

Mobilink Infinity Success Story



Orascom's Mobilink chooses Alcatel-Lucent to be sure their mobile WiMAX offer is excellent and on time



Mobilink – a subsidiary of the Orascom Telecom Group – is Pakistan's leading cellular service provider with an unmatched customer base of over 32 million subscribers as of December 2008.

The company achieved a record subscriber growth of 40% in 2007, growing from 1 million subscribers to 32 million in just 5 years. It offers coverage in over 10,000 cities, towns, and villages, throughout Pakistan. It directly employs over 5,000 people, and has the largest distribution network in Pakistan, with over 200,000 retail outlets.

Pakistan presents a number of opportunities to a dynamic service provider like Mobilink. More than 100 ISPs currently offer their services in this highly fragmented market, where, although there are 20 million households, there are only 2.5 million dial-up users and 128,000 broadband connections. What's more, Quality of Service from many of those ISPs is extremely variable and the bureaucracy to get an Internet subscription can be heavy.

And yet, these fixed-line incumbents are unchallenged! Enter Mobilink Infinity: Mobilink knows that if even 20% of the 5 million fixed line subscribers adopt their mobile broadband offer, **they'll have a million subscribers**. Their strategy is to **outpace the competition** and to build upon a **strong on-net deployment**.

There are many reasons to believe that mobile WiMAX will be a key driver of economic growth and social development in Pakistan. This large wireless broadband access project from Orascom is a highly visible launch from a Tier-1 operator. Its impact across the entire region could be significant.

Mobilink Infinity is a wireless broadband and telephony service for residential and enterprise consumers, based on the mobile WiMAX standard, 802.16e-2005 (Rev-e). It went live on October 22, 2008 in the city of Karachi, Pakistan's financial capital and major business center. Other cities and regions of Pakistan will be covered by Mobilink Infinity in the months ahead.

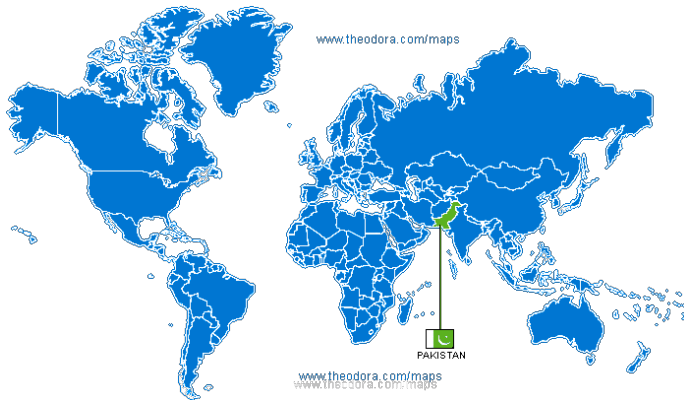
Alcatel-Lucent has supplied a fully integrated end-to-end WiMAX Rev-e solution including both fixed and nomadic terminal devices from various CPE partners, thanks to its Open CPE program. The Alcatel-Lucent WiMAX network leverages existing sites and equipment in Mobilink's GSM network, helping to optimize deployment economics.

“We were looking for reliable, affordable broadband connections for our customers and Alcatel-Lucent technology provided that. The maturity of their solution and the quality of their support have proved excellent throughout the project.”

Naeem Zamindar
Mobilink Vice-President &
Head of Broadband Business Division



Mobilink Infinity in Karachi at a glance



Mobilink Infinity offers a major step up for Karachi citizens

Its subscribers benefit from easy, affordable and always-on connectivity to the Internet, with fast downloads and smooth audio and video streaming. Subscribers also enjoy crystal-clear voice calls, which can be made from a regular phone or a PC.

Mobilink Infinity is already a success

In its very first weeks, the service already attracted one thousand subscribers; every day, 100 new people sign up.

Why is a GSM operator like Mobilink deploying WiMAX?

The insistent demand for high-speed Internet access in Pakistan was the driving factor of Mobilink's choice, especially in a country where many regions have either no or very poor quality landlines. Because WiMAX is available today, Orascom can quickly and cost-effectively offer subscribers in Pakistan high quality Internet access and Voice over IP services via broadband wireless.

Why did Orascom's Mobilink chose Alcatel-Lucent?



Alcatel-Lucent enjoys long and successful relationship with Orascom, but beyond that, a number of concrete reasons played a key role in Orascom's decision to select Alcatel-Lucent as their supplier for Mobilink Infinity:

Mobilink chose Alcatel-Lucent to be sure their offer would be excellent

Our end-to-end WiMAX 802.16e solution is powerful, efficient, and proven. Mobilink considers Alcatel-Lucent "the most advanced mobile WiMAX player."

Mobilink chose Alcatel-Lucent to be sure they would benefit from strong local support

Mobilink chose Alcatel-Lucent to be sure their offer would be delivered on time

Our time-to-market and the readiness of our solution are both well known.

Mobilink chose Alcatel-Lucent to be sure their offer would be cost-efficient

Alcatel-Lucent's experience enables us to leverage existing sites and equipment in Mobilink's GSM network, helping to optimize deployment economics. Our material is both OPEX and CAPEX-friendly.

Mobilink values Alcatel-Lucent's Open CPE program

Alcatel-Lucent's "Open CPE" strategy is designed to ensure service providers have the widest possible range of interoperable end-user devices. Thanks to extensive interoperability tests performed in our labs, Alcatel-Lucent can guarantee that any type of WiMAX-compliant device will work with best-in-class performances.



With over 100 commercial contracts and trials around the world, Alcatel-Lucent is the undisputed leader in the global WiMAX Rev-e infrastructure market. Read more about our mobile WiMAX offer at www.alcatel-lucent.com/WiMAX