

# ETISALAT NIGERIA

[www.etisalat.com.ng](http://www.etisalat.com.ng)

CORPORATE BROCHURE



The background of the image shows an office environment with a vibrant green wall. A large black sign with the white 'etisalat' logo and a green play button icon is mounted on the wall. Several people are visible: a man in a dark shirt in the foreground, a woman in a green shirt working at a desk, and another man in a white shirt with 'etisalat' and the number '9' on the back. The overall atmosphere is professional and modern.

# Delivering the next generation of communication

In just two-and-a-half years, Etisalat Nigeria has carved a place for itself in the Nigerian communications industry. CEO Steven Evans describes to Gay Sutton how he aims to take the company to the top



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he African continent is undoubtedly a region of tremendous opportunity as nations strive to take their rightful places on the world economic stage. Good communications, which is the business of Etisalat Nigeria, is one of the cornerstones of a stable and prosperous economy. Interestingly for Nigeria, it is private companies like Etisalat rather than the national government that are constructing the telecommunications networks the country will need if it is to fulfil its potential and take its rightful place as a giant of Africa, not only in terms of size but in terms of development.



## Welcome and Entertain Your Guest With Sony BRAVIA LED & LCD TV.

### Hotel TV<sup>#</sup> Key Features

#### INTEGRATED HOTEL MODE

- Allows -
- Volume Control
- Function Locking/Channel Locking
- Switch-on channel
- Multilingual OSD
- Factory Reset Function

#### RS232C CONNECTION\*

- External equipment, such as Set Top Box can control BRAVIA via RS-232C -
- On/Off TV
- Volume Control
- On Timer/Sleep Timer
- Picture/Sound Mode Selection
- Input Selection

#### IR PASS-THROUGH\*

The Remote Control signals received by TV can go out through optional RJ12 connector in order to pass IR signals to the hide-away Set Top Box.

#### SMART CLONING FUNCTION\*

Allows Hotelier to set-up quickly & easily. By using a USB flash drive, the customized Hotel Menu setting data and TV Channel setting can be copied from 1 "Mother" model to others

#### BATHROOM SPEAKER OUTPUT\*

Provides sound of TV to bathroom speaker in hotel guest room.

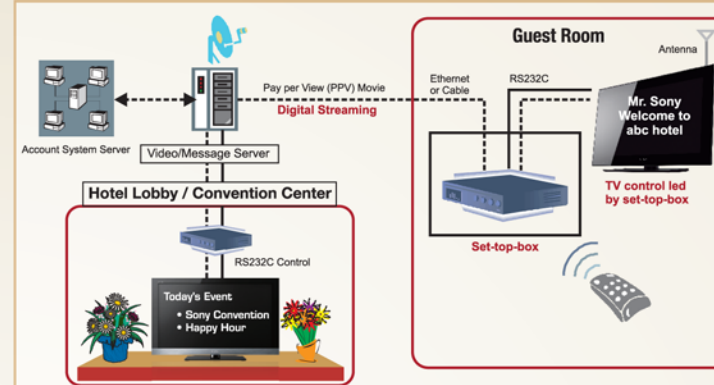
#### CUSTOMISED SOFTWARE FOR SYSTEM INTEGRATOR\*

The Software is customized in order to communicate with system integrator's set top box by RS232 protocol.

Digital Tuner Available

#Available in Select Models \*Available in Select Hotel TV Models

### Typical Hotel System Example With RS-232C Control



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- Kamat Group of Hotels

### AVAILABLE PRODUCT RANGE

#### HX925 SERIES

Full HD 3D LED BRAVIA

Available in 65 [165 cm] • 55 [140 cm] • 46 [117 cm]



Monolithic Design

#### NX710 SERIES

Full HD 3D LED BRAVIA

Available in 46 [117 cm] • 40 [102 cm]



Monolithic Design

#### EX720 SERIES

Full HD 3D LED BRAVIA

Available in 55 [140 cm] • 46 [117 cm] • 40 [102 cm] • 32 [81 cm]



#### EX420 SERIES

LED BRAVIA

Available in 32 [81 cm] • 26 [66 cm] • 22 [56 cm]



#### CX520 SERIES

Full HD LCD BRAVIA

Available in 46 [117 cm] • 40 [102 cm]



#### CX420 SERIES

Full HD LCD BRAVIA

Available in 32 [81 cm]



#### CX32D SERIES

LCD BRAVIA

Available in 32 [81 cm]



Built-in DVD Player

#### CX320 SERIES

LCD BRAVIA

Available in 32 [81 cm] • 26 [66cm] • 22 [56 cm]



#### BX420 SERIES

Full HD LCD BRAVIA

Available in 40 [102 cm]



#### BX320 SERIES

LCD BRAVIA

Available in 32 [81 cm] • 26 [66cm] • 22 [56 cm]



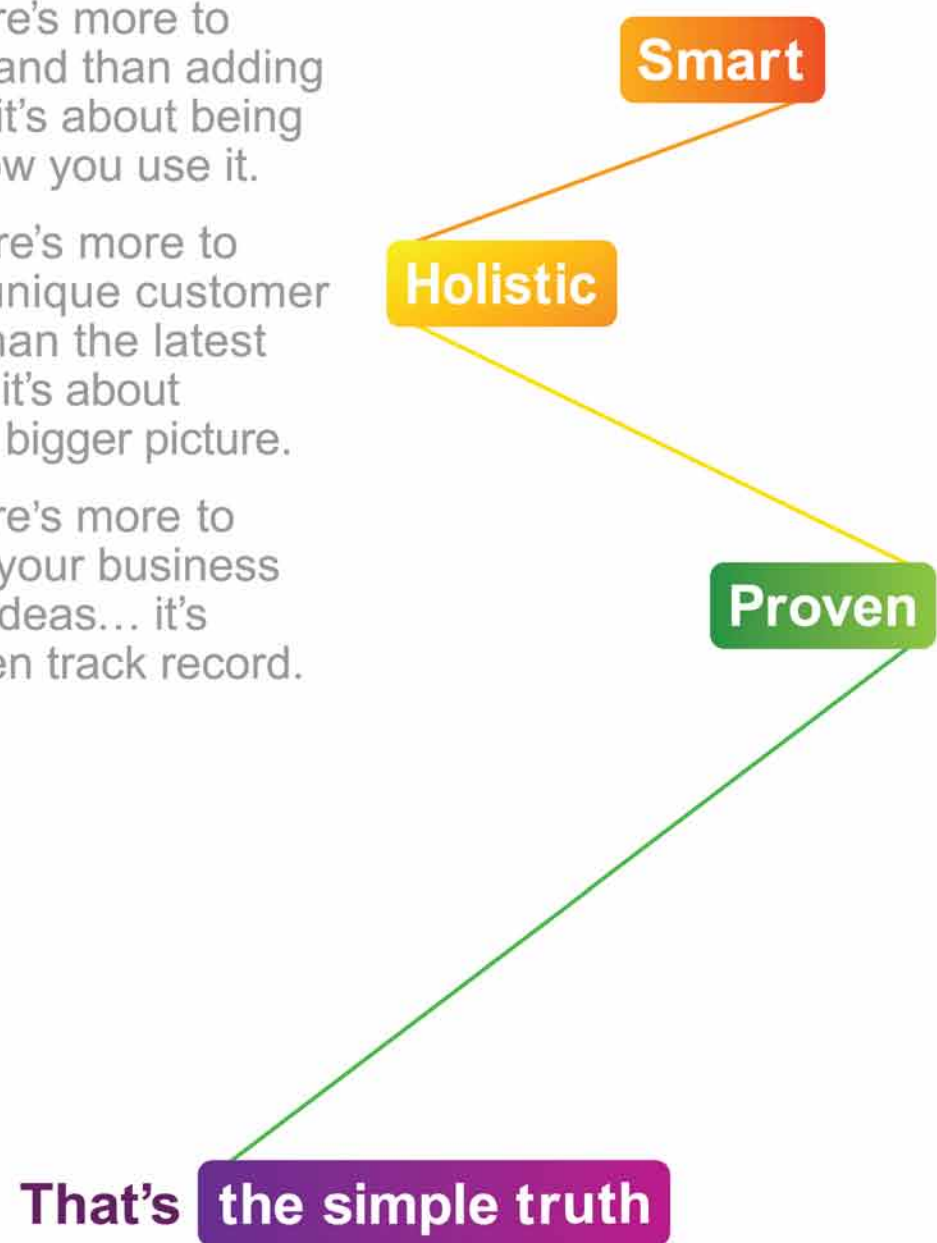
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**Nokia Siemens Networks**

Nokia Siemens Networks (NSN) is committed to the progress of the Nigerian telecom market and the development of its customers in Nigeria. The company is deploying a 2G and 2.5G network for EMTS Nigeria, which will expand the operator's mobile coverage in the Southern and South Eastern regions of Nigeria. Nokia Siemens Networks' persistence to deliver a cost-effective yet reliable network in an insecure environment and harsh terrain will enable EMTS to cover its fast-growing subscriber base in the future. Additionally, Nokia Siemens Networks manages and operates the multi-vendor network of EMTS through its Network Operations Center, 24x7.

Etisalat is a relative newcomer to the Nigerian communications sector and has been operating in the country for just two-and-a-half years. But during that time the company has been fast-tracking the construction of a mobile communications network based on GSM technology, and today this comprises over 2,000 cell sites providing coverage in all 36 Nigerian states. Alongside this, the introduction of the latest services and technology has ensured unprecedented growth in the marketplace. "With the network as it stands today we are able to provide coverage for around 60 per cent of the population," explains CEO Steven Evans. "But in terms of market share, by the end of 2010 we had attracted 6.8 million active subscribers to the network, which equates to approximately 9 per cent of the market. This is phenomenal growth in just two-and-a-half years."

Etisalat is competing against three companies who have been operating in the country since 2001. "At the moment we are the fourth GSM here. But our intention over the next five years is to become one of the top two operators in the marketplace, and to achieve between 25 million and 30 million subscribers by the end of that period."



To find out why being smart, holistic and proven matters, visit [www.nokiasiemensnetworks.com](http://www.nokiasiemensnetworks.com)

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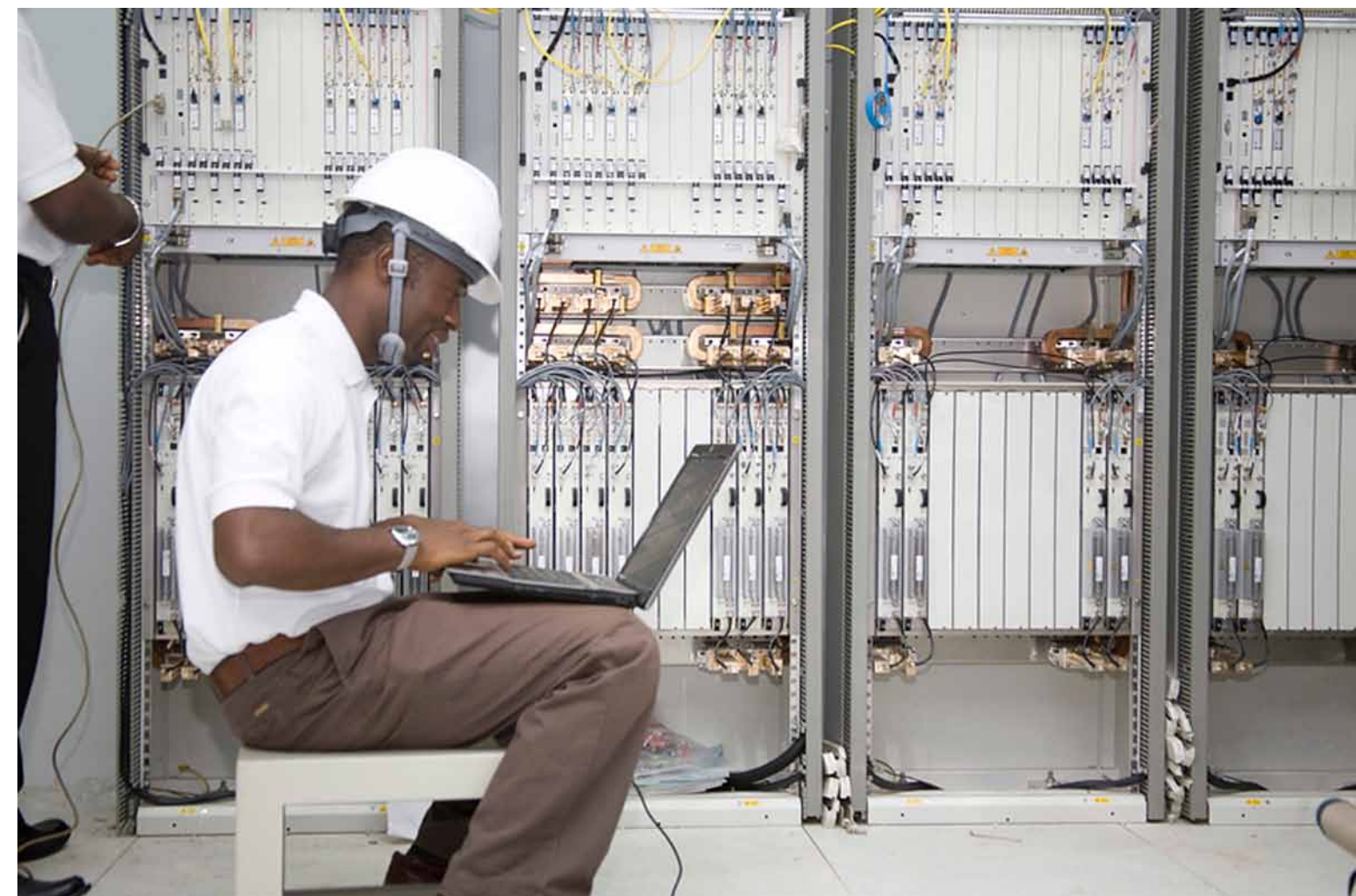
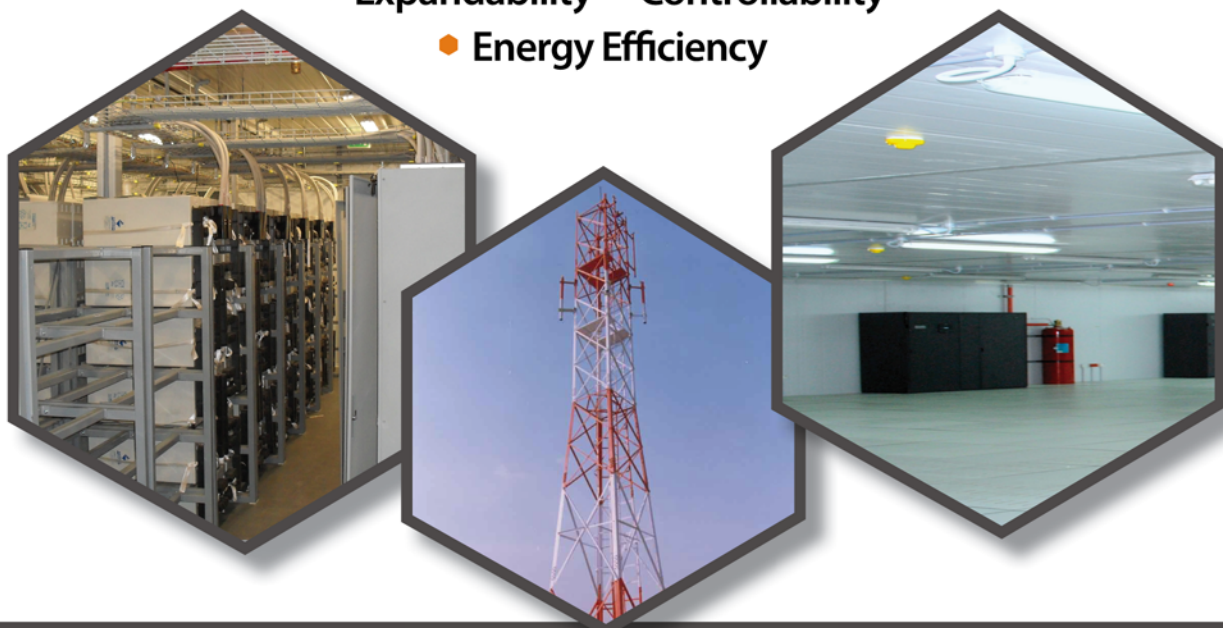


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The company's strategy for delivering on this vision has four pillars. First and foremost, the company is customer focused. A strong ethos of customer service is instilled in the staff from their initial training period, and this is continually reinforced and backed up by measurable KPIs. However, the company also bases the development of its services and products on detailed analysis of the customer's needs. "We make sure we understand our customers, and provide products and services that are designed with their needs in mind," Evans states.

The second pillar of the company's strategy is to be innovative in terms of products and services, and this is very closely linked with the first pillar. "We've come into the market as a late entrant so we need to generate excitement and interest from the consumers, and offer them something more than



### **ASTERA ENGINEERING**

ASTERA ENGINEERING offers a complete range of services for telecom networks from the design, build, operation and maintenance on a turnkey basis or in a specific defined model. The resources of ASTERA, both human and financial, have continuously grown in sync with the expansion of business, backed up by an ISO 9001:2008 certified management system and a complete computerization of its standard operating procedures. In our portfolio, we have successfully built more than 400 sites and the two largest consolidated switch and data centres for AIRTEL in Nigeria with a capacity of 550 racks in each centre. Our fibre optics team maintained a network of 4,600 kilometres.

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**“A bird with beautiful dance-steps on the highway, has its melody maker not far behind” - Nigerian Proverb.**

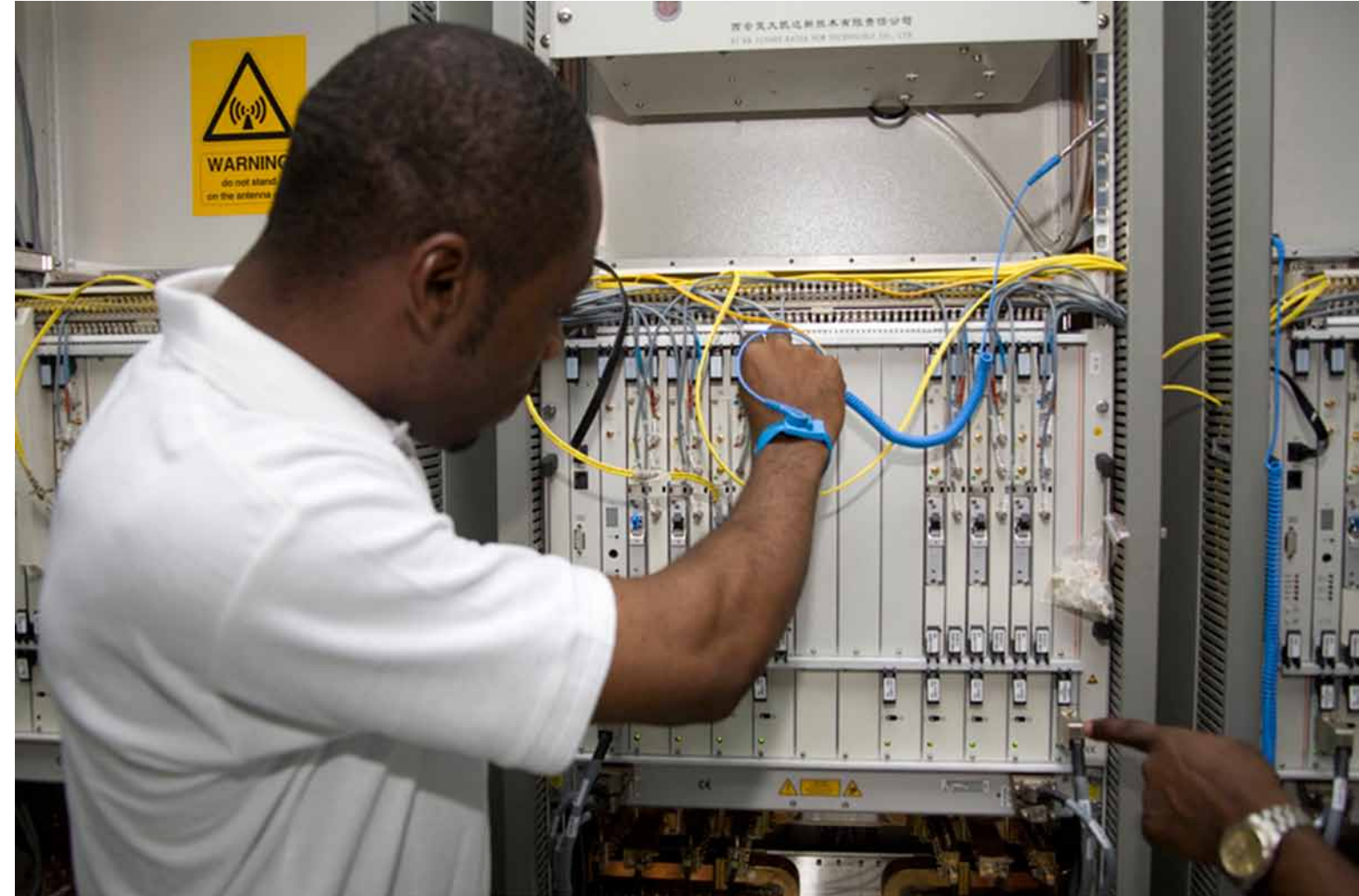
From the inception of our relationship with the etisalat brand, we have been very focused on providing strategic media solutions that have put the brand in the forefront in such a short time. This is in line with our vision to be and remain Nigeria's and indeed, West and Central Africa's No.1 specialist media planning and buying services company.

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they're being offered by the competition," Evans says. "The interesting thing about this market is that there are over 700 GSM operators globally so there are many product and service innovations that have been tried and tested around the world. We therefore have a great opportunity to select products and services from other markets to match the needs of our customers here." And this has certainly paid off so far, creating the rapid growth in customer base.

Among the new technologies and services Etisalat has introduced into Nigeria so far is Home Zone, which offers a lower tariff for calls made from home, or from the location where the majority of calls are made. Reverse charging is another first for the country and has been very popular, particularly for enabling young people who have run out of credit to ring home to their parents who can then accept

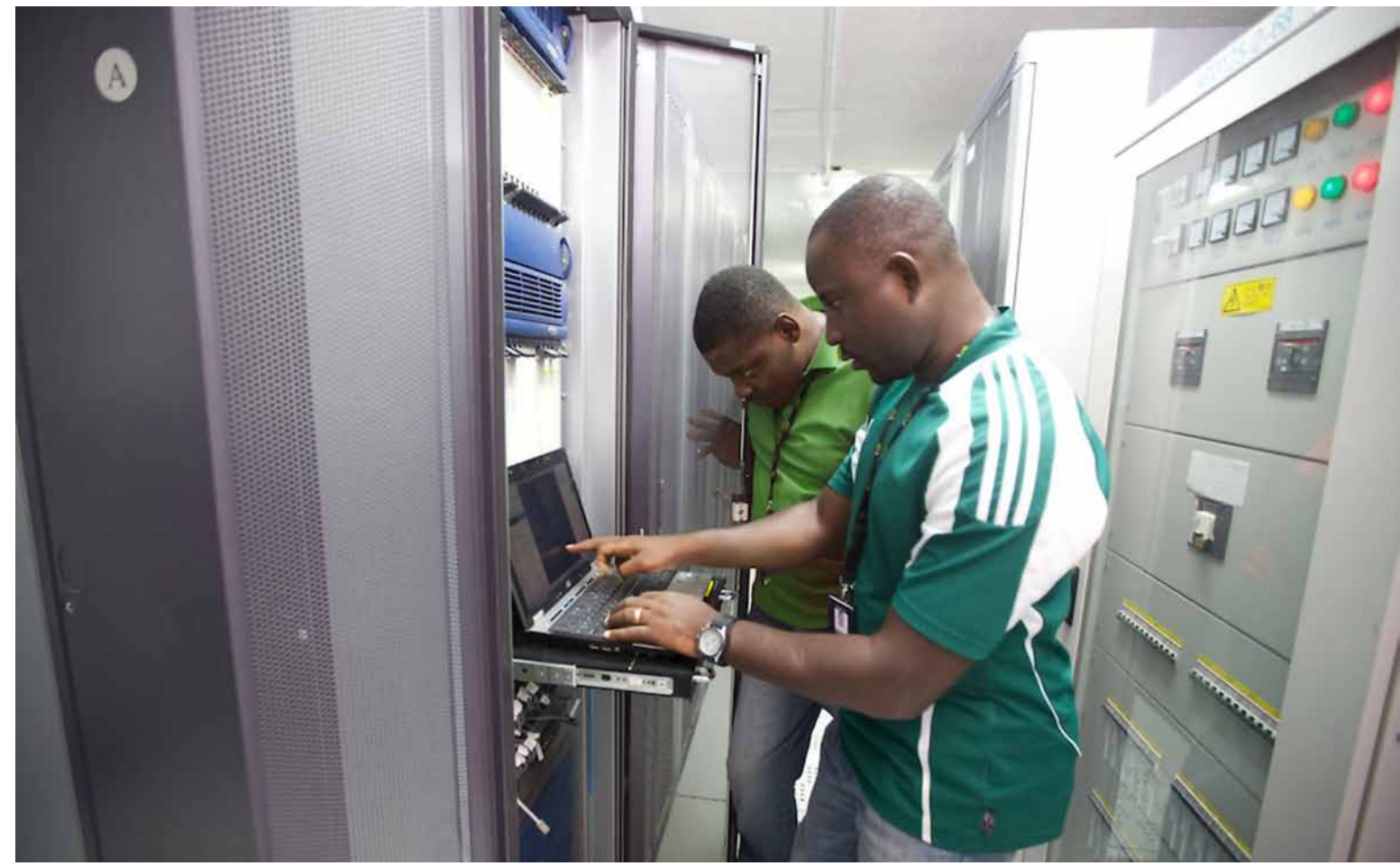


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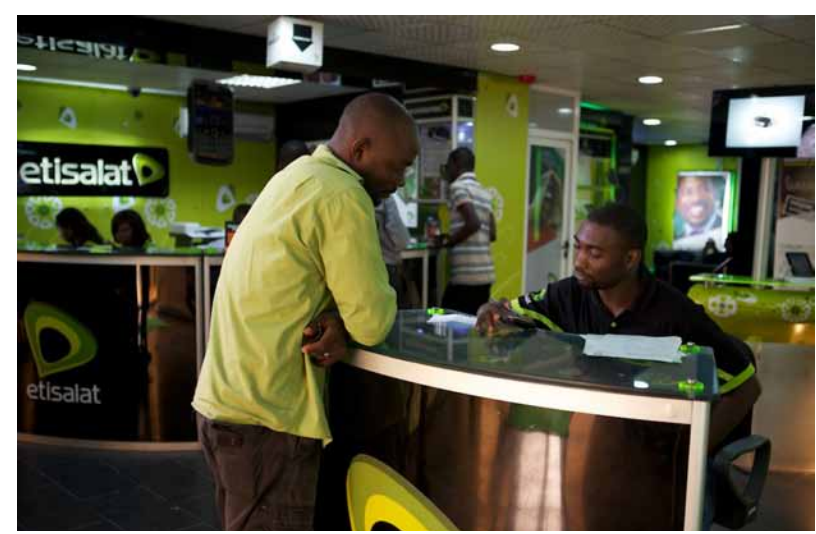
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considerable loyalty among them.”

The third pillar of the Etisalat strategy is to build and maintain a top quality network. Over the first two-and-a-half years in Nigeria, the company has made a considerable upfront investment in infrastructure, funded directly by the company's three shareholders: the United Arab Emirates-based communications company Etisalat, which owns a 40 per cent share; Mubadala, the sovereign fund from Abu Dhabi with 30 per cent; and the Nigerian group Myacynth, also with 30 per cent.

To date, around US\$1.8 billion has been invested in infrastructure, a large part of which has gone into the construction of the GSM network infrastructure. Alongside this, investment has also gone into introducing the next generation of mobile network technology—3G—which will deliver reliable high speed broadband, a

the charge for the call. Perhaps the most popular innovation, though, has been the introduction of a missed call service. “Other operators had said it would be impossible to support. So it has been very popular with our customers and has created





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### Kano Government Lauds Etisalat's 'Fight Malaria' Initiative

The Kano State government has commended Nigeria's fastest growing telecoms giant, Etisalat Nigeria, for its "Fight Malaria Initiative" designed to help fight the scourge of malaria across the country. The company distributed insecticide-treated nets to schools across the state on Tuesday, March 22, 2011.

At the initiative's flag-off ceremony in Kano, the State Commissioner for Health, who was represented by the Permanent Secretary of the Ministry, Alhaji Tajuddin Gambo, said Etisalat's support in eradicating malaria is worthy of emulation by other corporate organizations as it has shown Etisalat as a company that is interested in the lives of people in its operating communities, a caring company doing more than just its business of providing qualitative telecommunications services for the people. He further stressed that with Etisalat's intervention, wealth is gradually being created in the state. According to him; "Etisalat is helping to solve health, wealth and economic problems in the state because it is only when people are healthy that they can work and such will translate to a boost in the economy of the state. I am delighted that in just two years, Etisalat has impacted the life of a lot of Nigerians so positively."

Etisalat Chief Executive Officer, Steven Evans' said that the distribution is targeted at schools and students in the first phase because children are more susceptible to the disease. "We decided to make girl schools a focal point of our fight malaria campaign because children and pregnant women have been known to be the worst hit in the battle against malaria. If we train the girl child who will tomorrow become a mother to understand how to prevent and protect herself against the disease called malaria then we will have succeeded half way in our fight against malaria."

Fight Malaria Initiative which is one of Etisalat's health initiatives aimed at ensuring wellness among the youth segment of its market, was facilitated by Society for Youth Awareness and Health Development (SYAHD), a non-governmental organization in the state.

capability the country needs if its businesses are to thrive in the global marketplace.

"At the moment we are delivering a form of broadband service by a variant of GSM called Edge, but it's slow and has low capacity. The introduction



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Since 2008, Promoworld's mutually beneficial relationship with Etisalat has helped the telecommunications mavericks in achieving its overall marketing objectives through the provision of creative marketing solutions via a bouquet of products and services.

We are committed to providing innovative platforms, even as Etisalat continues to increase its market share.



of 3G will represent a dramatic change in internet connectivity and data transfer for our customers," Evans says. Etisalat's 3G service is scheduled to be launched in the next few months.

The company plans to continue its investment in infrastructure, and has recently raised an additional \$650 million from eight Nigerian banks, which it will spend on expanding the GSM and 3G network. "Ultimately our aim is to provide coverage for somewhere between 80 per cent and 90 per cent of the population. Above that it ceases to be cost effective for individual companies to cover really rural areas," Evans says. "However, it is possible to collaborate with other operators to build a single network in such areas, and install multiple sets of radio equipment on each tower. So we're currently in negotiations with other operators to establish what we call passive network sharing to reduce the cost of extending into these rural areas."

The final element in the Etisalat development strategy is to drive for operational efficiency and thereby reduce





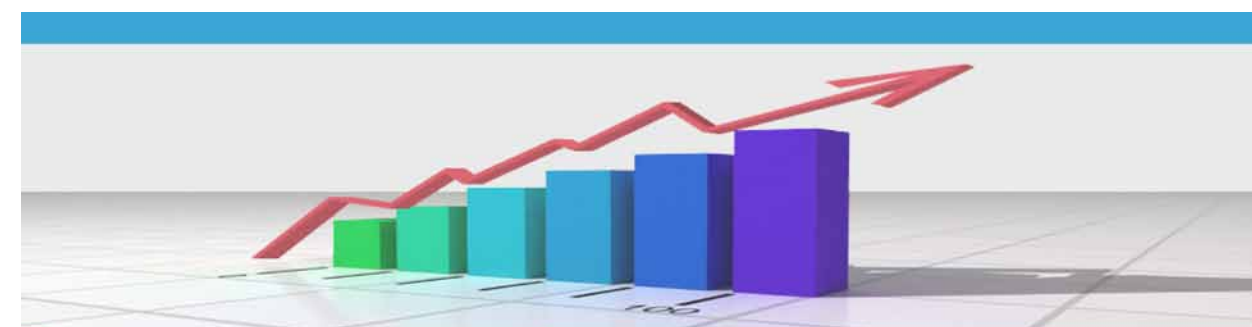
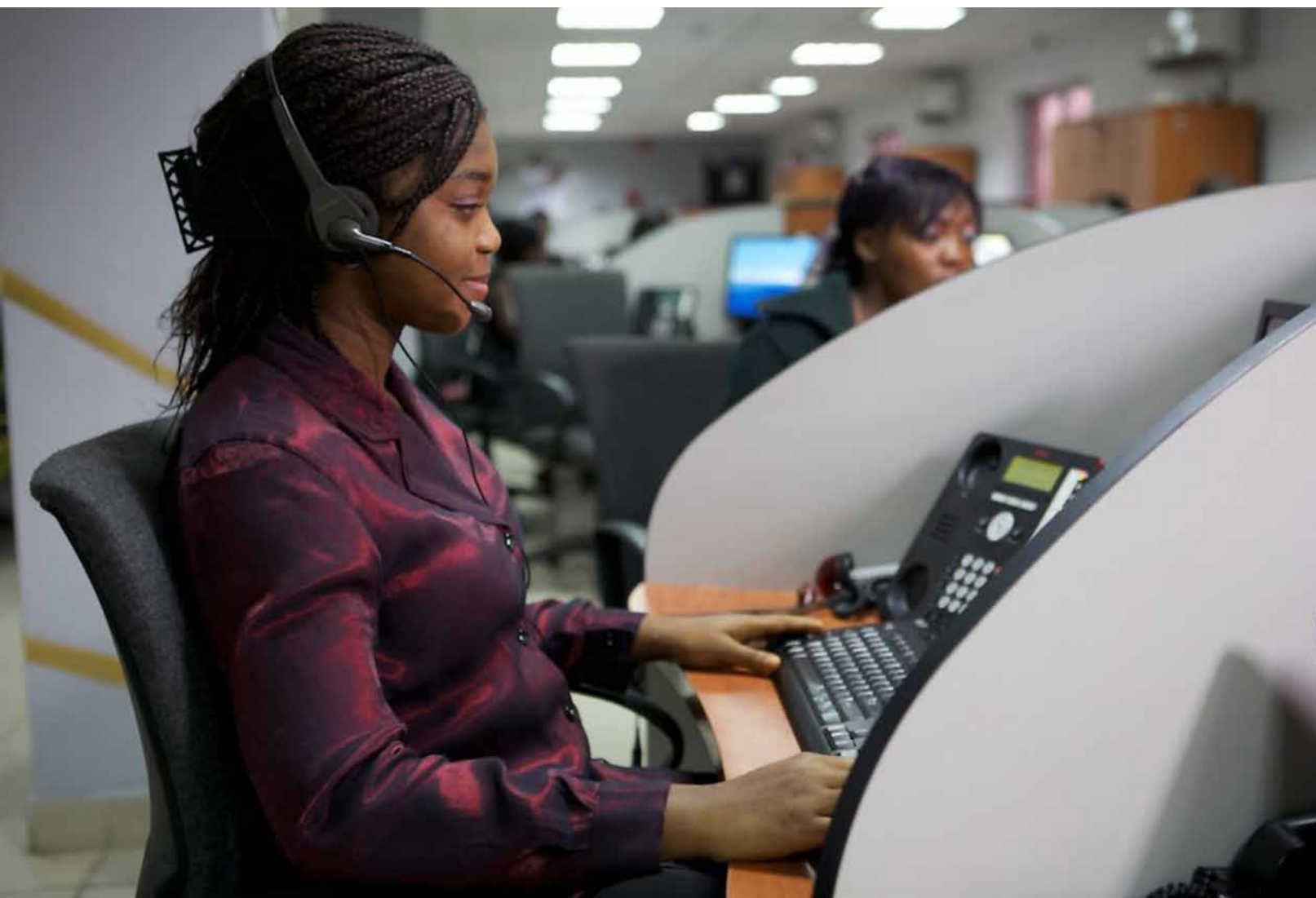
the cost of service delivery. To achieve this, the company has drawn together a team of efficiency specialists to form the Program Management Office. “This department is responsible for two things. One of them is managing projects and programmes, and the other is developing business processes and measuring our efficiency through KPIs across those processes. Process engineering and re-engineering is a critical part of our business philosophy.”

Evans believes that the company is now prepared to begin the drive to increase the customer base threefold over the next five years. The majority of the network infrastructure is now in place, 3G is shortly to be rolled out, operational efficiency is continuously being monitored and improved, and customer focus and product innovation are coordinated with the sales drive. If the tremendous

### Bluechip Technologies

We are proud to be identified with Etisalat’s unique growth strides in the Nigerian telecommunication market. As a local business intelligence services provider, we appreciate the rare opportunity to work with Etisalat in very strategic areas. This further underlines Etisalat’s commitment to deepen the local market. Bluechip is currently partnering with Etisalat on: implementation of an enterprise data warehouse using Oracle Communications Data Model (OCDM); implementation of an e-voucher inventorization and delivery solution; and implementation of a bill delivery solution.

achievements of the past two-and-a-half years are anything to go by, this will certainly be a company to watch. [www.etisalat.com.ng](http://www.etisalat.com.ng)



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