

Ushering WiMAX to the Frontlines of Malaysia

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Highlights

P1's Challenges

- WiMAX is a new technology to Malaysians – aggressive educational efforts are required to gain traction
- Enhance user experience via trendy, plug 'n play WiMAX Modems at attractive packages
- Sustain the quality and performance of its WiMAX service
- Maintain leadership in Malaysia's WiMAX space

Green Packet's Strengths

- Award-winning, best-in-class WiMAX Modems with high aesthetic value
- Connectivity solutions that improves subscriber experience
- Over-the-air update mechanisms
- Dynamic coverage information that assists in sales growth initiatives
- Global reputation with localized support
- Strong grounding in WiMAX R&D activities

How did P1 Benefit?

- Retains position as leading WiMAX Operator in Malaysia, with Q1 2009 ARPU of RM93 (USD26)
- Offers unparalleled WiMAX service
- Minimization of onsite support and subscriber complaints
- Ability to keep target market and resellers constantly informed of latest coverage information, expediting sales efforts
- One of the fastest growing broadband service provider in Malaysia

Green Packet brings WiMAX to life for P1, Malaysia's first and leading WiMAX Operator

Packet One Networks (Malaysia) Sdn. Bhd. (P1) is Malaysia's first and leading WiMAX telecommunications company, offering the country's widest WiMAX network, innovating technology, products and services to advance the way people work, live, learn and play. P1 is also the first WiMAX Operator in Southeast Asia to roll out commercial WiMAX services under the 802.16e Mobile WiMAX variant.

Malaysia's Broadband Climate

Malaysia's broadband penetration rate of 8.6% is relatively low compared to other Asian countries such as Singapore (19%), Korea (31%) and Taiwan (21%). As such, several initiatives were introduced by the Malaysian Government to boost the ICT arena of the nation, declaring that ICT constitutes an important component for progress.

"Our goal is simple – to make broadband a right for all Malaysians. To deliver this commitment, the rapid and quality deployment of the P1 WiMAX network is crucial."

Michael Lai, CEO, Packet One Networks

Echoing the Malaysian Government's goal, P1 is determined to bridge the digital divide by ensuring access to Internet is universal, ubiquitous and affordable for every Malaysian. P1 hopes to play a major part in realizing the Malaysian Government's vision to have 50% broadband penetration by 2010, in line with the nation's ICT plan, MyICMS 886.

The Uphill Climb for P1

Though having a strong first mover advantage, Mobile WiMAX 16e is a completely new technology to Malaysians, hence, it is important for P1 to convince and convert its prospects to long-term subscribers. To maintain its leadership position in Malaysia's WiMAX space, it is critical for P1 to sustain the quality of its services and extend unparalleled user experience. Additionally, the WiMAX service tendered has to be easy-to-use and affordable.

How Green Packet Rose to the Occasion

To meet the high expectations of WiMAX in terms of delivering high quality wireless broadband services and a level of user experience unmatched by any other WiMAX Operator in Malaysia, P1 chose Green Packet's WiMAX Solutions to offer WiMAX services to residential and enterprise users in Malaysia.

"The quick response time and talented world-class team accelerated our rollout. Performance that surpassed industry standards, ease of use and aesthetic designs helped drive higher acceptance of P1's WiMAX service in Malaysia."

*James Chong, Executive VP,
Product Strategies & Development,
Packet One Networks*



Award-winning Plug 'n Play WiMAX Modems

Green Packet extended its complete range of WiMAX Modems comprising of Indoor, Outdoor and USB Modems that support various usage scenarios of subscribers.

These modems are aesthetically pleasing and promise best-in-class performance through the combination of unique antenna design, advanced RF and MIMO technology. Additionally, customization was included to reflect P1's branding.

In particular, our Indoor and USB Modems are designed to be truly plug and play, enabling subscribers to enjoy instant WiMAX access minus the complexity. This is achieved through automatic provisioning whereby subscribers' login details and profiles are preloaded into the modems.

As such, subscribers can immediately access WiMAX without having to handle authorization and authentication mechanisms on their own. Instead, these audits are performed securely behind the scene by the modems, creating a user-friendly environment and reducing reliance on P1 Customer Support.

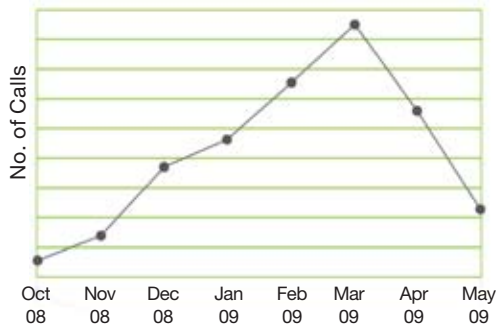
Unified Connection Manager to Represent a Consistent "P1 Experience"

The wide array of end user devices (laptops, netbooks) and availability of different WiMAX chipsets can jeopardize P1's ability to extend a consistent experience to subscribers. However, Green Packet's unified connection manager supports multiple operating systems and is compatible with most major end-user devices and chipsets.

As such, P1 only needs to offer one connection manager to all subscribers. This simplifies customer service efforts as only one connection manager software needs to be supported.



Declining trend in the number of customer complaints as a result of over-the-air updates provided by Green Packet's WiMAX Modems.



Over-the-air Updates Improves Subscribers Usage Experience

Green Packet's WiMAX Modems incorporate over-the-air updates that facilitate automatic software/firmware releases and configuration. This helped P1 to ensure their subscribers' devices are up-to-date, thus minimum issues are encountered while trying to get connected to WiMAX. Through software updates transmitted over-the-air, software errors were fixed, translating into better end-user experience and reduced customer complaints.

In fact, through automatic over-the-air updates, statistics show that effective March 2009, P1's Customer Support experienced a decline in complaints associated with getting connected to WiMAX.

World-class R&D

Besides our global presence that extends over 8 offices around the world, P1 was impressed with Green Packet's world-class R&D efforts globally, in particular our Taiwan R&D Center.

This center is dedicated to advancement in the WiMAX arena where a team of WiMAX specialists engage in consistent research and development activities to design and provide state-of-the-art WiMAX Modems with unrivaled performance and quality.

Gearing Towards the Next Phase

Green Packet's relationship with P1 is built on a long-term strategic partnership. This is demonstrated via our commitment to continuously provide new and innovative solutions that supports P1's vision.

Subscribers are directed on how to best position their modem to enjoy optimum WiMAX performance.



Coverage Improvement Tips

Green Packet's Coverage Map Solution (an integration between Green Packet's Connection Manager, Google Map and P1 Coverage Compass) guides subscribers on how to best position their modem (facing the nearest base station) to receive optimum coverage.

Coverage Map Solution highlights P1's WiMAX Resellers throughout Malaysia.



Sales Growth Initiatives

To retain its first mover advantage and be ahead of competition, it's essential for P1 to provide the latest coverage information to prospective subscribers. Green Packet's Coverage Map Solution enables P1 to dynamically communicate up-to-date coverage information to its target audience and resellers.

The Coverage Map Solution also highlights P1's WiMAX Resellers throughout Malaysia – prospective subscribers can easily locate the nearest reseller, sign up and start surfing with WiMAX! This approach has contributed significantly in helping P1 grow its subscriber base.

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