Wholesale Products Portfolio Booklet

About Mobily

Etihad Etisalat (Mobily) is a Saudi company launched commercially in May 2005. Mobily provides integrated services for three main sectors: individuals, businesses, and carriers. It has the most powerful and dependable wireless and fiber networks by coverage in Saudi Arabia and the widest FTTH networks, in addition to many tier-certified data centers in the kingdom.

Mobily's fiber-optic network in the Kingdom covers more than 35 main cities with around 60,000 kilometers of highways and 99% of populated areas.

Mobily has also expanded its network to connect with neighboring countries such as Yemen, the United Arab Emirates, Bahrain, Qatar, Kuwait, Iraq, Oman, and Jordan.

It also provides full connectivity services and solutions using advanced technology with a secured point-to-point network to connect various locations over Mobily's domestic and international borders infrastructure, global POPs, submarine cable systems, various landing stations, neutral IXs, and data centers.

In a nutshell, Mobily provides an Integrated Wholesale Services Portfolio that offers reliable and innovative solutions tailored to meet the needs of national and international carriers, regional ISPs, hyper scalers, OTT platforms, content, and cloud providers, as well as international enterprises.

DATA

International Private Leased Circuit (IPLC)

Overview

- International Private Leased Circuit (IPLC) product offers a secure point-to-point connection across distant geographic locations.

- IPLC offers dependable and premium point-to-point bandwidth services that are fully redundant and exclusively dedicated to facilitating seamless communication between Saudi Arabia and various regional and global destinations. This is made possible by Mobily's wide-reaching global coverage, which leverages its in-house infrastructure capabilities and strategic alliances with reputable telecommunications carriers across the world.

Features:

- Dedicated, fixed bandwidth that is not shared with other users, ensuring consistent and reliable data transfer
- Offers high levels of availability and uptime with minimal latency
- Provides a secure communication channel that is protected from unauthorized access and data interception

Benefits:

- Global connectivity
- High-quality, secure, and reliable point-to-point connectivity
- Guaranteed data delivery, enhanced performance, and committed bandwidth at all times

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Landing Station Cross Connect

Overview

- Landing Station Cross Connect solution provides a physical space within the landing station where fiber optic cables are terminated and cross-connected, allowing internet service providers, content providers, and other digital players to access the high-speed connectivity of undersea cables.

- The cross-connects can offer connectivity options within the carrier-neutral data center, enabling companies to access the services they need efficiently. Cross-connect cables can physically connect two different termination locations, delivering a point-to-point cable link predominantly through fiber between two customers in the same data center.

Features:

- High-speed connectivity between undersea fiber optic cables and terrestrial networks, which is crucial for the transmission of large amounts of data over long distances
- Allows multiple fiber optic cables to be cross-connected to each other, providing greater flexibility and redundancy in network architecture
- Monitored around the clock by Mobily to ensure the continued operation and to quickly identify and address any issues that may arise

Benefits:

- Allow faster data transmission speeds and greater network capacity
- Improve overall reliability and minimize the risk of network outages
- Reduce costs associated with network infrastructure and maintenance

Foreign Backhaul

Overview

- Foreign Backhaul service is designed to facilitate communication between different countries and regions by routing traffic from a local access network in the country to an international gateway, then transmitting it through a submarine cable to connect to a network in the destination country.

- This service relies on highly reliable and resilient submarine cables that can carry vast amounts of data at high speeds, as well as Mobily's partnerships with global operators to ensure the provision of seamless backhaul connectivity.

Features:

- Local access network and infrastructure in foreign countries through partnerships
- International gateway for the point of interconnection between the access network and the international transmission network
- Scalable, increase capacity as demand grows

Benefits:

- High-speed data transmission
- Improved connectivity
- Increased global reach

Transmission / DPLC

📇 Overview

- DPLC is a secure and reliable point-to-point leased line connectivity service that provides our customers with the ability to transmit data between two locations within Saudi Arabia.

- We offer this service through an Optical Transport Network (OTN) to provide high-speed, high-capacity connectivity over long distances that can support speeds up to multiple 100s of Gbps.

Features:

- Dedicated bandwidth between the two locations
- End-to-end encryption, High level of reliability, with service availability and uptime guarantees
- Access to 24/7 technical support from our team of experts

Benefits:

- Cost-effective
- Improved performance and reliability of data, voice, and video transmissions
- Increased flexibility and scalability
- Enhanced security and privacy for mission-critical data transmissions

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Dark Fiber

Overview

- Dark Fiber provides unlit fiber cables over long distances as well as metro networks, offering a scalable, flexible, and secure passive infrastructure for our customers.

- With our Dark Fiber product, our customers can enjoy a high-performance network without the upfront costs and maintenance associated with building and maintaining their own passive infrastructure.

Features:

- Unlit fiber optic cables that are available for lease
- Dedicated, secure, and scalable passive network infrastructure
- 24/7 support and monitoring
- Redundant fiber paths for improved reliability

Benefits:

- Cost-effective alternative to building and maintaining your own infrastructure
- Network security and control
- Fast and reliable connectivity to support mission-critical applications and services
- Improved performance for cloud computing, video streaming, and other bandwidth-intensive services
- Ability to use full frequency/bandwidth that fiber optic cable offers

Ethernet VPN

🔍 Overview

- Ethernet VPN offers a versatile and cost-effective Layer 2 solution to connect geographically dispersed locations securely and with high-speed connectivity.

- The product offers both Point-to-Point options for Data Centers and similar connections or full mesh connectivity among the branches of your customers in Saudi Arabia.

Features:

- Variety of access media options
- Secure and flexible
- SLAs
- Self-service portals for billing, support, and utilization
- 24/7 support

Benefits:

- Improved Productivity
- Cost Savings
- Enhanced Collaboration
- Simplified Network Management

Dedicated Internet Access (DIA)

Overview

- Dedicated Internet Access (DIA) provides high-speed, reliable and secure internet connection. The service is delivered over a dedicated fiber, Ethernet connection microwave, or VSAT, which provides a symmetrical and scalable bandwidth that can be customized to meet specific business requirements of your customers in Saudi Arabia.

Features:

- Provides a dedicated, guaranteed amount of bandwidth, ensuring reliable and consistent internet performance
- Offers symmetrical bandwidth (equal upload and download speeds), which is ideal for businesses that require high-speed internet for critical applications
- 24/7 technical support to ensure that any issues are resolved quickly, minimizing downtime and disruption to your customer's operations

Benefits:

- Scalability
- Enhanced security
- Guaranteed SLAs
- Low Latency
- High-speed and reliable Internet Connectivity

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National Last Mile Connectivity (LMC)

Overview

- Last Mile Connectivity (LMC) network infrastructure is offered to other service providers for the purpose of providing connectivity to end-users.

- Last Mile Connectivity (LMC) allows data service providers (DSPs), ISPs or resellers to use Mobily's extensive access network to offer their customers high-speed connectivity without having to invest in building their own last-mile infrastructure.

Features:

- National Last Mile Connectivity provides high-speed communication services, allowing end-users to upload and download data quickly and efficiently
- LMC is secure, with robust encryption and authentication mechanisms, to protect users' privacy and sensitive information
- National Last Mile Connectivity infrastructure is flexible and adaptable, able to support a wide range of communication protocols and technologies, to meet the diverse needs of end-users

Benefits:

- Seamless and Reliable connectivity
- Improved efficiency

International MPLS VPN (L2/L3)

Overview

- International MPLS Layer 3 and Layer 2 connectivity offer to interconnect networks located in Saudi Arabia and other countries. Our customers can create a unified network infrastructure that can deliver consistent, high-quality services to their customers, regardless of their location.

- By hosting partners' PoPs in our state-of-the-art Data Centers in Saudi Arabia, our MPLS provides them flexibility to divert traffic around issues like link failures, congestion, and bottlenecks. It also offers highly scalable end-to-end IP services with easy provisioning for providers and subscribers.

Features:

- L3 IP-VPN
- L2-VPN (Ethernet)
- Traffic Engineering
- Quality of Service (QoS)

Benefits:

- Improved Network Performance
- Global Connectivity
- Flexibility
- Cost Saving

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National MPLS VPN (L2/L3)

Overview

- National MPLS VPN (L2/L3) product is used to connect different locations within the Kingdom. This can include connecting branch offices, data centers, and other sites. It provides a secure, reliable, and high-speed network that can handle large volumes of traffic.

- National MPLS VPN (L2/L3) provides a virtual private network (VPN) that allows for fast and efficient data transfer between locations in the Kingdom.

Features:

- L3 and L2 options as per the specific requirements and applications
- Scalable solution with the ability to add/remove sites

Benefits:

- Cost saving
- Flexibility
- Reliability
- Security

IP Transit

📄 Overview

- IP Transit is a service that offers access to the high-speed, high-capacity internet backbone networks, allowing customers to connect to other networks and access the internet to offer retail services to their end-users.

Features:

- High-speed and reliable Internet connectivity
- Dedicated, uncontended connection to the Internet
- Low latency and high throughput
- Scalable bandwidth options
- Robust security features, including firewall protection, intrusion detection and prevention, and advanced threat management
- 24/7 network monitoring and technical support

Benefits:

- Fast and consistent access to global internet network
- Improved performance to offer seamless broadband solutions to your customers
- Scalable bandwidth options to accommodate changing needs
- Enhanced security features to protect against cyber threats

IP Peering

Overview

- IP peering services allow our customers to connect directly to other networks and exchange traffic more efficiently.

- Customers can peer with network operators, ISPs, CDN players, cloud providers, and other digital players at our Internet Exchange.

Features:

- Direct exchange of traffic between networks
- Physical connection through a peering point or exchange point
- Bypassing third-party transit providers
- Increased control over traffic routing
- Optimized network performance

Benefits:

- Improved network performance
- Cost savings on bandwidth and network infrastructure
- Increased network resilience
- Enhanced network control
- Improved quality of service

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National & International NNI

🔍 Overview

- National NNI and International NNI services are to enable seamless routing of traffic between Mobily and our wholesale customers' networks.

- These services provide Mobily's customers with faster and more reliable connectivity and access to a wider range of destinations, no matter where they are connecting from.

Features:

- Technical compatibility between the interconnected networks, which ensures a smooth traffic flow
- Standardized interconnection
- Traffic management
- Capacity management
- SLAs

Benefits:

- Redundancy
- Increased Reach
- Seamless interconnection
- Increased productivity with less manual processes

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DATA
Infrastructure

Mobily

DC Colocation

🔍 Overview

- Co-location is provided through Mobily's Data Center that will provide customers with a space to locate their network, server, and storage equipment and interconnect to many telecommunication and other network entities with the minimum cost and complexity.

Features:

- More flexibility
- Minimal latency
- Guaranteed connection

Benefits:

- Cost savings
- Flexibility
- Reliability
- Security

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DC Cross Connect

🔲 Overview

- DC Cross Connect will enable a physical direct connection between two termination points in Mobily's data center. The direct connection can occur through fiber-optic cable or UTP cable.

Features:

- More flexibility
- Minimal latency
- Guaranteed connection

Benefits:

- Faster connection
- More secure
- Reliable
- Lower cost

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In-Building Solution (IBS)

🔍 Overview

- In-Building Solution (IBS) provides an enhanced mobile network coverage within buildings and indoor environments.

- The solution includes components such as Distributed Antenna System (DAS), Small Cells, and Cabling to provide mobile signal strength and coverage in your facility.

Features:

- **Integration:** Mobily's IBS solution provides integration with existing networks to ensure a seamless transition between indoor and outdoor networks
- **Network Management:** Management of hardware and software components to optimize performance
- **Security:** Robust security features prevent protection against unauthorized access and ensure the security of data that is transmitted over the network

Benefits:

- **Improved Coverage:** IBS improves the coverage within the building and provides a better user experience for tenants and visitors
- **Cost Savings:** Mobily's IBS offering is more cost-effective than other options, such as adding new outdoor cell towers or relying on Wi-Fi
- **Regulatory Compliance:** Comply with mobile coverage requirements for emergency responders such as firefighters and police force

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Site Share

Overview

- Mobily's Site Sharing provides enhanced mobile network coverage in outdoor environments. The service is provided through Mobily's telecom towers where Mobily rents part of the tower so that the customer, who is an Other Licensed Operator (OLO), can install and add their own equipment, and the customer may use the service by microwave or Fiber from Mobily tower so that it connects to another tower of theirs.

Features:

- No heavy investment is required by operators for new sites
- Quick-win commissioning of sites as the operator can integrate the new sites with its existing network within weeks
- Efficient utilization of existing resources
- Environment protection

Benefits:

- **Improved Coverage:** Site Sharing improves the coverage of outdoor environments in order to provide a better user experience
- **Cost Savings:** Mobily's Site Sharing offering is more cost-effective than other options
- **Regulatory Compliance:** Comply with mobile coverage requirements for emergency responders such as firefighters and police force

Fiber to the Tower (FTTT)

Overview

- Fiber To The Tower (FTTT) Service will be provided over Fiber optic cable to connect telecom towers (Point to Point), in order to enhance speed, efficiency and more reliably with outstanding optical performance. FTTT is seeking to achieve future services such as (IoT, Smart Cite, 5G, M2M, ...etc). And to make the fiber optic connection link the primary telecommunications network to the telecom towers. If the local operator needs to connect their towers, Fiber optic link will be the backhaul media for the connection by using Mobily MPLS. OLO's can connect their telecom towers to their core switches. Service delivers over robust country-wide fiber optic. The tower will be connected to Mobily Optical Line Terminal (OLT). Service will be carried over Mobily MPLS.

Features:

- Higher bandwidth transport capabilities
- Giving customers a smoother and faster internet experience
- Ensuring uninterrupted data services
- Less cost on operator for new fiberized towers

Benefits:

- Faster connection
- More secure
- Reliable
- Lower cost

Metro Ducts Sharing

Overview

- Mobily's Metro Ducts Sharing offering provides physical passive infrastructure access to customers to lay their fiber cable in current ducts or by installing sub-ducts.

- This service is available in Mobily's access network across the Kingdom in 35 major cities' metropolitan areas.

- Mobily continues its telecom infrastructure investments in greenfield areas of major cities and increases the availability of physical infrastructure access to its state-of-the-art access network.

Features:

- **Coverage:** Reach Mobily's state-of-the-art access network across 35 major cities in the Kingdom
- **Scalability:** Ability to scale into greenfield areas in the cities that Mobily is investing
- **Flexibility:** Have the flexibility to use varying sizes of conduits across the districts as per your specific requirements
- **Maintenance:** Mobily metro ducts sharing service provides maintenance and support with regular inspections and repairs to ensure the stability of passive infrastructure

Benefits:

- **Reduced Costs:** Avoid the civil works, which is the largest chunk of new telecom infrastructure investments
- **Faster Deployment:** Expedite the new active infrastructure deployment by avoiding lengthy process of securing permits and digging trenches
- **Environmental Benefits:** Reduce the impact on environment by avoiding the deployment of duplicate infrastructure

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Voice & SMS

International Direct Dialing (IDD)

🔍 Overview

- With Mobily's International Direct Dialing (IDD) service, your customers can make direct calls to any location worldwide with ease. Mobily partners with a vast network of international voice carriers who handle call routing and termination in the destination country.

- We have established a vast network of international partners, 24/7 monitoring, and a highly resilient network and infrastructure, which allows your customers to make international calls at competitive rates and with high-quality connections.

Features:

- Access to International dialing codes
- Competitive rates
- Call routing
- Billing transparency

Benefits:

- Cost Effectiveness
- Convenience
- Quality

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A2P SMS

Overview

- A2P SMS product is the process of sending mobile messages from an application to a mobile user, usually via an automated process, for marketing or service reasons.

- A2P enables the automation of the sending of large volumes of messages to facilitate the sending of critical messages like two-factor authentication, emergency alerts, and appointment reminders, as well as promotional and sales-type messaging.

Features:

- Scalability
- Reliability
- Integration with other technologies
- Personalization
- Security

Benefits:

- Cost-effective communication
- Improved customer engagement
- Enhanced marketing effectiveness
- Increased brand awareness

International SMS

🗎 Overview

- International SMS service enables the delivery of SMS traffic from one network to another and ensures that text messages reach their destinations quickly and efficiently.

Features:

- Scalability
- Reliability
- Integration with other technologies
- Personalization
- Security

Benefits:

- Cost-effective communication
- Improved customer engagement
- Enhanced marketing effectiveness
- Increased brand awareness

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Off net National

Overview

- Off net National service equips our customers with the ability to send/receive calls to/from other operators within Saudi Arabia through our network via voice transit interconnection.

- Rather than establishing separate interconnection agreements with each operator, your organization can interconnect with Mobily and use the Off net National product to connect with every operator in the Kingdom.

Features:

- Seamless voice communications through Mobily's established interconnection architectures
- 24/7 support for any technical issue on the physical and logical interconnection

Benefits:

- Expanded network coverage
- Increased communication options
- Flexibility and convenience

Voice Transit

🔍 Overview

- Voice Transit Service provided by Mobily enables our partners to route their voice traffic through Mobily's international switching facilities to reach their desired destinations either in the Kingdom (incoming traffic) or across the world (outgoing traffic).

- Mobily's switching facilities are equipped with state-of-the-art technology, ensuring high-quality voice transmission and routing optimization. This service helps our partners to efficiently and cost-effectively route their voice traffic while ensuring high quality and reliability.

Features:

- **Quality of service:** We ensure high-quality calls with minimal latency, jitter, and almost zero dropped calls

Benefits:

- Global connectivity
- Competitive pricing
- High-quality service
- Robust security

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National Roaming

Overview

- National Roaming is the ability of a subscriber to automatically make and receive voice calls, send and receive text and data, or access other services, even when traveling outside the geographical coverage area of his mobile service provider, by means of using the service of the Mobily's network in the Kingdom.

Features:

- **Quality of service:** We ensure high-quality calls with minimal latency, jitter, and almost zero dropped calls

Benefits:

- Expanded network coverage
- Increased communication options
- Flexibility and convenience
- High-quality service
- Robust security

Roaming

Inbound Roaming

🔍 Overview

- Our Inbound Roaming solution allows your customers to roam in Saudi Arabia with 5G and other mobile technologies of choice.

- Your customers can enjoy seamless connectivity through Mobily network, with almost 100% coverage in the Kingdom, thanks to our own network coverage and national roaming with other MNOs.

Features:

- Kingdom-wide coverage
- Roaming usage analytics
- Interoperability and compliance with international roaming standards
- 24/7 support for any requirements to ensure a seamless roaming experience for your customers

Benefits:

- Improved customer experience with seamless roaming in KSA
- Increased revenue as your customers roam, rather than buying a local SIM card

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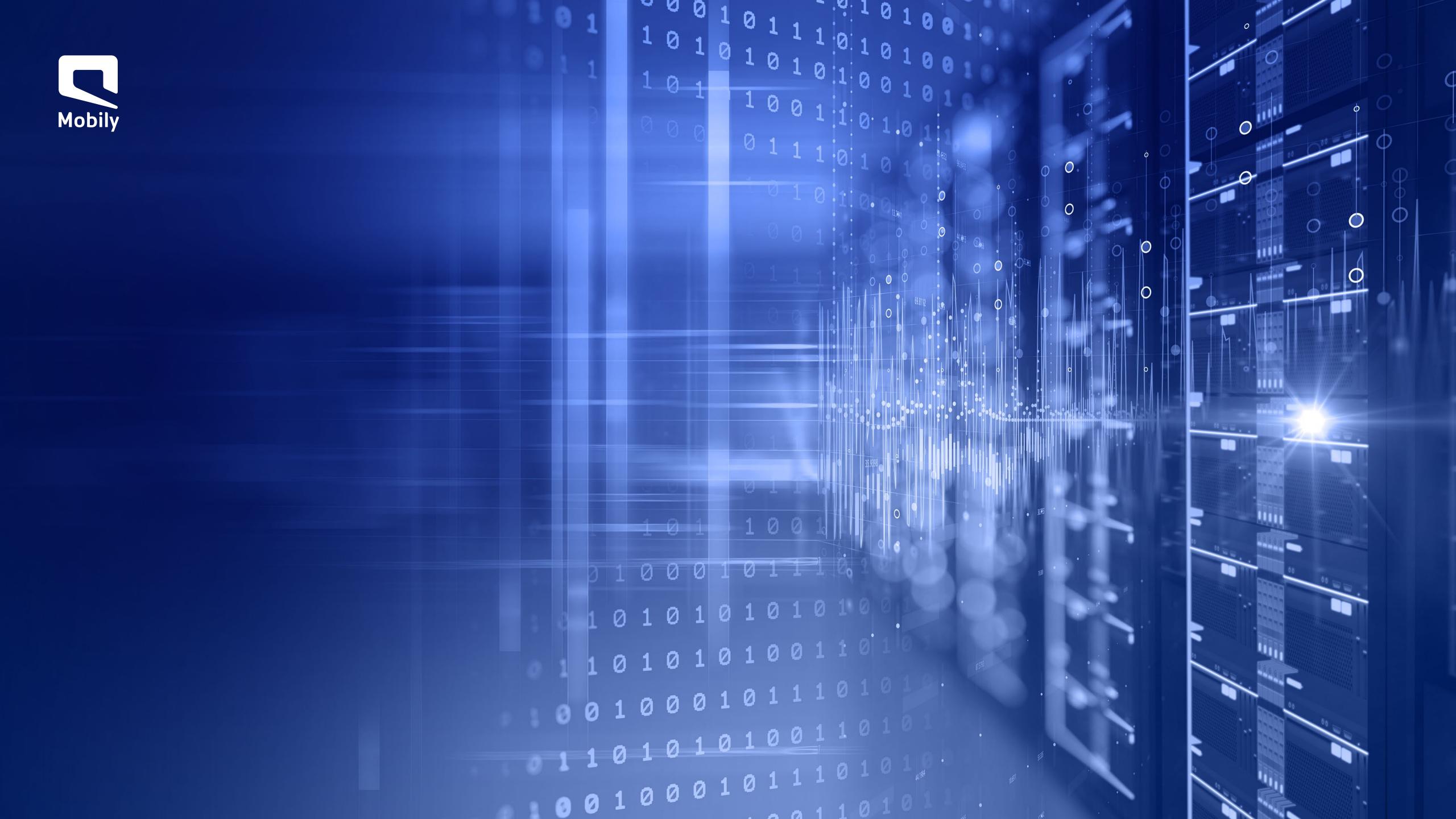# Outbound Roaming

🔍 Overview

- Mobily's Outbound Roaming solution enables your customers to roam all over the world seamlessly thanks to Mobily's extensive roaming agreements with global and regional mobile operators.

Features:

- Global coverage
- Roaming usage analytics
- Interoperability and compliance with international roaming standards
- 24/7 support for any requirements to ensure a seamless roaming experience for your customers

Benefits:

- Improved customer experience with seamless roaming across the globe
- Increased revenue as your customers roam, rather than buying a local SIM card in the countries that they are visiting

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xVNO

📄 Overview

- Mobily is Offering xVNO Hosting, including Data, and Voice/SMS products.
- We provide seamless hosting solutions for MVNOs in KSA.
    - With xVNO Hosting, Mobily provides the necessary network infrastructure and services, including Radio Access Network (RAN), Core Network, wholesale billing, platform access for SIM issuance, and technical support.
    - Data services include the provision of wholesale data and can be charged either on a Pay as You Go basis (per MB) or Revenue Sharing method.
    - Voice services include the provision of wholesale voice/SMS and can be charged on a Pay as You Go basis (per min/per SMS) or Revenue Sharing method.

Features:

- Network infrastructure
- SIM card management
- Billing and charging
- Reporting and analytics

Benefits:

- Reduced Cost
- Time to market
- Brand development as you can build your brand with underlying state-of-the-art infrastructure that is provided by Mobily

Internet Exchange

Internet Exchange (Equinix Jeddah)

Overview

- Internet Exchange (IX) is a service provided by Mobily that enables networks to exchange traffic with each other. Multiple Internet service providers (ISPs) can connect at a single IX, creating the potential for a range of technical and economic benefits for the local and international Internet community.

Features:

- Keeping local traffic local and avoiding international links.
- More flexibility
- Minimal latency
- Guaranteed connection

Benefits:

- CDN hosting
- Faster connection
- More secure
- Reliable
- Lower cost

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Open Access

Open Access FTTH / FTTB

📰 Overview

- Layer 2 Bit Stream Access service is offered both for the Consumer (FTTH) and the Business (FTTB) segments as per the "Fiber Bitstream Rules and Guidelines" that have been issued by CST.

- Traffic is handed over to access seekers in three regional handover points (Riyadh, Jeddah, and Dammam).

Features:

- Layer (L2) handover
- Open Access FTTH and FTTB
- Line ordering, activation and all other processes are executed as per the SLAs that have been included in the guidelines

Benefits:

- Ability to reach all the consumers (FTTH) and businesses (FTTB) on Mobily's footprint by interconnecting at three regional handover points (Riyadh, Jeddah, Dammam)
- Cost-saving by avoiding the duplicate network infrastructure investments in the districts that Mobily already has FTTx infrastructure in place, available for access seekers

Customized Solutions

📠 Overview

- You can build customized solutions as per your specific requirements and needs (i.e. SDWAN, IoT, and White Label Services, etc...). We are flexible to develop a customized solution as per your specific requirements to leverage our state-of-the-art network and services delivery capabilities.

Features:

- Ability to leverage Mobily's Platforms and other network and service capabilities at the wholesale level, in order to develop attractive products and services for your customers
- Building and developing customized services according to customer needs
- Flexibility in developing customized services

Benefits:

- Time to market
- Cost effective

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Thank You

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