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## COMPANY PROFILE

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Submitted By:

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# Introduction




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*Viastar LTD*, is pleased to formally submit this proposal for an inter-connect agreement.

*Viastar LTD* is an International VOIP Carrier that originated from the UK in the year 2000. Its operations expanded vastly over 10 years to cover Europe, Middle East, Africa and Latin America. Today *Viastar* is viewed as one of the leaders in the telecom industry.

*VIASTAR LTD* is based in the UK and has operations offices in: Lebanon, Egypt, Jordan, Iraq, Canada, Syria and The State of Guinea is an international telecommunication operating company throughout the Middle East, Africa and Europe.

## Products & Services:

-  Voice Communication
-  VSAT & Data Communication
-  Service and Support

The section below describe each of *Viastar LTD* 's core divisions as well as the strategic relationships that have been developed by the company in an effort to secure least-cost-routing and a wide interconnectivity portfolio for the company's VOIP operations.

## I.1 Voice Communication

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*The Voice Communication division* aims towards the efficient long distance voice and data transmission through flexible arrangements with networks and strategically owned carriers. *Viastar LTD* grew at a very fast paste to become widely present on an international level within a very short time interval. And thus to become recognized as one of the fastest growing companies in the telecom industry with a proven track record of developing and operating reliable and profitable voice telecommunications systems for the World market.

Since it was established, *ViaStar's* has expanded from being a pre-paid callback and calling card service provider (in the first 2 years) to become a full-fledged global telecommunications provider that targets small, mid-sized to large businesses.

*Its strength* lies in its *specialty* of installing and processing international calls using the latest in State-of-The Art *switching and billing technology* thus including Tandem Switch and VOIP capabilities. Owning the know-how, high-tech equipment and professional team, *Viastar* succeeded in penetrating the most risky markets where the majority of key players hesitated to go. Today we have strong foothold in many countries in Africa and the Middle East and are acting as the main providers to multi-national carriers.

## Viastar LTD Products & Services:

### 1. Wholesale

Our long term strategy is to provide high quality-best rates; our *aim* is to build a wide network of direct routes. This enables us to provide our wholesale customers with more aggressive rates through high quality routes. Our wholesale service is highly flexible and well maintained, thus, we offer a Tandem or VOIP connection according to each customer's portfolio and circumstances. With our team of *highly qualified engineers*, who are prompt to ensure that the service is up and running 24-7, and our *forward and focused* reputation, we succeeded to gain a wide credibility in the global market. Our customers' portfolio varies between wholesale customers and large carriers. The direct routes on hand are:

- Lebanon Mobiles and Proper
- Syria Mobiles and Proper
- Iraq Mobile Zain
- Jordan Mobiles and Proper
- Guinea Mobile Sotelgui
- Pakistan Mobiles and Proper
- Bangladesh Mobiles and Proper
- France Mobiles and Proper
- Belgium Mobiles and Proper
- Philippine Mobiles and Proper
- Spain Mobiles and Proper
- Sri-lanka Mobiles and Proper
- Ethiopia Mobiles and Proper
- Bangladesh Mobiles and Proper

## 2. Business and Residential Accounts

Retail customers are the main users of telecom. We consider the retail market as a main market for any successful business. *Our strategy* is to provide the *best service* to our retail customers with *best rates* and a 24/7 *after sales service*. To ensure that, our customer support team, a group of highly trained customer relations–technical team, work around the clock to help out in any queries and solve any unseen problems.

## 3. Calling Cards

*Viastar* Calling Cards provides: reasonably *low international and domestic rates, best quality, no connection or monthly fees, market availability, and instant activation*. No surcharges or hidden fees, you *pay only* for the time you *talk*. Low Rates and good quality is what makes our product stand out in the market.

## 4. Callback

*Easy and reliable 2 step call that begins by:* Signing up for the service and acquiring an individual access number. Call overseas, the customer simply has to dial the access number and hangs up at first ring. In a few seconds, our automatic switch centre calls back and gives a message prompting the customer to dial the destination number.

## 5. PC2Phone Service

*Viastar* provides a special computer program that enables the end user to call over the IP, local and distance calls. Doing so, the end user is practically eliminating the A-LEG cost and will *pay only for* completed *B LEG calls*. *PC2Phone* service is a reliable and cost effective way of communicating.

## 6. IP Phone

IP phone is a *cost-effective service* addressing the IP communication needs of a cubicle worker who conducts *low to medium telephone traffic*. It is specifically suited for service provider voice applications and can be deployed in the following end-user environments: enterprise, small and medium-sized business (SMB), small offices and home offices. It is also suitable for places where single-line phone are typically installed such as: cafeterias, break rooms, lobbies and manufacturing floors. *Viastar* offers you outstanding voice quality and competitive rates on long distance and international phone calls by simply accessing your existing Internet or Intranet (LAN) telephony. *The easy configuration-and-setup feature* will help service providers to deploy the voice services smoothly.

## VIASTAR Aim, Mission & Strategy

*Viastar aim* is to become a pioneer in the telecommunication medium.

Our *mission* is to spread globally in an efficient, effective and professional way.

Our *strategy* is to blend our high-tech equipments, considerable available cash flow, proper market research and highly qualified, professional team to ensure a proper systematic flow towards our set target.

### *Strategy tools*

#### *Technology Leadership*

Technology fuels our growth. Throughout our life cycle we've built hundreds of relay switches globally as well as an international fibre optic network that enabled us to pioneer VOIP (Voice over Internet Protocol) thus creating a fast, reliable and price oriented Net2Phone network.

#### *Tactical investments*

With our substantial cash flow our strategy is to purchase or invest in distressed businesses. We acquire their assets (networks, technologies, customers) at tremendous savings, which allow us the financial leeway to build our business and offer the lowest rates available.

#### *Finding a need and filling it*

We seek out markets that are underserved, overpriced, or under developed (recent immigrants), and create low cost-structure businesses to serve them. We pass our service on to customers while maintaining the highest levels of quality, service, and reliability.

#### *Professional Team*

Our goal is to attract talented, professional candidates and provide them with an upbeat, flexible, and challenging work environment. Our employees represent one of the most diverse s of any company in our line of business. They're the best customer sales and service people a company could possibly have.

## Management Strategy

- Future Oriented: *Viastar* is a vibrant company, moving forward with a mission to be one of the leaders in the digital age in the 21st century.
- Technolog oriented: *Viastar* is a technology driven company, giving priority to technology development in order to cope with radical changes in the global business environment.
- Human oriented: *Viastar* makes sure to have a professional team that are giving continues up to date training to cope with the market rapid change of technology.

*Viastar* utilizes its enterprise resources in the most efficient manner by establishing rapid decision-making processes to respond quickly to radical market changes, and apply new management expertise. With continuing research and development, and its pursuit of innovation, *Viastar* will emerge as a leading force in creation and design, producing added values that can outperform its' competitors.

Based on its' challenging venturous spirit, *Viastar* exerts every effort in developing new products in the Telecommunications industry. It continuously enhances competitiveness by differentiating the product's quality, and securing diversified sales networks, as it advances into the global market.

### Team of Experts:

#### Support Team

Due to the nature of telecom we understand fully that 24-7 customer support is vital for the success of the business. Thus a team of expertise were recruited and trained to help any customer at any time.

#### Sales Team

With continues market research our experienced sales team are always prompt to improve buying terms for competitive rates and best quality. Along with the technical team, extensive testing and research is always done to insure quality and consistency.

After ensuring the proper buying deals we go forward to offering our packages to our clients in the global market.

Until this day we hold traffic of 40 million minutes a month that are expected to double in the next 6 months.

### Research and Development

With our R&D department we have made sure to stay ahead of the market. Our team of professional system developers and programmers are always on foot to provide latest solutions for faster and better quality connections.

With the assistance of the R&D team, Viastar provides an online service to its customers that enable them to check accounts, bills and credit updates.

We have gone further to cater special software that involves some prime applications to assist some of our major customers.

### Excellence in Connectivity

Our main switch is in the UK with pops in several other countries .

We provide connectivity via two options: either Tandem or VOIP. Either option depends on the clients' compatible equipments and choice. However, in both cases, we provide same excellence of quality and options.

WE own pops in remote locations that enables us to monitor all the operations remotely with the presence of a qualified engineers on ground in every location.

### Technical Excellency

We are well qualified to give assistance in any aspect of voice technology, thus every customer is an important customer. We don't turn any new customer down no matter how big or small he is. Our policy is to work with all customers and make sure that their success is our success.

With our vast experience gained through many years and many successful projects carried out in Europe and around the world, we can advice on the best, most efficient and cost effective solution to get the project working.

## I.2 VSAT & Data Communication

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Before putting any Internet-based solution in place, it is essential for any organization to have a clear understanding of the "Internet opportunity" and to build an Internet strategy for the current and future market. Business consultants in this division help organizations translate the complex and rapidly evolving Internet world into a clear, pragmatic, phased strategy, adapted to the present needs and flexible in order to accommodate future changes.

Our Consulting services include:

- ✚ **Enterprise Services: IP Strategy development, evolution and deployment**  
IP Strategy provides core infrastructure services, co-location, bandwidth, equipment provisioning, professional and managed services - design, integration, backup, monitoring, performance management, content distribution and disaster recovery;
  
- ✚ **Enterprise networking services: Data Networks design and implementation**  
Designing, provisioning, installation, project management, operational support and administration services for enterprise and government private wide area networks or virtual private networks;
  
- ✚ **Launch of Internet and Multimedia Services**  
Services in this areas include the installation of secure IP VPN routes linking two or more points across a heterogeneous network topology with various degrees of security that ensure privacy for all parties.

## I.3 Service & Support Division

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Support and Consulting services include: Technical support - helpdesk, level 1 and 2 - and proactive Managed Services on various platforms - router, firewall, OS, directory, messaging, Web portal.


## II. VIASTAR LTD'S MARKET REACH

### Carrier Relations

VIASTAR LTD and its subsidiaries are now connected to most of the Tier 1 carriers:

Verizon	AT&T
TATA	OTE Globe
I Basis	Global Crossings
Sunrise	

Such long-standing strategic partnerships have ensured for VIASTAR LTD and its subsidiaries:

- High-volume traffic exchange
  - Development of vast marketing knowledge
  - Sharpening of the sales experience
-  Further, VIASTAR LTD has a long-standing relationship with many international operators and carriers, as well as various joint ventures and potential agreements with large telecommunications market players.

The networks with which VIASTAR LTD is engaged consist of both TDM and VOIP with hubs in the UK.