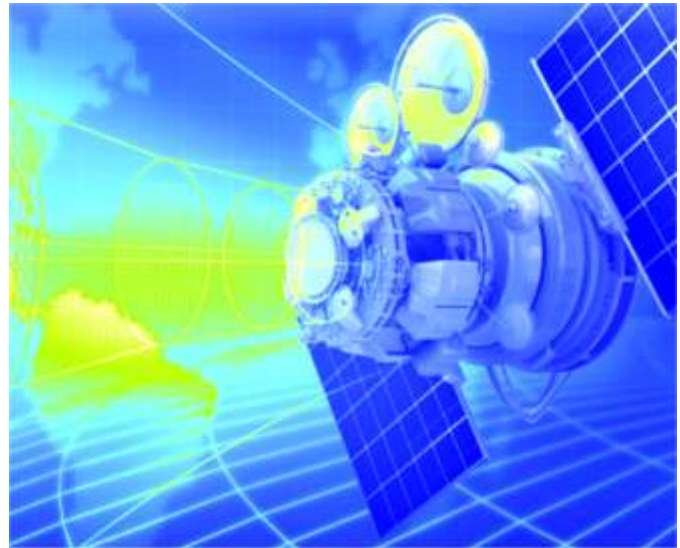
As O3b's first set of satellites arrives in French Guiana, there exists a small, but high-end market segment awaiting the arrival of 'fiber speeds with satellite coverage.' This segment (Exploration & Production, and Mining operations) is where O3b's larger ground infrastructure requirements will find themselves deployed across the energy markets- the highest end of an already high-end market. However, actual fiber deployments are likely on the roadmap and will affect O3b's build out in this segment.

According to NSR's Energy Markets via Satellite, 3rd edition, which assesses the market opportunity for satellite services across the oil and gas, mining, and utility segments, O3b will generate

The next few years will bring revolutionary changes to the amount of satellite bandwidth available to end-users across the Oil and Gas and Mining sectors.

less than 200 in-service units by 2022—out of more than 460,000 in-service MSS and VSAT in-service units in the Energy Markets by 2022. Concentrated in the

Exploration & Production segment who have clear bandwidth demands and latency remains a critical concern, end-users in both the E&P and mining segments will provision their networks to a combined total over 2.75 Gbps. But, the story does not end at fiber deployments, as an O3b solution moves from the primary communications path to a full-backup redundancy solution. With decade-long investments, and daily revenue intake from the extraction of oil, gas, or minerals upwards of tens of millions of dollars, these large operations can easily justify the expense of deploying terrestrial fiber—even to locations far offshore—and they have requirements for robust, redundant communications design. However, fiber deployments take time—five years or longer from planning to pinging depending on the location, and with millions of dollars on the line, O3b could be poised to enter the market at the right time, with the right offering. Even once fiber is deployed at the site, multi-path redundancy and network resiliency become key design features of a hybrid O3b-fiber network architecture. Although oil prices continue a relative decline, due in-part to increased shale gas production across the globe, corporations are only further incentivized to deploy sophisticated cost-controlling workflows to the most remote corners of their



operations: data-intensive logistics solutions, real-time HD video conferencing and remote diagnostics drive bandwidth demand on the enterprise side. The ever-present shortage of highly skilled workers willing to go to the corners of the earth continues to diminish, and those willing to go refuse to leave their IP-enabled devices at home. And, in a post-Macondo world, remote monitoring and oversight through company or government policy is almost a given. Together, these all drive the needs for bandwidth at the largest of E&P or mining locations beyond the capabilities of all other satellite connectivity solutions. Also, in the age of the cloud, SCADA and near-time data transitioning to real-time data latency is increasingly a concern of the high-end O&G and mining end-users. As perhaps its real long-term competitive advantage

against other satellite services, O3b's MEO-HTS network promises to deliver low latency, high bandwidth and competitive prices to these demanding end-users. Combined, O3b's big pipes and low latency can significantly alter the perception of satellite connectivity to the highest-end energy market segments. The next few years will bring revolutionary changes to the amount of satellite bandwidth available to end-users across the Oil and Gas and Mining sectors. Amongst large, remote sites, O3b is likely to see good adoption rates; however, these sites remain a niche of a niche where fiber is almost a given - it is just a matter of when. Going forward, O3b will need to continue their development of smaller, compact ground infrastructure to deploy their low latency, high throughput service at smaller end-user locations and thus increase their addressable market. **T**

Readying Arianespace's first mission for O3b Networks: Launcher and payload integration are underway at the Spaceport

Preparations for Arianespace's next Soyuz flight are in full swing at multiple locations across the Spaceport, including the start-up of satellite installation in the S5 payload preparation center, and initiation of launcher build-up within the ELS launch site's MIK integration building. At the Spaceport's main base area, the first of four O3b Networks satellites to be orbited on the June 24 mission is now mounted on the payload dispenser for Soyuz. During activity in one of the S5 building's clean rooms, this trapezoidal-shaped spacecraft was fitted to the tube-shaped dispenser system's upper and lower

attach points. It will be followed by a clustering of the remaining three spacecraft around the tube, enabling the completed dispenser to be positioned atop Soyuz' Fregat upper stage and encapsulated inside the payload fairing -

second stage were aligned for mating on horizontal jigs positioned in the floor-level rail system. This activity clears the way for installation of the launcher's four first-stage boosters around the core stage. Once the integration

Arianespace's upcoming launch will be the fifth Soyuz mission from French Guiana since the workhorse medium-lift vehicle's historic Spaceport introduction in October 2011. The June 24 flight is designated VS05 in Arianespace's launcher family numbering system, with Soyuz joining the heavyweight Ariane 5 and light-lift Vega in side-by-side operations at the near-equatorial launch site. In addition to the first batch of O3b spacecraft to be lofted during the June mission, another Arianespace flight is scheduled to orbit four more later this year for O3b Networks, followed by an additional four in 2014. **T**

Arianespace's upcoming launch will be the fifth Soyuz mission from French Guiana since the workhorse medium-lift vehicle's historic Spaceport introduction in October 2011.

creating the launcher's "upper composite." In parallel, the Soyuz is taking shape at the ELS launch site's MIK launcher integration building as the upper and lower sections of its core

process is completed with the Soyuz' centerline third stage, the vehicle will be rolled out to the launch pad and raised to the vertical position - where its upper composite is to be installed.

Astrium Services Government + Yahsat... Greater Reliability + Coverage Gained

Astrium Americas has announced that its subsidiary, Astrium Services Government, Inc. will offer UAE-owned Yahsat Military Ka-band service to the U.S. government. This service allows any U.S. government or Department of Defense end user to use Yahsat Military Ka-band capacity that is compatible with the Wideband Global Satellite (WGS) constellation for greater global coverage and reliability. Astrium was the prime contractor for the construction of the Yahsat satellite fleet. Astrium Services will provide end-to-

end services using Yahsat Military Ka-band capacity in order to meet DoD requirements on contract

Communications (COMSATCOM) Services Acquisition (FCSA) program. This deal deepens Astrium

MILSATCOM services to the U.S. government. "Yahsat selected Astrium due to our extensive experience in building satellites and selling satcom services to many armed forces worldwide as well as our strong history and relationships with the U.S. government market," said Bob Baker, heading Astrium Services Government Inc. "We build end-to-end solutions that meet the government's need for interoperable, secure, satellite services, and Yahsat's military Ka-band will be another tool for us to utilize in designing the right solution for our customers mission requirements." **T**

Astrium was the prime contractor for the construction of the Yahsat satellite fleet. Astrium Services will provide end-to-end services using Yahsat Military Ka-band capacity in order to meet DoD requirements on contract vehicles

vehicles such as the Defense Information System Agency's Future Commercial Satellite

Services' commitment to be the leading provider of COMSATCOM and

CommScope highlights Intelligent Infrastructure and DCIM at Datacentres Europe 2013

CommScope Inc. exhibited during Datacentres Europe 2013 conference in Nice, France. The featured attractions included the latest intelligent infrastructure management and data center infrastructure management solutions. In addition to the company's conference exhibit, CommScope's Luc Adriaenssens, CTO of Enterprise Solutions participated in a data center thought leadership panel discussing how the opportunities and technologies of today create the sustainable data center and IT infrastructure of tomorrow.

"Data centers must deal with relentless growth in storage and bandwidth requirements, but it is no longer acceptable to simply add more hardware to accommodate this growth," said Adriaenssens. "In today's environment, data center operators are required to

optimize their existing assets, and enlist tools such as intelligent infrastructure management and DCIM to help them efficiently utilize their assets."

efficiency, cloud evolution, DCIM, convergence, finance and investment, market outlook and other opportunities. The event was dedicated to

"As the flagship event for companies engaged in the datacenter and cloud sector, the 2013 forum offered the most comprehensive range of insight tracks, educational sessions, keynotes, and workshops complemented by a major exhibition and high networking values"

Thinking differently about data centers provided the focus for this year's Datacenters Europe, the largest regional event for the IT infrastructure and cloud sector. The annual event brought together experts from around the world to discuss key themes including energy

enterprise markets, the data center and IT infrastructure and the transformative process that lies ahead towards a flexible computing environment. Now in its 9th year, the premier datacenters event for Europe has transformed into a global meeting place and forum.

"As the flagship event for companies engaged in the datacenter and cloud sector, the 2013 forum offered the most comprehensive range of insight tracks, educational sessions, keynotes, and workshops complemented by a major exhibition and high networking values", commented Warwick Dunkley, vice president at BroadGroup. "We are delighted that CommScope has participated in the event and their global experience added greatly to the value of the debate." Characterised by thought leaders, expert speakers and classes, the event hosted a series of facilitated user panels and case studies to provide invaluable insight and a unique holistic perspective of the management of today's IT infrastructure components as seen by executives on the front line. **T**

Dalia Achour

Misys Risk Management Software takes Global Accolade

After only six months from launching its latest suite of risk management products, Misys Global Risk (MGR) has been recognized with the "Risk Management Software of the Year" award at the globally-renowned FS Tech awards recognizing excellence and innovation in the field of information technology within the Middle East and African financial services sector.

Misys Global Risk (MGR) was recognised by the judges for being an innovative modular risk management solution

which has taken a different approach from competitors; offering a centralised and comprehensive governing layer of risk analysis and reporting with industry-proven risk modules that are able to deliver seamless collaboration and improved decision making, irrespective of where the information lies, whether in-house at the bank or in a third party system.

"We are delighted that we have won this award," states Thierry Truche, Head of Product Management, Misys Global Risk. "The innovation

in our product enables our customers to create a consistent and timely view of global exposure for all aspects of risk across their business. Management teams are feeling increased pressure to show more ROI on their risk systems, particularly where financial institutions operate across multiple trading systems. Our solution allows them to do this with ease, improving transparency and making it possible to



produce analysis and reports on an intra-day, or real-time, basis." The company won against a strong field of contestants, including Landmark Quest/Lloyds Banking Group, Omgeo, OpenGamma, Quantifi, Quartet FS, Tinubu Square and Wolters Kluwer Financial Services. **T**

Intelsat announces pricing of its initial public offering of common shares

Intelsat S.A. has announced the pricing of its initial public offering of 19,323,672 common shares at a price of \$18.00 per share and concurrent public offering of 3,000,000 Series A mandatory convertible junior non-voting preferred shares (the "Series A preferred shares") at a price of \$50.00 per share. On the mandatory conversion date, May 1, 2016, each Series A preferred share, unless previously converted, will automatically convert into common shares. The Series A preferred shares will have a 5.75% dividend rate and a liquidation preference of \$50.00 per share. The Company has granted the underwriters in the initial public offering of common shares a 30-day option to purchase up to an additional 2,898,550 common shares. The Company has granted the underwriters in the public offering of Series A preferred shares a 30-day option to purchase up to an additional 450,000 Series A preferred shares. The Company's common shares will be listed on the New York Stock Exchange under the symbol "I" and its Series A preferred shares will be listed on the New York Stock Exchange

under the symbol "I PR A." The offerings are expected to close on or about April 23, 2013. The closing of the offering of Series A preferred shares is conditioned upon the closing of the offering of the Company's common shares. Total net proceeds from the offerings, after deducting the underwriting discounts and commissions and estimated

net proceeds from the offerings to repay, redeem, retire or repurchase a portion of its outstanding indebtedness. Goldman, Sachs & Co., J.P. Morgan Securities LLC, Morgan Stanley & Co. LLC and BofA Merrill Lynch are acting as joint book-running managers, Barclays Capital Inc., Credit Suisse Securities (USA) LLC, Deutsche Bank

offering may be obtained, when available, from: Goldman, Sachs & Co., Attention: Prospectus Department, 200 West Street, New York, NY 10282, Telephone: 1-866-471-2526, Facsimile: 1-212-902-9316 or by emailing prospectus-ny@ny.email.gs.com ; J.P. Morgan Securities LLC, Attention: Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, New York 11717, Telephone: 1-866-803-9204; Morgan Stanley & Co. LLC, Attention: Prospectus Department, 180 Varick Street, 2nd Floor, New York, New York 10014, Telephone: 1-866-718-1649, or by emailing prospectus@morganstanley.com; or BofA Merrill Lynch at Attn.: Prospectus Department, 222 Broadway, New York, NY 10038, or by emailing dg.prospectus_requests@baml.com. The registration statement relating to these securities has been declared effective by the Securities and Exchange Commission. A copy of the registration statement can be accessed through the Securities and Exchange Commission's website. **T**

Total net proceeds from the offerings, after deducting the underwriting discounts and commissions and estimated offering expenses, is expected to be approximately \$471.7 million.

offering expenses, is expected to be approximately \$471.7 million. Total net proceeds from the offering of common shares, after deducting the underwriting discounts and commissions and estimated offering expenses, is expected to be approximately \$328.8 million. Total net proceeds from the offering of Series A preferred shares, after deducting the underwriting discounts and commissions, is expected to be approximately \$142.9 million. The Company intends to use substantially all of the

Securities Inc., Nomura Securities International, Inc. and UBS Securities LLC are acting as book-runners and Evercore Group L.L.C., HSBC Securities (USA) Inc., RBC Capital Markets, LLC, LionTree Advisors LLC and Raymond James & Associates, Inc. are acting as co-managers for the offerings. Each offering is being made only by means of a written prospectus forming part of the effective registration statement. Copies of the final prospectus related to each

Boeing + Intelsat... Four more on the books (Satellites)

This artist's rendering shows the Intelsat 33e, the first of the four satellites in the new contract. Image courtesy of Boeing. ...Intelsat S.A., furthering its role as the initial manufacturer of Intelsat's new high-performance



satellite fleet, Intelsat EpicNG. The 702MPs will deliver reliable, affordable and high-capacity data transmission that Intelsat customers can tailor to their needs. The first EpicNG satellite, Intelsat 29e, was the fourth spacecraft and the last one still in production

from Intelsat's previous order. It is on track for launch in 2015 and will serve the Americas and the North Atlantic. The new contract adds four more EpicNG satellites to the Intelsat fleet, starting with Intelsat 33e to be launched in 2016. **T**

“COMSATS believes in using technology for social service”.

Asim Shahryar Husain
Chief Executive Officer,
COMSATS Internet Services



Q: Please tell us about the history of CIS and its coverage and services in Pakistan.

Asim Shahryar: The Commission on Science & Technology for Sustainable Development in the South (COMSATS) is an international inter-governmental organization working for science-led socio-economic development of the countries of the South. COMSATS launched COMSATS Internet Services (CIS) as the pioneer ISP of Pakistan in 1996. It has grown and come a long way since then. Today, CIS is a diversified ISP offering multiple services including wireless links, DSL, domains, hosting, virtual servers, video conferencing, IT training, and website development in eight

major cities of Pakistan. These include Islamabad, Rawalpindi, Peshawar, Lahore, Faisalabad, Sialkot, Multan, and Karachi. Our specialized centers include data center, video conferencing studio, training center, and telehealth clinic in Islamabad.

Q: Please tell us about your professional background.

AS: I have a Bachelors in Computer Systems Engineering from Stanford University, California and an MBA in Marketing from Duke University, North Carolina. I started my career as a software engineer in Silicon Valley working for firms such as Siemens and Oracle. After my MBA, I focused on technology marketing and worked for different startups

in Silicon Valley as a product manager and marketing manager, the last one being IONA Technologies. I have been in Pakistan for a decade now and have been head of marketing for many organizations including LMKR, Transworld, and wi-tribe. I have been with CIS for three years now since 2010. I have grown our annual revenue by 51% in three years and have taken CIS from loss in 2010 to profitability in 2012.

Q: A big potential market segment for Broadband in Pakistan accumulates the youth. How do you plan on attracting this segment?

AS: When CIS was launched in 1996, it was a dialup service provider mainly for the consumer segment. After

dialup and DSL, CIS has shifted its strategy and focus to the corporate segment because consumer broadband is not profitable in a low-ARPU market like Pakistan. However, we do offer some services to the youth segment including DSL, IT training courses, and web hosting. We have participated in different tradeshows including ITCN Karachi, Dawn Life Styles, and Pak China Business Forum to create awareness about our services in the youth. Because of our expertise in networking, we have conducted many CCNA courses in Islamabad, Faisalabad, and Peshawar for young students and professionals.

Q: Is the device acquisition cost associated with

Broadband services a big hurdle behind its growth? Do you foresee any local manufacturing opportunities?

AS: In Pakistan, device acquisition cost is not a hurdle for the customer because customer is not paying for the CPE anyway. Instead, most of the ISPs bear the cost of the CPEs themselves. Hence, CPE cost is becoming a major capital expenditure for many operators. It is because of absorbing CPE costs that consumer broadband is not profitable for operators in Pakistan. However, in foreign countries, operators offer subsidized CPEs with annual packages and deposit. So

only 2.2 million broadband users in Pakistan whereas there are 120 million mobile

foreign exchange can be saved by setting up local mobile manufacturing

mobiles. Instead of only importing mobile phones, we should develop native

“The government should attract mobile manufacturers such as Samsung, Nokia and Motorola to setup manufacturing plants in Pakistan with zero taxes and hundred percent repatriation of profits for initial years of operations.”

subscribers at present. One reason is that a broadband connection is used at the household level whereas mobile connection is at the individual level. There is one broadband connection per home but there are multiple mobile connections for

facilities. Government should attract mobile manufacturers such as Samsung, Nokia, and Motorola to setup manufacturing plants in Pakistan by providing them incentives such as zero taxes and hundred percent repatriation of profits for

manufacturing capacity for mobile phones as well.
Q: Do you believe there is a need to enable a local content and applications Eco system to promote service usage. What is required to be done?
AS: According to UNESCO,



CIS Training Center, Islamabad

customers have to sign up for one year at least. If customers terminate broadband service before one year, they lose their deposit. Similar policy can be adopted by ISPs in Pakistan to reduce financial burden of CPEs on their balance sheets. As of March 2013, there are

multiple family members per home. According to PTA's 2012 report, Pakistan has imported mobile phones and batteries worth \$1.428 billion (PKR 142.8 billion) over the last five years. This excludes telecom apparatus needed by mobile operators for their networks. This precious

initial years of operations. This will motivate mobile manufacturers to invest in Pakistan. It will also create thousands of local jobs as well as help in technology transfer later down the road. Local manufacturing will also reduce cost of mobile phones as compared to imported

Pakistan's literacy rate is only 55% at present. The Urdu literate segment is more than the English literate segment. Hence, if there were local content available in Urdu, then it would increase usage of both SMS and internet by such segments of the population.

PSEB (Pakistan Software Export Board), PASHA (Pakistan Software Houses Association), ICT R&D Fund, and similar organizations should encourage software houses to develop local content in Urdu by sponsoring different content development projects.

Q: Your primary customer segment surrounds government and corporate sector. What is the service portfolio offered by COMSATS to these clients?

AS: Our focus is on the corporate segment including government organizations, private sector, and foreign missions. We are offering multiple services to them including wireless links, Wi-Fi DSL, domains, hosting, VPS (virtual private server), video conferencing, IT training courses, software and website development. We are a one-stop shop for many customers who get all data services from us including connectivity, hosting, website development, and video conferencing.

Q: Does the rising competition of Broadband Internet pose compromise over the quality of service. What are the views from COMSATS on this?

AS: Competition results in price wars and tariff reductions which reduces profit margins for operators. Hence, to maintain their profit margins, some operators reduce costs by reducing quality of service. For example, they might increase the contention or sharing ratio to reduce bandwidth cost per subscriber. Of course, this will result in reduced download speed or quality of service for internet users. However, CIS does not compromise on quality in the sense that when

we realize that we have reached low margins for a certain service because of price wars, we start

downsizing that service. We did that for dialup in the past and we are doing the same for DSL now. Because of tariff reductions in DSL and worn-out telephone lines, DSL is no longer a profitable and high quality broadband service. Hence, we are shifting our DSL customers to our wireless service so that they get reliable and faster connectivity.

Q: What are the highlights for recently launched VPS service by COMSATS? Do you see potential for cloud computing in Pakistan?

AS: Keeping our tradition of being the pioneer ISP, CIS is one of the first ISPs to offer virtual private servers (VPS) with local hosting in Pakistan when we launched our VPS service in April 2012. Instead of investing in expensive servers, customers can now rent a virtual server from us on a monthly basis. Packages range from 1 GB to as high as 24 GB memory. We already have many corporate customers utilizing our VPS service and we expect high growth next year. VPS is at the infrastructure-as-a-service (IaaS) level of cloud services. In future, we plan on offering platform-as-a-service (PaaS) and software-as-a-service (SaaS) also where customers will be able to rent databases and applications from us on a

monthly or annual basis. We have already developed some applications in-house including billing system, helpdesk

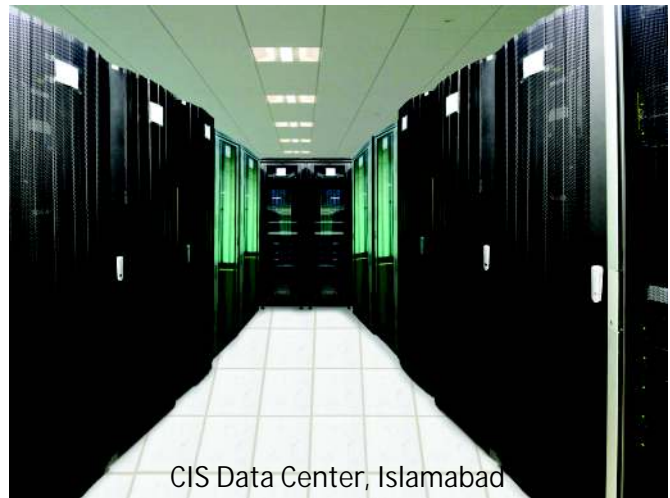
system, attendance system, and purchasing system and we will develop more applications in future.

CIS and COMSATS Institute of Information Technology (CIIT) have been collaborating on a

They can use services from cloud service providers (CSP) to store and access their applications and data at a

fraction of the cost. Cloud computing has good potential for small businesses and SMEs in Pakistan who neither have the capital nor the technical staff to setup and manage a data center.

“We are a one-stop shop for many customers who get all data services from us including connectivity, hosting, website development, and video conferencing.”



grid computing project for European Center for Nuclear Research (CERN) in Switzerland since 2011. In this project, CIIT server is part of CERN's computing grid to run computer simulations to simulate the conditions which existed at the time of creation of the universe. Cloud service basically means outsourcing your data center. It means that instead of investing in hardware, software, and technical staff to maintain an in-house data center, companies can now outsource their data centers. This means shifting from a CAPEX to an OPEX model.

Q: It was learnt that COMSATS is planning to introduce new services in near future. What are the highlights in this regards?

AS: CIS had launched Virtual private server (VPS) in April 2012 which is at the Infrastructure-as-a-Service (IaaS) level of cloud services. In future, we will launch COMSATS Cloud which will offer Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS) also. CIS is different from other ISPs in the sense that we offer social services also in the form of telehealth. COMSATS was the pioneer in telehealth in

Pakistan when it established telehealth clinics in Gilgit, Skardu, and Gujjar Khan in 2001. Doctors sitting at COMSATS headquarters can diagnose patients in remote clinics through a video link. Last year, COMSATS launched a new telehealth clinic in Zhob, Baluchistan. This year, CIS launched a new telehealth clinic in Gokina village near Pir Sohawa, Islamabad. CIS telehealth service is not just a simple video conference. When a patient visits a CIS telehealth clinic, the digital medical devices are used to examine the patient and record necessary data. The telehealth equipment used at CIS clinic includes digital

accordingly. This telehealth service is being offered free of charge by CIS. In future, CIS will establish a network of 19 telehealth clinics in rural areas of Pakistan over the next five years as a social service.

“CIS will establish a network of 19 telehealth clinics in rural areas of Pakistan over the next five years as a social service.”

Q: COMSATS is also focused on providing technical trainings and education services to the community. How important is capacity building while accelerating ICT adoption?
AS: With rapid advances in

Foundation, PMP®, etc. Organizations approach us for technical trainings when they realize that their technical staff lacks the necessary skills to setup internet or data center operations. Just buying

technical equipment has no value if it cannot be installed and fully utilized by that particular organization. We have also participated in technical committees of some IT tenders to help those organizations with vendor

low tariffs, ISPs are finding it hard to survive. There used to be more than hundred ISPs in Pakistan five years ago. Now because of falling tariffs, many have gone out of business and there are less than fifty ISPs left now. Another challenge facing the industry is power shortage. Because of load shedding, ISPs have to invest in generators, UPSs, batteries, and staff to keep their operations running even during load shedding because customers cannot afford downtime for internet. Some ISPs are exploring solar panels as a cheaper option for backup power. Then we have inflation and devaluation of rupee also. All these factors have increased running costs for ISPs. Hence, many ISPs have closed their operations and some wireless ISPs are thinking of downsizing their operations in Pakistan because of losses every quarter.

Q: Your views about Teletimes International.

AS: Teletimes is a leading telecom magazine which has useful news and articles not only about local telecom market but also global telecom markets. It has a good coverage of telecom events and news in Asia, Africa, and Middle East. It has a useful Teletekwire service also which disseminates latest news and press releases electronically to different media in real time. I hope Teletimes will continue its good coverage of Pakistani and foreign telecom markets in future. **T**



CIS Telehealth Clinic, Gokina

stethoscope, vital signs monitor, examination camera, and ultrasound probe. Patients' vital signs are communicated to the doctor at the telehealth resource center through the Internet. The doctor then makes diagnosis and prescribes treatment to the patient

technology every year, it is important for ICT and technical professionals to keep their knowledge and skills up-to-date. CIS offers technical courses such as CCNA®, CCNP®, Windows® administration, Linux administration, Java® and web development, ITIL® V3

evaluation and selection.

Q: What are the main challenges being faced by the Internet industry in general?

AS: As with mobile industry, the challenge being faced by internet industry in Pakistan is low ARPUs (average revenue per user). Because of too much competition and

Caretaker Minister for IT & Telecom Dr. Sania Nishtar visits Pakistan Telecommunication Authority (PTA).

Islamabad: Caretaker Federal Minister for Information Technology & Telecom (IT&T), Dr. Sania Nishtar visited Pakistan Telecommunication Authority (PTA) Headquarters today. Additional Secretary, Member Law, Member IT of MoIT Director Generals (DGs) of Different Divisions of PTA and senior officers of the Authority were present on this occasion. During the visit, senior officers briefed the Minister about the functions of PTA, regulatory initiatives taken by

it and overall performance of the telecom sector. The Minister was informed that PTA has always facilitated thriving telecom industry of Pakistan which is providing state of the art telecom, broadband and ICT services. The Minister was also briefed about the challenges faced by the telecom sector and continued efforts of the regulator to address them. Dr. Sania Nishtar assured full support of IT & T Ministry to PTA for its regulatory initiatives in ensuring continued growth of the



Director General (S & D) Wasim Tauqir presenting PTA memento to the caretaker Federal Minister for IT & Telecom Dr. Sania Nishtar during her visit to PTA headquarters

telecom sector of Pakistan. She appreciated the role of

PTA in the uplift of telecom sector of Pakistan. **T**



Senior PTA officers with caretaker Federal Minister for IT & Telecom on her visit to PTA. Senior officials of the ministry of IT & Telecom are also seen

Warid Telecom completes 8 years of operations in Pakistan

Warid Telecom has completed eighth year of its operations in Pakistan. Warid Telecom entered the Pakistani market in May 2005.

Warid claims that its unique products and consistent advances in technology and services, company added its share to the Pakistani telecom sector, the economy and as a partner for the people of Pakistan.

From its entry into the market eight years ago, Warid has grown to become one of the largest service providers in the country, garnering a number of accolades and awards along the way, including recently winning the Highest FDI (Foreign Direct Investment) Excellence Award in May 2011. The company was also nominated twice for Pakistani Brand of the Year in 2007 and 2008.

Speaking about the anniversary of Warid's entry into Pakistan, Warid Telecom CEO Mr. Muneer Farooqui, said,

"We are delighted to have completed eight successful years in Pakistan. We would like to thank our loyal customers for their



Warid Employees along with Mr. Younas Sheikh, CCO, Warid Telecom, cutting the cake

unwavering support and patronage throughout this journey.

We will continue to provide them with the very best in terms of service and support while we head into the future together."

The company created one of the country's first youth-centric brands, Glow by Warid, which is one of Pakistan's most popular and in demand cellular brands. Commenting on the achievement Warid Telecom Chief Commercial Officer Mr. Younas Iqbal Shiekh stated, "During its eight years of operation Warid Telecom has distinguished itself in the

market by providing numerous value added services for consumers while also structuring itself for versatility in each segment of the market, enabling it to provide cutting edge technology and innovative services."

Warid's VP Sales and Distribution Mr. Suhail Jan spoke of the company's position in the market saying, "Today Warid is recognized as a leading innovator in the telecom industry which has introduced many industry-first initiatives. Our key objective has always been to innovate and develop services which cater the

needs of Pakistan's mobile subscribers and we aim to continue this tradition in the future."

Warid continues to work with organizations and people in Pakistan for the development of the country and its economy, including projects with the SKMT (Shaukat Khanum Memorial Trust), Pink Ribbon Pakistan, The Prime Minister's Flood Relief Fund, Anti Dengue and Polio drives, Student Career Support Program 'Transforming Futures', Government College Lahore endowment fund, LUMS and other Young Leaders support sponsorships. **T**

C Square Consulting launches another Call Center for Orange Telecom

After their numerous recent successes, Orange Telecom, in collaboration with C Square Consulting Pakistan, is all set to launch another call center in Congo. C Square Pakistan was taken on board to handle the End-to-End Call Center deployment since they already have an immense and intimate experience of call centers and

were therefore able to likewise consult and implement a state of the art call center for Orange. The project will not only boast of using the world's number 1 technology equipment, but will also have 120 blended seats, operate in six languages, involve the usage of analytics using Infomart Insight, have an open

architecture, SIP, and be easily available to customers and clients. It will also have a Genesys Interaction Workspace and a C-Square Analytical Wallboard.

The features are especially important to a world-class operator such as France Telecom rebranded as Orange Telecom company since they

are already functioning in 33 countries. In the international market, the company's name alone embodies the Group's core values and commitment to connecting the largest number of audience to the digital universe creating a powerful and differentiating asset that unifies the image of the enterprise around the world. **T**

The Pakistan Telecommunication Company Limited organizes Talent Show for Employees

Pakistan Telecommunication Company Limited (PTCL) organized an exhilarating fun gala entitled "PTCL's Got Talent" a Talent Show for Employees & their Families. It entailed competitions of on-stage performances and alluring non-performing arts by talented employees and their family members in categories of recitation, hamd/naat, acting, singing, dancing, painting, flower arrangement and photography. The theme of "PTCL Got Talent" resonated with the aim of building a culture focusing on employee engagement and participation. It brought out the talents of thousands of employees from all the Regions of the company. Top five finalists were selected from each category by

eminent judging panels through competitive series of auditions backed by online voting carried out by PTCL employees. The Final Competition of Recitation, Naat/Hamd held at the PTCL Headquarters was graced by Mr. Junaid Jamshed as the guest of honor and judge. The Grand Finale of PTCL's Got Talent held at the Pakistan National Council of Arts was attended by Farah Hussain, Agha Nasir, Kanwal Naseer, Abbas Ali Khan, Naheeda Raza, Leyla Zuberi as judges of the categories of acting, singing, dancing, painting, flower arrangement and photography. President & CEO PTCL, Mr. Walid Irshaid; Federal Minister for Information and Broadcasting, Arif Nizami; Federal Minister for



Information Technology, Dr. Sania Nishtar; PTCL Senior Executive Vice President HR, Syed Mazhar Hussain; other senior officials and honorable dignitaries attended the Grand Finale along with a large gathering of PTCL employees and their families. Syed Mazhar Hussain, PTCL Senior Executive Vice President (SEVP) HR, while speaking at the occasion said, "PTCL is proud of the diversity of its work force and recognizes and rewards

their unique contribution to our company". PTCL's Got Talent has created an exciting and stimulating environment within PTCL, where all employees have actively participated to win prizes like Umrah Package, Cell phones, Home appliances, Cameras, and Cash Prizes. The Grand Finale was concluded by popular musician and singer Fakhir who invigorated and energized all PTCL employees and their families present at the event. **T**

PTC launches new models of EVO and Nitro Cloud devices

The Pakistan Telecommunication Company Limited (PTCL) has introduced new models of its EVO and Nitro Cloud devices, which offer enhanced and upgraded features for a rich on-the-go

broadband experience, says a press release. The pocket-sized EVO and EVO Nitro Cloud devices are easy-to-manage portable Wi-Fi routers that create a powerful Wi-Fi hotspot, enabling users to share

hyper fast broadband speeds of up to 9.3Mbps in over 200 cities and 3.1Mbps in more than 250 cities nationwide. "PTCL is continuously introducing connectivity solutions in order to

facilitate our customers in their daily lives and also help them to remain efficient by offering tailor-made products to fit their needs," said Omar Khalid, PTCL Executive Vice President (EVP) Wireless Services. **T**

PTCL launches reconnect campaign

Pakistan Telecommunication Company Ltd (PTCL) has launched reconnect campaign to invite customers who had discontinued their usage of PTCL landline. Under the new package, customers can enjoy free installation, restoration,

unlimited On-net calls for Rs250 per month till December 2013, zero line rent and a 50 percent discount on outstanding PTCL dues. "Our campaign will have the winning factor of offering our customers a reliable answer to an unpredictable

communication environment in which they have an unavoidable need for staying connected," an official said. He added that all customers who have disconnected their PTCL landline connections before Jan 31, either voluntarily or due to non-

payment of PTCL bills in the past, will be eligible for this offer. "Double play customers can also reconnect their broadband services along with their landline services without any reconnection charges," he added. **T**

New Channel Distribution Partner Ezy Infotech advances Huawei presence in Pakistan

A distributor partnership agreement was taken place and signed between Huawei Technologies Pakistan – Enterprise BG and EZY Infotech Pvt. Ltd yesterday here in Karachi which will advance the presence Huawei in Pakistan. The partnership aims to increase the integration and optimization of ICT infrastructure in key sectors including government, healthcare, industry and finance through its Channel Partner Network. According to agreement Huawei has appointed EZY Infotech Pvt. Ltd. as a distributor, drawing on their extensive Reseller Channel base and local reach through its four offices based in major cities across Pakistan and EZY Infotech Pvt. Ltd. will provide its Channel with the latest Huawei products in enterprise networking and communications as well as a wide range of IT solutions to support the growth of cloud computing, Servers & Storage, unified communication, video conferencing and data

centers in Pakistan. Speaking on the occasion, Colin Hu, Managing Director of Huawei Enterprise in Pakistan said: “Huawei’s

our valued customers in Pakistan. EZY Infotech’s local knowledge and customer centric approach will help us tailor and deliver our

Partner Programme which had now become an integral part of the company’s growth strategy in the Middle East and Asia. In the enterprise market, Huawei offered an extensive ICT product and solution portfolio that spanned from security, enterprise network infrastructure enterprise communications, data centers and industry applications. The company had nearly 4,000 employees working in 14 offices covering nine countries across the Middle East.

Mr. Saeed Sheikh, Country Manager of EZY Infotech Pvt. Ltd., said: “As Pakistan’s infrastructure continues to develop, so does the market’s need for ICT solutions that enable business growth. With our highly skilled engineers and Huawei’s highly customizable technologies we will be in an even stronger position to help our customers overcome complex business changeless through innovative ICT solutions”, he concluded. ■



Colin Hu, Managing Director of Huawei Enterprise in Pakistan and Saeed Sheikh, Country Manager of EZY Infotech after the distributor partnership agreement was signed.

channel partner programme plays a vital role in our overall business strategy. The partnership with EZY Infotech Pvt. Ltd. represents our commitment in providing world class ICT solutions to

technology to this rapidly evolving market through its large channel partner base in Pakistan”, he said adding that 2012 saw Huawei Enterprise invested heavily in the development of its Channel

PTCL holds retailers’ conference

As part of its ongoing drive to further strengthen business relations with retailers and distributors, Pakistan Telecommunication Company Limited (PTCL) organised a retailers’ conference in Karachi. Attended by more than 300 PTCL retailers, business partners and distributors, the conference included various team-building sessions, and provided

participants an exciting opportunity to share their observations and experiences regarding PTCL’s products and services. Appreciating the support of retail partners, PTCL Executive Vice President (EVP) Business Zone South Zaman Gulzar said, “Our retail partners are the backbone of our distribution network and we fully

acknowledge their loyalty, hard work and collaboration in the company’s success.” “Telecom is a rapidly changing industry, with new practices and products emerging at a fast pace. This conference is designed to provide a better understanding to our partners about our evolving product portfolio and also serve as a platform to develop and share ideas that

drive future growth,” he added further. Zaman assured retailers and distributors of PTCL’s commitment to create a mutually beneficial partnership which strengthens the existing business partnership built on commitment and team work. The top performing partners were presented with certificates and attractive prizes. ■

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Nokia Launches its Amazing Range of Windows Phone 8 Devices in Pakistan

Nokia Pakistan introduced the highly anticipated Lumia range powered by Windows Phone 8 in the country. The device portfolio which was unveiled here consists of flagship device Nokia Lumia 920, Nokia Lumia 820 and Nokia Lumia 620. With the latest range of Lumia Windows 8 devices, Nokia Pakistan is all set to lead the change for the Windows Phone ecosystem with its Lumia differentiators. Speaking on the launch, Alessandro Lamanna, vice-president marketing - IMEA (India, Middle East, Africa) at Nokia said, "We are focused on redefining the future of smart devices and continue to invest towards delivering truly compelling experiences to consumers across price points. With the launch of



At the launch of Nokia Lumia 920, 820 and 620 Arif Shafique, country general manager, Nokia Pakistan (3L) and Alessandro Lamanna, vice-president, Nokia IMEA (2L) are seen along with Salman Siddiqui, country lead - channel sales, Microsoft Pakistan (L) and Arsalan Zia Qureshi, Head of corporate sale (South), Mobilink (R)

Lumia Windows Phone 8 range, we aim to usher an era of unique innovations in the smart phone market. The announcement today is yet another giant leap in the remarkable progress we have made against our strategy

announced in February 2011." He further added, "We are working with partners across the board to take the Lumia experience to more and more consumers faster. The roll out of not two, but three devices marks not just our intent and

agility, but also reflects our commitment to our consumers in Pakistan. With a range of accessories and partnerships to bring wireless charging outside the home, we are also boosting wireless charging into the mainstream. All this innovation adds up to one thing – it's Time to Switch to Lumia!"

Commenting on the occasion, Salman Siddiqui, country lead - Channel Sales, Microsoft Pakistan said, "With Windows Phone 8 we created a new way to think about smartphones, one that puts people at the center. With the same look and feel, the same technology core and cloud service, Windows Phone is built to work seamlessly with Windows 8, you can learn it once and use it everywhere. **T**

Haseeb Shaukat

Still on Microsoft Windows XP?

Key questions every business should think about as part of their migration planning

While Windows XP is no longer the most used operating system on the planet – Windows 7 surpassed it last year – the upcoming April 2014 deadline to receive support for older Windows XP devices raises the question for many businesses of what to do with their older technology as they look to protect valuable IP and customer information. Business and personal technology has dramatically changed over the last decade. PC desktops are now commonly found side by side with laptops, and newer form factors like Ultrabooks, All in

Ones, and tablets. Writeable CDs are today replaced by cloud-based storage solutions like SkyDrive. Connectivity and accessibility once limited to offices is now possible at home, in the car or even on a beach. The newest version of Windows that Microsoft released this fall, Windows 8, reflects this evolution. As businesses evaluate their migration path from Windows XP, there are a few key questions to consider:

- What does support look like for the software applications you need for work? As Windows XP goes

off into the sunset, many of the applications that were originally written for it will cost extra in support costs – especially as independent software vendors increasingly stop supporting their newer apps running on Windows XP. This is one of the reasons why firms like IDC predict the longer businesses wait to move to Windows XP to Windows 7 or Windows 8, the pricier custom support for Windows XP gets.

- What kinds of form factors do your employees need to be successful? With an ever-increasing lineup of Windows

8 form factors to choose from – from notebooks, tablets and All in Ones that use touch – you can replace older hardware with a newer Windows device that reflects the unique needs of your employees and how they prefer to work today.

- How do you want to manage devices running on your corporate network? Businesses in particular are feeling the most pressure to stay up-to-date, with an increasing need to protect their data and manage all their devices, all while ensuring security and compliance. **T**

Global Telecom Events 2013

MAY

- Sviaz Expocom
10-14 May Russia Moscow, Russia
- LTE MENA 2013
13-14 May JW, Marriott, Marquis – Dubai
- International Telecoms Week
13-15 May – Chicago, IL
- Roaming World Congress 2013
14-15 May – Brussels, Belgium
- Cards & Payments Middle East 2013
14-15 May – DWTC, Dubai – UAE
- The Mobile Show ME-2013
14-15 May – Dubai UAE
- QITCOM Exb. & Conference
14-16 May – Qatar
- Maximising Customer Loyalty and Profitability
20-23 May- Vienna, Austria
- IIR Telecoms Critical Communications World
21-24 May – Paris, France
- NFC World Summit 2013
22-23, May – London, UK
- FTTx Summit Middle East
26-29 May – Dubai, UAE
- SatCom 2013 Africa
27-30 May – Johannesburg, South Africa
- KITEL 2013
28-30 May – Almaty, Kazakhstan

JUNE - JULY

- 10th Convergence Summit
03-04 June- Four Seasons Hotel, Amman
- GISEC, (Information Security Exhibition & Conference)
03-05 June-DWTC, Dubai-UAE
- Mobile Payments and NFC
03-05 June – London, UK
- M2M Forum Europe
10-13 June- London , UK
- Customer Experience Management In Telecom
10-13 June- South America
- Arabcom
16-17 June- Beirut, Lebanon
- WDM & Next Generation Optical Networking 2013
17-20 June – Grimaldi Forum, Monaco
- Hosting Con
17-19 June – Austin, Texas
- CommunicAsia 2013
18-21 June – Singapore
- Expocom Wireless
21-23 July – Tokyo, Japan

SEP - NOV

- ITX Asia 2013
11-13 Sep- Kuala Lumpur, Malaysia
- Middle East Com
23-24 Sep- JW Marriot Marquis- Dubai
- Critical Communications Middle East
29 Sep- 01 Oct – Middle East
- 13th ITCN Asia
08-10 Oct – Karachi, Pakistan
- Carrier Ethernet World Congress 2013
01-02 Oct – Clarion Congress Hotel, Prague
- Telecoms World-ME
30th Sep- 20th Oct – Dubai
- GITEX 2013
20-24 Oct- Dubai, UAE
- ITU Telecom World
18-21 Nov- Bangkok, Thailand