

Warid Pakistan prepares for text services launch with SMS capacity upgrade

Warid Telecom in Pakistan is to almost double its text capacity with Intelligent SMS Routing from Telsis in readiness for text-voting partnerships with TV broadcasters, and the roll-out of other advanced text-based services.

The Pakistani operator made history when it launched the world's first SMSC-less network, choosing Telsis Intelligent SMS Routing rather than legacy messaging technology using SMSCs.

Now, with more than five million subscribers, Warid is already carrying more text traffic than most of its longer-established rivals. CTO Muhammad Iltaf says: "Being a relatively late-entrant to the market meant we were not burdened with legacy technology and could build the most advanced network possible. The Telsis messaging element is a perfect example. It enabled us to set the benchmark in quality of service while keeping operational costs very low. Now it's letting us cost-effectively expand messaging capacity to give the headroom we need to cope with demand for the new services that it will support."

"Pakistan's consumers are little different to phone users in the northern hemisphere. People want reliability and they want to be stimulated and entertained with exciting new services. Provide those two elements and, as we are demonstrating, you win market share. We're evolving rapidly into a total communications solutions provider as part of our corporate strategy to dominate across the market here, and a robust scalable text network is a key enabler for us."

Warid Telecom (Pvt) won its license in open auction for \$291 million and is owned by the Abu Dhabi Consortium. It launched in May 2005 and now has GSM coverage across all major cities and transport routes throughout Pakistan. It is headquartered in Lahore.



Contact: pressoffice@telsis.com

Telsis Limited, UK

T: +44 (0) 1489 76 00 00

www.telsis.com