

# New-build GSM network to launch with Telsis advanced SMS system

Warid Telecom, latest entrant to the fast-growing mobile telephony market in Bangladesh, aims to set the national benchmark for performance and service quality with a new-build network that has advanced text messaging technology at its core.

Developed and manufactured by Telsis, the messaging system exploits Intelligent SMS Routing technology to deliver text messages with unprecedented speed and reliability, and to support new text services.

It will give Warid, planning to begin service early in 2007, a significant edge over the country's three established networks.

Telsis Intelligent SMS Routing has been widely adopted by mobile network operators as a replacement for legacy messaging systems. Its successful implementation and performance in a new build network launched by Warid in Pakistan in 2005 was a key element in the decision.

The Warid Bangladesh deployment is part of a GSM full turnkey contract won by Telsis' global partner Ericsson. The Telsis advanced messaging solution, which includes centralised intelligence, management and billing, is tightly integrated within the service layer of the network. It gives Warid an upgradeable throughput of 600 messages a second ensuring that even large-scale text events, such as TV-driven voting, are handled efficiently.

"We have a population of 140 million in Bangladesh and by next year it is anticipated that more than 20 million will be mobile phone users. We aim to become a major player of the Bangladesh Cellular Industry and to grow the market at the same time," says Farhan J. Khan, CTO of Warid Telecom International LLC, Bangladesh Operations. "We will do it by offering a new level of reliability and performance and the Telsis text messaging system is a key element in our plan."

Warid Telecom is owned by the Abu Dhabi Group, which is led by His Highness Sheikh Nahayan Mubarak Al Nahayan. Apart from having a substantial shareholding in Bank Alfalah and United Bank Limited, the Abu Dhabi Group also has other international investments in the telecommunications, finance, hospitality, property, oil exploration & supplies, and automobile industries.



Contact: [pressoffice@telsis.com](mailto:pressoffice@telsis.com)

Telsis Limited, UK

T: +44 (0) 1489 76 00 00

[www.telsis.com](http://www.telsis.com)