

# Dialog telecom case study

Business



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Mission To lead In the provision of technology-enabled connectively touching multiple human sensors and faculties, through committed adherence to customer-driven, responsive and flexible business recesses, and through the delivery of quality service and leading edge technology unparalleled by any other, spurred by an empowered set of dedicated individuals who are driven by an irrepressible desire to work as one towards a common goal in the truest sense of team spirit. Introduction Dialog Extant PLY (formerly known as Dialog Telecoms PLY) operates Sir Land's largest and fastest growing mobile telecommunication network - Dialog Mobile.

The company Is also one AT ten largest last companies on ten Colombo stock Exchange in terms of market capitalization. Dialog Extant is a subsidiary of Extant Group Bernhard (Extant).

Dialog has spearheaded the mobile industry in Sir Lankan since the late ass's, propelling it to a level of technology on par with the developed world. The company operates 2. 56, 36 and 3. 56 mobile services, supporting the very latest in multimedia and mobile internet services as well as international roaming across over 200 countries. The Dialog Extant Group is proudly serving over 7 Mn.

Sir Lankan from across all provinces of the country, with a cutting edge portfolio of Mobile and Fixed Telecommunications, Broadband and Digital Television services.

In addition to TTS core business of mobile telephony, the company operates a wide portfolio of international telecommunication services, including but not limited to retail and wholesale international telecommunication services,

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including but not limited to retail and wholesale international voice and data services, based on cutting edge International Gateway Infrastructure.

Dialog Global, the international arm of Dialog Extant, provides state-of-the-art gateway facilities through partnership with ' Tier-I" international carriers. Dialog Broadband (DB) is a fully owned subsidiary of the company and is a key player in Sri Lanka's CIT infrastructure sector. DB also operates a fixed wireless telephony service based on CDMA technology. Dialog Television (Private) Ltd operates a Direct-to-home (HTH) Digital Satellite TV service. Dialog has grown its network and extended its reach further into the country's North and East, complementing the rapid progress made in the region in terms of infrastructure.

Dialog continued to contribute aggressively towards the socio- economic development of Sri Lanka centered on the empowerment of the country's citizens through inclusive technology applications. CONTENTS ) Dialog Board of Directors. 2) Dialog-corporate Governance. 3) Dialog CRY. 4) Financial Review. 5) Porter's Five Forces.

6) PEST Analysis on Dialog. 7) SWOT Analysis on Dialog. 8) Achievements of Dialog. 9) Strategies developed for Dialog Dialog Board AT Dielectrics Dry. Hans Wizardry's Dates Zeta Kindling Mr.

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Mommies Prelims Mr.. Cynthia Dunlap Mrs..

Ninja Observer Data' Hussy Unarm Yuccas Mr.. Iron Law Abdul Wabash Mr.. Mohamed Mussing Mr..

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Swan Khan Osama Khan Dates Zeta Kindling was appointed to the Board of Dialog Telecoms as Chairman and Director on 21 July 2008. Dates Zeta Kindling is a Malaysian He is a lawyer by profession He graduated from the University of Cambridge Dry. Wizardry's carries responsibilities as the Group Chief Operating Officer of Extant. Dry. Hans Wizardry's was appointed on 19 January 2001.

Dry.

Wizardry's is a Chartered Professional Engineer and a recipient of COMA He graduated from the University of Cambridge He is a Sir Lankan Mr.. Prelims was appointed on 15 September 2004. He holds a Bachelors degree from the University of Ceylon and a Masters degree from Purdue University USA Executive Director and the Group Chief Financial Officer of Extant.

He is a Malaysian person. He is a Chartered Accountant He has had investment banking, corporate management and telecommunication experience throughout his career. O mea Munson He is a Sir Lankan person Mr..

Mussing was appointed on 14 June 2006 He takes the responsibilities as the Non-Executive Director He is a Chartered Accountant and a Fellow of the Institute of Chartered Accountants of Sir Lankan, He is also a Sir Lankan person Mr.

. Dunlap was appointed on 3 August 2007. He also takes the responsibilities as the Non-Executive Director He was the Ambassador of Sir Lankan He is the current President of the 1995 Nobel Peace Prize-winning Pashas

Conferences on Science and World Affairs Mr.. Dunlap was named ' Sir Lankan of the year 2006' He is a Malaysian person Mr.

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Swan Khan was appointed on 21 July 2008 He is the Group Chief Strategy Officer of Extant. Mr.. Swan Khan is an engineering graduate (First-Class Honors) from the Imperial College, University of London He has professional experience in the Boston Consulting Group and Shell Malaysia Mr.

. Iron L. Abdul Wabash was appointed on 9 October 2008. He is a Non-lengthened Director in Extant. Mr.

. Abdul Wabash holds a Bachelor of Science degree from University of Pennsylvania. Mr.. Abdul Wabash is currently the Senior Vice President, Investments of Khans National Bertha, Malaysia.

Electronically Industry In sir Lankan Sir Land's telecoms industry has been a trailblazer in the South Asian region, being the first to introduce latest technologies in the market-be it GSM (Global Standard for Mobile) telephony, CDMA (Code Division Multiple Access) fixed wireless telephone services, ADDS (Asymmetric Digital Subscriber Line) Internet access, GAPS (General Packet Radio Service) Internet access for mobile telephone, Woman (Worldwide Interoperability for Microwave Access) broadband services, 3G (Third Generation) and 3.6 mobile communications and HASP (High Speed Packet Access) mobile broadband Internet services. Sir Lankan now boasts of one of the most sophisticated telecommunications industries in the region, perhaps at par with many developed nations. The telecommunications

industry also had a significant impact on the economic and social trends in Sri Lanka as an improved ability to communicate-both within and outside the country and greater access to information have improved livelihoods, lifestyles and the quality of life of nearly all segments of the population.

Over the past decade, telecoms industry has been the fastest growing area of Sri Lanka's economy led by the mobile telephony segment. From only 256,655 subscribers in 1999, total telephone connections have rocketed to 14,095,346 in 2009, implying a compound annual growth rate of 34%.

Consequently, composite telephone penetration has risen from just 5% in 1999 to 85% in 2009. So, mobile telephony penetration has now reached around 45-48%. This leaves room for a further increase in mobile telephony penetration, especially at the lower-end of the market as economic growth accelerates and disposable income rises. In this telecommunication industry Dialog operates on 2.56, 36 and 3.

56 communications networks, and was the first company to launch commercial 3G and HSPA+ operations in South Asia. In addition, Dialog recently announced that the company has switched on its G LTE Network in Colombo becoming the first LTE pilot network in South Asia. Meanwhile, Dialog is the only telecommunication currently offering 4G fixed wireless Internet access, in addition to its HSPA mobile broadband Internet connectivity.

However, Sri Lanka Telecoms will start commercial operations of its own 4G broadband network in the second half of 2010. After the war finished, within the past few years telecommunication became very popular

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and in this telecommunication industry Dialog Company captures the more portion of that. Dialog was the first mobile operator to cover the Japan in Northern Sir Lankan within 90 days of the ceasefire agreement in 2002 and again in 2009 was the first mobile operator to extend its GSM network to the areas in the North and East where the war was fought, and presently has 80% market share in the region.

Dialog-corporate romance Corporate governance is “ the system by which companies are directed and controlled “ It involves a set of relationships between a company’s management, its board, its shareholders and other stakeholders. Preventing these conflicts of interests include the processes, customs, policies, laws, and institutions which have impact on the way a company is controlled. The Eight (08) Essential Core Principles of Corporate Governance Principle 1: Establishment of the Charter of the Board of Directors The said Charter constitutes the following key elements: 1. 1 1. 2 1. 3 1. . 5 Constitution of the Board Appointments to the Board Access to Information Performance Evaluation & Professional Development Re-election Principle 2: Remunerate Fairly and Responsibly Ensure that the level and composition of remuneration is sufficient Principle 3: Accountability, Audit & Safeguarding the Integrity in Financial Reporting Formulate a structure to independently verify and safeguard the integrity of the Company’s financial reporting. Principle 4: Promote Ethical and Responsible Decision-Making The Company shall clarify the standards of ethical behavior required of Company Directors and Key Executives Principle Recognize and Manage Risk Establish a sound system of Internal Control, Risk Management and Internal Audit

Principle 6: Respect the Rights of Shareholders Facilitate the shareholder rights through engaging in regular and effective communication with shareholders Principle 7: Recognize the Legitimate Interests of Stakeholders Recognize legal and other obligations to all legitimate stakeholders including obligations to non-shareholder stakeholders Principle 8: Promote Timely and Balanced Disclosure of all Material Matters Concerning the Company

The Company shall put in place a mechanism designed to ensure compliance with the disclosure requirements of all laws and regulations It must be ensured that a sound system of internal control is maintained to safeguard shareholders' investments. Reviews must be conducted to ensure the effectiveness of the Group's system of internal controls and they must be reported to the Board.

Oversight of the risk management system Risk profile - a description of the material risks facing the Company including Financial and non-financial matters Risk management Compliance and control Assessment of effectiveness

Internal Auditing I nose are contacted Dye ten Group Internal Auto Dolls wanly Is Independent AT management. The Internal Auditor has access to management and the authority to seek information. To ensure independence, objectivity and enhance performance of the internal audit function, a direct reporting line has been created from the internal audit function to the BACK (Board Audit Committee). The Board is supported by the following Board Committees which have been delegated with certain specific responsibilities: 1 . Board Audit Committee 2.



### Nominating and Remuneration Committee 3.

Dialog Group Executive Committee The Company's Articles of Association require that one-third of the Directors, excluding the Executive Director, retire and submit themselves for re-election at every Annual General Meeting (GM). Remuneration The Company endeavors to attract, retain and motivate Directors of the quality required to run the Group successfully. The Company furnishes information each year regarding the remuneration paid to the Board of Directors in the Annual Report. Dialog C Dialog was involve in varies Business integral CRY project like M-Waste project, MOPE project, Basel Convention.

All so Dialog did outreach CARS like EDEN (Disaster and Emergency Warning Network, Research lab, Digital Bridge, MOPE Radio Program, Dialog Technology Scholarships, The change Trust Fund etc. Dialog has become the market leader through delivering low cost communications solutions and minimizing entry barriers confronting traditionally marginalia segments of the market. Dialog focus on multiple dimensions of CRY with a view to maximizing the outcomes of their efforts, while remaining committed to embed CRY within the organization so that their efforts go beyond altruism, and ensure that they enrich lives.

Business Integral CRY M-Waste Project Dialog Telecoms Pl is the leading mobile service provider in Sir Lankan supporting a customer base of approximately 5 million. Unlike some mobile service providers Dialog does not retail mobile handsets.

Thus Dialog would be only partially responsible for the accumulation of M-waste in the country. The M-waste project is therefore an act of extended product responsibility of the company. The main objectives of the project are: Creating awareness in consumers to return used handsets and batteries. To develop a dynamic take-back channel using Dialog's established channel network and expose of stockpiles responsibly. To operate a proactive and sustainable handset take-back program at no cost to the customer supported by a robust communications campaign.

**MOPE Project** The Mobile Environmental Education Program (MOPE) is an outreach environment project which created environmental consciousness among the youth and children of the country through using technology and promoting conservation in the rural areas of the country.

The program was conducted in two main tributaries. Initially the project was conceptualized with three main objectives. These were: School Workshops conducted by the Biodiversity and Elephant Conservation Trust (BEST) Radio Program 'Raking Api Appraisals' for the school children below the age of 10.

**Basel Convention** The Basel Convention on the Control of Transboundary Movements of Hazardous Wastes and their Disposal was adopted on 22 March 1989 and entered into force on 5 May 1992.

The Basel Convention emphasizes, amongst other principles, environmentally sound management of hazardous wastes, which is defined as taking all practicable steps to ensure that hazardous wastes are managed in a manner which will protect human health and the environment against the adverse effects which may result from such wastes.

The Convention stipulates a number of specific objectives, including the following: The reduction of turnaround's movements of hazardous and other wastes subject to the Basel Convention. The prevention and minimization of the generation of hazardous wastes. The active promotion of the transfer and use of cleaner technologies. Dialog Outreach CRY Disaster and Emergency Warning Network (EDEN) This is a Network that give people early warning about a Disaster or Emergency thing. Salsa's TLS ever Model Based Mass scale Disaster Early warning Network was launched by Dialog on January 2009. Research Lab A laboratory for telecommunications researches in employing local technological knowledge in Development of the industry.

Digital Bridge The Digital Bridge project is aimed at giving rural marginalia students the opportunity to engage in interactive learning from experienced teachers. The project targets connecting 1, 000 schools (roughly 10% percents of the total schools in the country) by providing them television sets and decoder units to enable them to access a satellite educational channel, ' Nanas' (wisdom). MOPE Radio Program Dialogs Mobile Environmental Education Program reaching out to 150 schools creating environmental awareness.

Dialog Technology Scholarships Enriching the intellectual capital of Sir Lankan future through scholarship schemes in secondary and tertiary education. The Change Trust Fund Under the program, post-paid subscribers are invited to donate half a percent (0. 5%) of their Dialog Mobile bill to the Fund up to a maximum of RSI.

25/=. with Dialog matching this donation. The fund is disbursed to disadvantaged communities of society upon evaluation on a case by case basis within the same five outreach CRY thematic areas identified by Dialog.

Hence every call made from a Dialog mobile can make a positive change in transforming the future, today. Volunteerism is a core element of Change Projects within the organization and enables employees from cross functional teams to collaborate with customers for an altruistic cause. Empowering the Differently Able Koala Dullest Foundation The Koala Dullest Foundation for Children with special needs and they organized a medical camp for differently able children to mark the World Down Syndrome day which is 21st March, Dialog sponsored that successfully.

Their aim was to identify special needs of these special children and help them with medical care. E. A. S. E Foundation The EASE Foundation is a not-for-profit organization which provides training in Facilitated Communication to non-verbal autistic children.

The Foundation was established by Candida Irrigation who has used Facilitated Communication very successfully since 1991 , and works to introduce this technique as well as other alternative communication techniques to Sir-Lankan. Dialog funded the training of a roof of teachers in ‘ Facilitated Communication to Non-verbal Autistic Children’.

Our objective in funding this program was to help empower the differently able in our society. Youth and Education Dialog helps youth and Education by donating Libraries, New School buildings, Equipments, Halls and they help to

schools. Some of the benefited schools are Panamanian Sir Raze Feared Vitally, Watson Kinshasa Vitally and Rhombohedra Vitally.

CIT for Development Sir Dromedary Dam Pascal Sir Dromedary Dam Pascal is situated in a little village called Hetman in