

# QUICK START

Nawras, Oman, establishes a complete network in only six months

## Highlights

### Customer Objective

- Design and launch 2G service in a short time-frame
- Recruit and train local workforce
- Develop brand and customer service
- Ensure high-quality core network activity

### Ericsson Solution

- Managed Services including Business Consulting and Project Management

### Customer Benefits

- Speedy acquisition and establishment of network sites
- Fast launch of 2G network
- Training local workforce to high standard

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Peter Rubeck,  
Chief Technical Officer,  
Nawras

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Five months after launch, Nawras, Oman’s second GSM operator, has secured 15 percent of the market following the swift implementation of a turnkey network project by Ericsson.

By focusing on core activities and key issues in its marketplace, Nawras has secured a 15 percent share and continues to grow in Oman’s mobile market, five months after launching a GSM service. Nawras has changed the face of communications in Oman by setting a high standard in end-user service and value.

Nawras was formed specifically to bid for the second mobile license in Oman. Having secured the license, Nawras needed to launch in six months. To achieve this and the 94 percent coverage stipulated in the license, the operator selected Ericsson particularly for its 30-year presence in Oman. Managed Services expertise and the ability to plan and execute turnkey projects were also essential.

As well as its Managed Services solution, Ericsson brought an array of applications and services including Automatic Device Configuration (ADC), allowing Nawras to focus on marketing the brand, using its popular ‘Get Closer’ slogan, while delivering advanced services.

Bo Nilsson, Head of Market Unit Middle East, Ericsson, outlines the level of involvement in the launch: “Ericsson is honored to be selected as the infrastructure supplier for the Nawras mobile network and

to participate in this important development of mobile communication in Oman. Ericsson remains committed to supporting operators in providing valuable and competitive services to their customers.”

An initiative under His Majesty Sultan Qaboos bin Said is the Omanization of key industries, including telecoms. A vital component of the overall Managed Services solution was meeting strict Omanization targets. This process required a high number of both Ericsson and Nawras employees to be from Oman. To assist this process Training Programs were established.

200 sites were acquired and base stations were deployed to deliver the required coverage levels. The geographical diversity of Oman, including densely populated urban areas and mountainous regions, was a challenge met by Ericsson’s network infrastructure.

Five months later, in August 2005, Nawras had secured over 125 000 subscribers in Oman, where less than a third of the 3 million population uses mobile telephony.

Thanks to Ericsson Managed Services, Nawras could concentrate on establishing high levels of subscriber service across Oman. Having completed the project, Ericsson will administer network operations, maintenance and management for a period of two years.



Peter Rubeck, Chief Technical Officer, Nawras, reflects on the strong partnership: “Ericsson’s support during this time has been impeccable. Building an organization from scratch in six months meant that Nawras relied heavily on the support of business partners. Nawras has changed the telecommunications landscape forever in Oman and the new state-of-the-art network has allowed us to ‘Get Closer’ to the people of Oman.”

Nawras will secure a 3G license provided the operator is 3G operational by February 2006, fulfilling Telecommunications Regulatory Authority (TRA) requirements. To assist in meeting these obligations Nawras awarded Ericsson the 3G trial. Upon its successful completion, a full launch is anticipated.