

Inspiring convergence for a better future...

Head Office

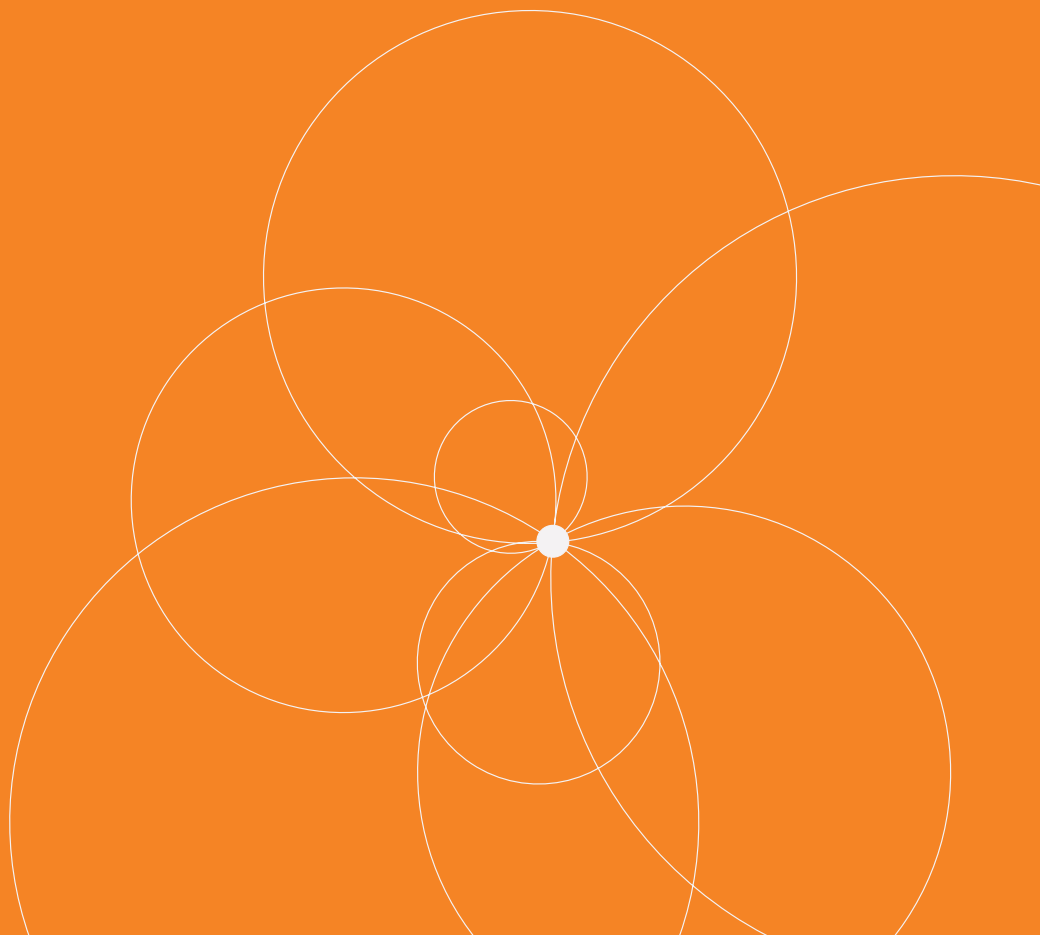
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Towering Technologies, converging for a better future



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Greetings

Our valued customers,

Convergence is at the heart of recent developments in Information Technology. Increased diversity in the range of telecommunication requirements of most consumers and the seamless combination of different network service capabilities under a single platform has made convergence a viable and cost-effective option.

The challenge, therefore, lies in maximising the deliverables that work for various vendors and diverse technologies while enhancing convenience, ease of use and greater functionality that satisfies all demands pertaining to information and communication.

This futuristic approach in delivering Information and Communications Technology (ICT) services is now a reality, thanks to the unique collaboration between Etisalcom and the Bahrain World Trade Center (BWTC). Etisalcom enjoys the exclusive privilege to provide ICT services to tenants at the BWTC.

This convergence of two leaders, Etisalcom and BWTC brings cutting edge technology within easy access to you, our customers, and enhances the satisfaction levels of all our customers.



A handwritten signature in black ink, appearing to read 'Sameer Abdullah Nooruddin'. The signature is stylized and fluid.

Sameer Abdullah Nooruddin
MD, Etisalcom

breadth of features,
world of benefits

Etisalcom

Since inception in 2005, Etisalcom has remained at the forefront of technological innovation, customer satisfaction and in the development of products and services that work as a vehicle for the betterment of life. Our approach has always been to harness our expertise in the areas of telecom service provision, information technology viz-a-viz understand our customer needs, develop solutions and emerge as market leaders.

The liberalisation of the telecommunications sector in Bahrain enabled Etisalcom to establish a strong foothold in this emerging industry and carve a niche that is totally customer centric.

With a firm determination to be the key provider of fully integrated Information and Communication Technology (ICT) solutions in the Kingdom of Bahrain and beyond, Etisalcom is undeterred in its commitment to steer its operations towards a state of complete convergence that embodies the true spirit of ICT.

Our VoIP services have already garnered substantial market share, and we have successfully covered all facets of telecommunication related services like leased lines, International MPLS and more...



trust us with
your business
communication
needs

Etisalcom at the Bahrain World Trade Center

The iconic Bahrain World Trade Center (BWTC) is a prominent architectural and technological landmark in downtown Manama's rapidly evolving skyline. Towering at 240 metres, the twin towers with their spectacular view, unparalleled luxury, state-of-the-art convenience and futuristic infrastructure is all set to emerge as a favourite business hub for dynamic companies with an insatiable appetite for growth.

Built as Bahrain's first 'intelligent' building, BWTC's SMART features are geared to create a benchmark for excellence and innovation. With a fully integrated ICT infrastructure provided by Etisalcom, tenants and shops at BWTC are assured of fast, reliable and customised Internet broadband and fixed line telephony services. The office complexes will provide an integrated communications experience with state-of-the-art technology and IT network available at one's fingertips.

end-to-end solutions that
enable compelling
communication services

get the right business solution


Ready to connect

The advantage of being a proud tenant of the iconic BWTC is that you get to enjoy easy and prompt access to Etisalcom's wide range of broadband and fixed telephony services.

Thanks to the agreement between Etisalcom and BWTC, the long and arduous process of getting a phone and Internet connection has been eliminated by enabling you to register with Etisalcom as soon as you finalise your tenancy agreement.

Every BWTC office tenant will receive a total of five telephone numbers plus upto 1 MB broadband Internet access via our state-of-the-art IP infrastructure. In addition our technical support team will provide round-the-clock assistance when required. All you have to do is contact our Network Operation Center team with your concerns and they will revert with the right direction.

Choose Etisalcom for the ease of connectivity and prompt service, but the choice is absolutely yours. And that is the hallmark of Etisalcom's service for BWTC tenants –



the freedom
to make an
informed choice

enjoy high speed internet access

Broadband for all

Etisalcom's Internet broadband service offers distinct advantages to BWTC tenants who wish to use the power of the web to empower their business operations. Once you register with Etisalcom, you can select the service level, required performance and usage pattern to keep costs under control.

Etisalcom's Internet services can take your business to the next level with high performance and reliable connectivity enabling businesses of all sizes to exploit the full potential of the Internet.

Benefits:

- ▶ **Speed:** High-speed access on selection of suitable bandwidth to match your business requirement.
- ▶ **Always-on access:** Immediate connectivity to the world-wide-web. No hurdle in encountering 'busy signals' unlike dialups and ADSL.
- ▶ **Cost-control:** Fixed Internet rates enable you to browse the web and communicate at a predictable cost without worrying about threshold limits.

To avail Etisalcom's Broadband Service*:



(Fill in the Etisalcom Broadband Service form found on page 11)



(Select the bandwidth that meets your requirement)



(Hand the signed copy of the form to our customer desk at BWTC)

* Refer to Tenant Packages on page 10.

more than
just telephony ...

IP Telephony

BWTC tenants subscribing to Etisalcom's fixed line telephony service will enjoy the benefit of cutting edge technology that is both reliable and cost-effective. Utilising Voice-over-Internet-Protocol (VoIP) technology as its backbone, the telephony service assures excellent voice clarity at all times, simplicity in setup, ease of use and reduced rates.

There is absolutely no exorbitant cost involved in setting up a VoIP telephony service. All you require is a stable network within your office and an Ethernet connection that would connect to your IP phone through your IP PBX for making and receiving calls.

Our number range begin with **1332 0xxx** and all calls made within this range enjoy free talktime whilst calls made to other providers in Bahrain and overseas will be at much-reduced rates.

Local Call Rates

From 133 to	Batelco fixed (17)	Batelco Mobile (39)	Zain Mobile (36)	All Calls in BWTC 1332 to 1332	ON-NET in Bahrain 1332 to 133x
Per Min Charge (Each unit of 1 minute)	0.007	0.014	0.018	No charge	0.005

Make International calls from Etisalcom's network at 40% cheaper prices to all destinations worldwide. Contact our helpdesk at **133 22 331** to get more information on the rates.

To avail Etisalcom's Fixed Line Telephony Service*:



(Fill in the Etisalcom Telphony Service form found on page 11)



(Select a set of telephone numbers for your organisation)



(Consult with an Etisalcom BWTC Project Manager to find out how many free telephone lines you are entitled to when you join)



(Hand the signed copy of the form to our customer desk at BWTC)

* Refer to Tenant Packages on page 10.

feature rich business communication solutions

Other Services

National Connectivity

Two simple ways to avail National connectivity - Local Leased Lines and Point to point Wireless. These wired and wireless dedicated links provide point-to-point connections for the purpose of connecting their host computing and communication resources over a Wide Area Network (WAN) to their branch offices. Etisalcom has the right solution in place for wired and wireless frequencies over free band and over licensed frequency.

International Connectivity

International connectivity can be availed through International Private Leased lines (IPLC) and Multi-Protocol Label Switching (MPLS) /IP VPN. IPLC is a point-to-point private line used by businesses to communicate between offices that are geographically dispersed across the globe.

MPLS is a versatile solution to meet the bandwidth-management and service requirements for next-generation Internet protocol (IP) based backbone networks. Etisalcom hosts a Telekom Malaysia node in the GCC to connect for connectivity to global destinations. We also host the Bahrain node in Tawasul Telecom's MPLS network for all GCC countries.

Collocation

Etisalcom collocation services allow you to place your servers and network equipment in our Data Center. Get the big advantage of high speed connectivity, power redundancy, security, optimal environmental facility, monitoring while retaining complete control over your equipment's administration and maintenance at a very affordable price. Space available at BWTC, AL-EZZ Towers and Almoayyed Towers.

Contact our sales team at **133 22 331** for more information on our corporate services.

we are here
to help

Value-added Services

Etisalcom's dedicated Support Team is on hand to assist you with any queries you may have, be it a technological problem, service issue or upgrades. For customised configurations and technical support, do contact the Support Desk anytime of the day or night and avail the required assistance.

3 easy ways to avail instant technical support:

- ▶ **Call centre** - Our support team at Etisalcom can be reached at **133 22 331**
- ▶ **Helpdesk** - Contact our representative at the **BWTC-East Tower 3rd Floor** for problem resolution. The helpdesk will be available from **08:00 - 18:00** on weekdays.
- ▶ **Online** - Mail our network support team at **bwtc@etisalcom.com**

A problem/ request logging system will be in force to track calls and ensure that requests and problems are logged; users will receive email confirmation when a job is both logged and closed. This will provide details of the job and a job reference number. Please quote this reference number in all enquiries for correspondence.



easy ways to
serve our valued
customers better

empowering business with ICT solutions

ICT Solutions

Etisalcom offers tenants at BWTC cost-effective and comprehensive ICT Solutions for optimum performance in today's fast paced business environment.

Etisalcom is a full fledged ICT service provider offering an intergrated package of ICT services focused on consultancy, project management, software services and ICT infrastructures. Etisalcom's ICT services enable customers to organise and improve their business processes in such a way as to ensure the optimum support and execution of their core activities.

Etisalcom offers a unique proposition in the form of one-stop-shop for ICT requirements for businesses of every size. We enable better business flexibility through more agile delivery in terms of infrastructure and service-oriented architecture.

Etisalcom's ICT solution designs, implements and supports ICT infrastructure that drive down the cost of ownership, making your information widely available while managing and minimising the risk to your business.

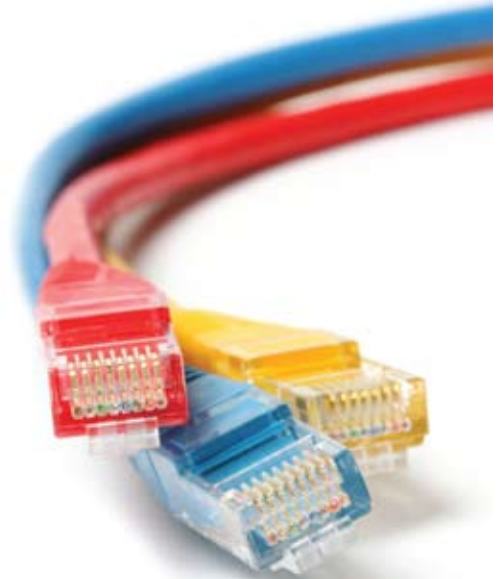


one-stop-shop for your ICT needs

value for
money bundles

Tenant Packages

Flexible options. Attractive rates. Fast and seamless connection. These are just some of the power-packed benefits that tenants at BWTC can enjoy by choosing any of the following packages from Etisalcom:



BUSINESS LITE

300 SqM - 600 SqM

No. of Tel Lines	5
Fax lines with fax convertor	1
Internet Bandwidth	1MBps
IP Addresses	8

BUSINESS STANDARD

600 SqM - 1200 SqM

No. of Tel Lines	10
Fax lines with fax convertor	1
Internet Bandwidth	2MBps
IP Addresses	16

BUSINESS PREMIUM

1200 SqM - Above

No. of Tel Lines	20
Fax lines with fax convertor	2
Internet Bandwidth	4MBps
IP Addresses	32

SHOP LITE

Minimum 300 SqM - 600SqM

No. of Tel Lines	2
Fax lines with fax convertor	1
Internet Bandwidth	512KBps
IP Addresses	8

To select or upgrade to any of the packages that best suit your requirement, fill in the application form and contact our Etisalcom representative at **13322331** today.

Service Order Form

Ref No. ETS/ICT/BWTC/ _____ / _____ / _____ /
 Type of Order : New Upgrade Termination.
 Date : _____ / _____ / _____

CUSTOMER DETAILS

Customer Name : _____
 CR Copy Attached CR No.: _____ Type of Business : _____
 Contact Person : _____ Tel : _____
 Email address : _____ Fax : _____

BUSINESS ADDRESS

Bahrain World Trade Centre

East Tower, Floor : _____ West Tower, Floor : _____

Bahrain Commercial Centre

Floor : _____

INTERNET SERVICES

Tenant Packages	Area Rented	Broadband Speed
<input type="checkbox"/> Business Lite	300 SqM - 600 SqM	1 Mb - 8 IP's
<input type="checkbox"/> Business Standard	600 SqM - 1200 SqM	2 Mb - 16 IP's
<input type="checkbox"/> Business Premium	1200 SqM - Above	4 Mb - 32 IP's
<input type="checkbox"/> Shop Lite	300 SqM - 600 SqM	1 Mb - 8 IP's

TELEPHONY SERVICES

Tenant Packages	Area Rented	Number of Lines
<input type="checkbox"/> Business Lite	300 SqM - 600 SqM	5 Lines and 1 Fax
<input type="checkbox"/> Business Standard	600 SqM - 1200 SqM	10 Lines and 1 Fax
<input type="checkbox"/> Business Premium	1200 SqM - Above	20 Lines and 1 Fax
<input type="checkbox"/> Shop Lite	300 SqM - 600 SqM	2 Lines and 1 Fax

DEFAULT TOWER - TENENT PACKAGES (only applicable for BWTC customers) - for East and West Towers

UPGRADE - INTERNET / TELEPHONY

NOTE : This section is filled for any upgrades required for any of the services offered from Etisalcom

Internet		Telephone / Fax Lines		Other Services	
Area Rented	Dedicated Speed	Area Rented	Dedicated Speed	Area Rented	Dedicated Speed

TECHNICAL INFORMATION

Data Connectivity	Internet Services	IP Telephony	
Private IP address subnet to be used between locations :	<input type="checkbox"/> Broadband <input type="checkbox"/> Dedicated Bandwidth	<input type="checkbox"/> IP PABX Number : _____ <input type="checkbox"/> FAX Number : _____ <input type="checkbox"/> Point of Sales (PoS) Number : _____	<input type="checkbox"/> IP Phones / DID Number : _____
CPE :	Router Band	Switch Band	Routing Protocol
IP addresses required <input type="checkbox"/> 4 <input type="checkbox"/> 8 <input type="checkbox"/> 16 <input type="checkbox"/> 32 <input type="checkbox"/> 64 WAN IP Address <input type="checkbox"/> Yes <input type="checkbox"/> No	Co-Hosting Information		<input type="checkbox"/> Static <input type="checkbox"/> GBP <input type="checkbox"/> Others
(Activation)		(Authorised Signatory)	
Date : _____	Name : _____		Sign : _____
Time : _____			



FOR NCS PURPOSE ONLY

Location 1 :	Location 2 :
Other Notes : _____ _____	
(Activation)	(Authorised Signatory)
Date : _____	Name : _____
Time : _____	Sign : _____

FOR ETISALCOM PROVISIONING

Data Connectivity - (Internet / MPLS)	Voice - (IP Telephony)
VLAN ID : _____	PABX <input type="checkbox"/> Yes <input type="checkbox"/> No
VLAN Name : _____	SIP Trunk <input type="checkbox"/> Yes <input type="checkbox"/> No
VRF Name _____	If Yes, IP address : _____
PE IP address : _____	Port Number : _____
CE IP address : _____	DIDs : _____
IP Subnet : _____	IP Phone : <input type="checkbox"/> CISCO
WAN IP addresses : _____	Make : _____
	Model : _____
	MAC address : _____
	<input type="checkbox"/> Third Party Make :
	User ID : _____
	Password : _____

FINAL CHECKLIST - ETISALCOM

Data Connectivity - (Internet / MPLS)	
<input type="checkbox"/> Number(s) provisioned in Soft Switch <input type="checkbox"/> Number(s) provisioned in Billing System <input type="checkbox"/> Data – packages created <input type="checkbox"/> Voice – packages created <input type="checkbox"/> Users created <input type="checkbox"/> Data – verified	<input type="checkbox"/> Internet – verified <input type="checkbox"/> Voice – verified <input type="checkbox"/> IP Addresses – verified <input type="checkbox"/> DIDs – verified <input type="checkbox"/> Informed customer Billing Start Date : _____
(Activation)	(Authorised Signatory)
Date : _____	Name : _____
Time : _____	Sign : _____

“trust us with your
business communication needs”

Transcending Expectations

