

Warid Pakistan

Telsis Customer Experience

“With the Telsis system we have a very flexible messaging architecture and one that not only allows us to expand capacity in a modular way, but also supports new services.”

Muhammed Iltaf,
chief technical officer, Warid



A mountainous landmass bigger than France and Britain combined. A population of almost 164 million. Pakistan must surely rank as one of the most challenging – and potentially rewarding – mobile telephony markets anywhere in the world.

In just over three years since its launch one operator – Warid Telecom – has achieved remarkable success, securing more than 14.4 million subscribers and taking the honours as the network with the largest post-pay customer base, the best network for voice quality, and the network with most innovative services. Now 30% owned by SingTel, Warid is pushing forward with bold and ambitious plans to connect every corner of the diverse country by the end of 2009. At the centre of those plans is advanced messaging by Telsis.

Right from the start Warid put quality of service and innovation at the top of its agenda. It was the first GSM network to launch with an SMSC-less messaging infrastructure, deploying instead a solution based around Telsis Intelligent SMS Routing (ISR). Delivering substantial performance and flexibility benefits over traditional short message service centres (SMSCs), ISR is reenergising text as a communications medium throughout the global industry and it is one of the factors helping Warid create its technical and services lead. Not only has the Telsis technology enabled Warid to set the benchmark for messaging quality of service while keeping operational costs very low, but it has also proved several times over to be cost-effectively extended as new subscribers and new services drive demand.

~ More than 14.4 million subscribers

~ First GSM network to launch with an SMSC-less network

~ Handle more SMS messages per user than other networks in Pakistan

~ Pioneered new text services with Warid Find a Friend and Safe Arrival

Warid Pakistan

Telsis Customer Experience

Warid launched with a peak messaging capacity of 600 per second which has already been increased in three stages to 3,000 per second in response to an average total message volume of some 40 million every day. It now handles more SMS messages per subscriber than other networks in Pakistan, coping comfortably with traffic peaks such as those around the religious festival of Eid ul-Fitr.

Warid's chief technical officer Muhammad Iltaf is determined that capacity stays ahead of demand. "It's a competitive market and customers notice things like how well text services perform and it has an impact on their overall perception of our service," he says. "Quality of service is measured in many ways and customer experience is built on many things, but text is one thing that really does make a difference. With the Telsis solution we have the best of both worlds. We have instant delivery when subscribers are available and we have store and forward when it's needed. It just makes sense and it's where the industry is going."

The current dominance of peer-to-peer messaging in Warid's network is already changing as content providers launch push and pull services, some location based and others involving promotions and marketing materials. TV voting may be still in its infancy in Pakistan but more serious applications for text are already on the drawing board. Mobile banking is one. Thanks to its scalability and reliability, Telsis ISR, is ready.

"With the Telsis system we have a very flexible messaging architecture and one that not only allows us to expand capacity in a modular way, but also supports new services," says Iltaf.

One example is Warid Find a Friend. Phone users simply text a simple SMS string to 141 to receive a map via MMS showing the geographical location of the number they queried. Another is Safe Arrival, a service that enables customers to configure 'I have arrived safely' text messages that are sent automatically to nominated recipients as the roaming phone user enters a different country. Telsis ISR's instant and dependable delivery gives such location-based services unique value and utility.

"Peer-to-peer text traffic is continuing to grow at a steady pace, but gradually more specialist services are contributing to that growth" says Iltaf. "The Telsis solution puts us in a very strong position."

Contact: sales@telsis.com

www.telsis.com

UK T: +44 (0) 1489 76 00 00 F: +44 (0) 1489 76 00 76	Germany T: +49 (0) 6151 827 850 F: +49 (0) 6151 827 8521	España T: +34 91 532 72 10 F: +34 91 532 96 40	Italia T: +39 02 655 1644 F: +39 02 657 5302	Middle East T: +971 4 361 6179 F: +971 4 439 3554	Singapore T: +65 6224 5585 F: +65 6224 7356	Australia T: +61 (0) 2 9978 5300 F: +61 (0) 2 9978 5333
---	---	---	---	--	--	--