

Cut telecom costs - outsource!

Speaking to operators and vendors at MECOM 2010, Mobiserve chief indicates cost cutting measures through outsourcing is an imperative in evolving telecom climate.



Mobiserve Holding, (www.mobiserveholding.com) a regional leader in turnkey telecommunication infrastructure solutions and engineering services sees the increase in deployment of next generation networks throughout the region as the Middle East's telecom landscape continues to evolve.

Speaking at the 4th annual MECOM 2010 (Middle East Communications) in Abu Dhabi, the Middle East's premier telecom event Mobiserve CEO, Sameh Atalla noted, "While we're certainly reaching a saturation point in terms of subscriber levels in some countries, the initial deployment of next generation Long Term Evolution networks in the region to enable faster network speeds continues to make the outlook for the sector extremely dynamic. "

"Operators, however, are still very much aware of the bottom line and are seeking to implement cost cutting measures to improve profit margins. We've seen recent moves towards this, with regional operators beginning to formulate agreements to share network infrastructure. Another initiative is maintenance outsourcing, as operators who recognize the cost advantages of outsourcing maintenance will see substantial opportunity as the telecom landscape continues to evolve," added Atalla.

Africa-wide presence

Mobiserve participated at the 4th annual MECOM 2010, held at Abu Dhabi's National Exhibition Center 17-19 May. The event enabled the company to showcase its full scope of turnkey telecommunications infrastructure, engineering, operation and maintenance services at the largest and most dedicated gathering for Enterprise Communications in the Middle East.

"Our participation at MECOM 2010 gave us an excellent opportunity to demonstrate our deep-seated expertise and broad range of services to enable operators to efficiently and cost-effectively roll-out and maintain next generation mobile networks," concluded Atalla.

For over a decade, the Cairo based holding company has been providing operators with world-class telecom infrastructure solutions and services. It is the infrastructure and roll out partner of choice for several of the region's foremost operators including du in the UAE, Zain in Saudi Arabia, Mobinil, Etisalat and Vodafone in Egypt, Djazzy and Nedjma in Algeria,

Mobilink and Uphone in Pakistan, and Banglalink, Aktel and Grameenphone in Bangladesh. To date, Mobiserve has installed over 8,500 sites throughout the Middle East, Africa, and South Asia.

With offices in the UAE, KSA, Egypt, Algeria, Tunisia, Morocco, Kenya, Pakistan, and Bangladesh, Mobiserve strives to provide operators with timely, premium cost effective telecommunications solutions and services. The company's range of services includes turnkey communications solutions across telecommunications and satellite services, manufacturing of telecoms towers and shelters, telecom infrastructure deployment as well as operations and maintenance.

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