



Seminar on Broadband Quality of Service

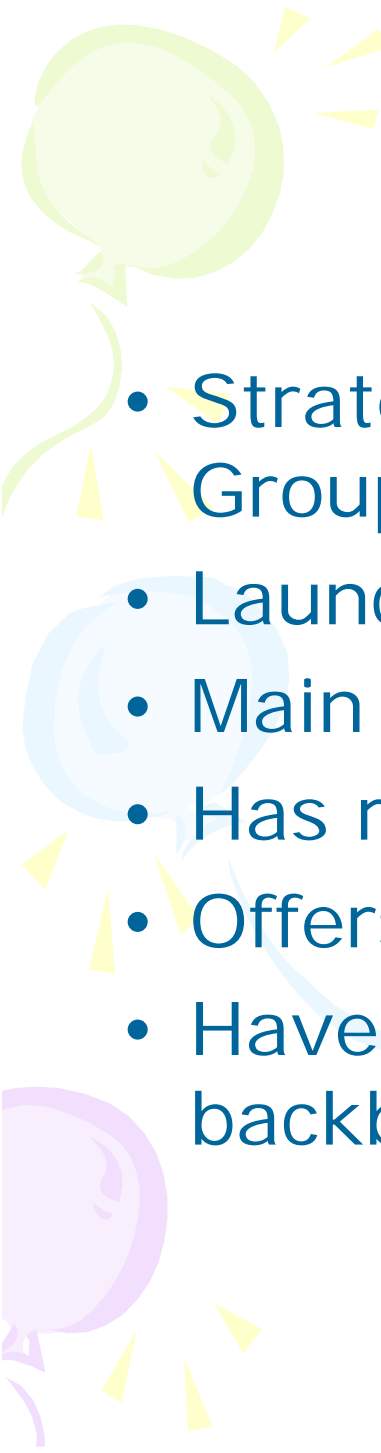
18th March 2008

**Dinesh Arunatileka-GM, Mktg
Dialog Broadband Services**



Agenda

- Dialog Broadband Introduction
- Test Results – Download from own ISP
- Test Results – Download from Yahoo
- Test Results – Upload to own ISP
- Test Results – Upload to Yahoo
- Analysis and way Forward
- Dialog Broadband Coverage
- Q & A



Dialog Broadband - Introduction

- Strategic Business Unit of Dialog Telekom Group
- Launched BB services on 01st Nov.07
- Main last mile technology used is WiMax
- Has rolled out over 150 base stations
- Offers 3 separate speed packages
- Have pops in Europe and Asia for internet backbone

Test Results - Download from Own ISP

Country	Plan (Promised Download / Promised Upload)	Time – In December 2007(before optimization) – Kbps					
		800	1130	1500	1800	2030	2230
Sri Lanka	Other BB operator (2M/512k)	1750	1700	1666.66	1633.33	1650	1616.66
	Dialog (2M/512k)	1766.66	1666.66	1550	1708.33	1700	1458.33
	In March 2008(after optimization)						
	Dialog	1372	1933	1900	1967	1833	1833

Test Results Download from Yahoo

Country	Plan (Promised Download / Promised Upload)	Time In December 2007 (before optimization) – Kbps					
		800	1130	1500	1800	2030	2230
Sri Lanka	Other BB operator(2M/512k)	447.8	119.85	95.93	405.31	391.61	444.18
	Dialog (2M/512k)	210.33	203.5	240.33	246	282.33	187.33
	In March 2008 (After Optimization)						
	Dialog	872	830	830	1123	519	763

Test Results - Upload Speed to own ISP


Country	Plan (Promised Download / Promised Upload)	Time In December 2007(before optimization) – Kbps					
		800	1130	1500	1800	2030	2230
Sri Lanka	Other BB operator(2M/512k)	407.98	430.47	420	399.78	407.78	426.65
	Dialog (2M/512k)	348.83	407.5	447.17	239.66	306	341.67
	In March 2008(after optimization)						
	Dialog	502	439	500	497	502	505

Test Results – Upload Speed to Yahoo

Country	Plan (Promised Download / Promised Upload)	Time – In December 2007(before optimization) – Kbps					
		800	1130	1500	1800	2030	2230
Sri Lanka	Other BB operator(2M/512k)	206.58	198.33	192.02	195.68	203.73	204.2
	Dialog (2M/512k)	133.5	125.67	125.5	120	121.5	109.17
	In March 2008(after optimization)						
	Dialog	456	463	485	489	476	462



Analysis and way forward

- Being a new player we are a learning organization
 - Progress indicated due to proper optimization of the network
 - Introduction of FUP to improve overall service levels to all customers
 - Willing to participate with other providers to improve service levels
 - Importance of this kind of seminars
 - Education of the public on BB services
- 



Dialog Broadband – Coverage (To name only few..)

- **Western Province**

- Colombo and Suburbs
- Katunayaka Zone
- Negombo Town
- Avissawella Town
- Beruwala Town
- Horana Town
- Kalutara Town
- Gampaha Town

- **Eastern Province**


- Trincomalee Town
- Batticaloa Town
- Ampara Town
- Akkareipattu Town
- Kalmunai Town

- **Southern Province**

- Galle Town
- Ambalangoda Town
- Ambalanthota Town
- Matara Town
- Angunakolapelassa Town
- Beliatta Town
- Dickwella Town
- Gandara Town
- Hambanthota Town
- Sooriyawewa Area

- **Sabaragamuwa Province**

- Pelmadulla Town
- Nivithigala Town
- Eheliyagoda Town
- Kahawatte Town
- Kegalla Town



Dialog Broadband – Coverage (Contd....)

- **North Central Province**

- Anuradhapura Town
- Polonnaruwa Town
- Kaduruwela Town
- Habarana Town
- Hingurakgoda Town
- Medirigiriya Town
- Thambuttegama Area

- **Central Province**

- Kandy Town
- Gampola Town
- Matale Town
- Nuwara Eliya Town
- Hatton Town
- Maskeliya Town
- Dambulla Town
- Digana Area
- Mawanella Town

- **Uva Province**

- Badulla Town
- Bandarawela Town
- Balangoda Town
- Kataragama Town
- Monaragala Town
- Welimada Town

- **North Western Province**

- Kurunegala Town
- Wariyapola Town
- Anamaduwa Town
- Kuliyaipitiya Town
- Mahakeliya Town
- Narammala Town
- Nikaweratiya Town
- Puttalam Town



Thank You

Q and A