

# Warid Bangladesh

## Telsis Customer Experience

“We aim to become a major player in the Bangladesh cellular industry and to grow the market at the same time. We will do it by offering a new level of reliability and performance and the Telsis ISR text messaging system is a key element in our plan.”

Muneer Farooqui ,  
CEO, Warid



With the exception of a handful of city-states, Bangladesh is the most densely populated country on the planet. More than 140 million people occupy a landmass only slightly larger than that of Greece. Bangladesh, like its near neighbours India and Pakistan, is one of the most dynamic and hotly contested mobile telecommunications markets in the world. Some 50 million people are expected to have mobile phones by 2009. ARPU is now at around \$5 per month and falling.

Five mobile networks were already in business when Warid Telecom Bangladesh launched commercial service in May 2007. By July 2008 it had become the country's fourth largest network having signed some 3.48 million subscribers in a little over a year.

Warid Bangladesh was actually working to a successful blueprint established by its sister company in Pakistan which had

launched some 24 months earlier. In both countries Warid wanted to quickly build a strong revenue stream from text and to use text as a differentiator in a bid to attract customers away from its rivals while simultaneously growing the market. Warid's technical teams knew that a messaging system based on SMSC technology would simply not support the achievement of those goals. Instead, they adopted messaging infrastructure based around Intelligent SMS Routing (ISR) provided by Telsis. Featuring centrally controlled and distributed edge-of-network intelligent routers, ISR is cheaper to deploy than SMSCs, far less expensive to operate, and easier to scale up with demand allowing operators to increase SMS throughput right up to the radio bandwidth of the network. At the same time in-built programmable intelligence enables ISR to support a whole new generation of advanced text-based services.

~ Signed 3.48 million subscribers within 12 months of launch

~ Became the fourth largest operator in Bangladesh within 14 months

~ Building a strong revenue stream by using text as a differentiator

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The reliability, speed of delivery, capacity and intelligence provided by ISR enables operators to actively grow revenues from text. High volume, high revenue short duration events such as broadcast-driven voting can be promoted with confidence. New types of network text applications and new person-to-application services provided by third parties can also be rolled out, further adding to the growing text revenue stream. Moreover, because ISR removes the uncertainty of delayed delivery that previously made texting such a hit-and-miss affair, applications can, for the first time, support serious transactional interchanges such as purchases of products or services, where immediate delivery is essential.

Warid Bangladesh selected three Telsis applications to be loaded for network launch – SMS Direct Delivery, SMS Grooming and High Performance Message Sending. SMS Direct Delivery exploits the high-speed switching capabilities of the SMS Routers to deliver all text messages directly to target phones. Turning on its head the old store-and-forward model used by SMSCs, SMS Direct

Delivery means messages are only stored if they cannot be delivered instantly. SMS Grooming is the key to the way ISR revolutionises the handling of mass texting events. It means that rather than transiting the network and potentially disrupting regular person-to-person traffic, messages destined for a mass vote, for example, are filtered off the network and delivered straight to the vote counting engine. Finally, High Performance Message Sending enables service providers to exploit the instant delivery capabilities of ISR, sending large volumes of application-originated messages direct to handsets.

At the the time of network launch, CEO Muneer Farooqui showed just how serious Warid is about achieving success in Bangladesh, and the critical role that text will play. "We aim to become a major player in the Bangladesh cellular industry and to grow the market at the same time," he said. "We will do it by offering a new level of reliability and performance and the Telsis ISR text messaging system is a key element in our plan."

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