

Cytaglobal: Reading the right signals in the free market

by Cytaglobal

Cyprus accession to the European Union is now a reality, and it constitutes not only an important milestone in the political history of Cyprus but in the telecommunications market as well.



At the same time, technology is advancing at a tremendous pace; we are now daily witnessing the rise of new technologies in the place of traditional ones and the creation of new realities. Globally, the telecommunications market is becoming ever more competitive as it is becoming increasingly more difficult to sustain competitive advantage. The key to survival and development in this new environment is differentiation and an ever-growing proportion of innovation to continually add to the value derived by the customer in every moment of truth.

A Modern Business

CYTA listened to the signals of our times and has

responded early enough, setting course on a journey of adaptation to this new liberal environment, transforming its structure, management and customer support systems to suit the new conditions. A fundamental characteristic of this effort was the reengineering of CYTA's processes, transforming its structure from functional based to process based. Intense and systematic efforts have been made for CYTA to transform itself into a learning organization and

develop competencies in flexibility and in managing change.

CYTA is considered the dominant player in the liberalized telecommunications market in Cyprus, a position that is determined to defend aggressively. At the same time CYTA has renewed its commitment of becoming the electronic communications bridge between East and West maintaining its reputation as a reliable and advanced telecommunications global provider. Cyprus' accession to the European Union has created a new dimension to this target, as the island dwells on the prospect of becoming an international Business and Services Center, exploiting the advantages accrued from its

strategic geographic position.

Cutting Edge Services

Aiming at satisfying in the best possible way its customers' demands, CYTA offers a wide range of products and services, both for residential and business users, providing high-quality and value-for-money.

The current year has been marked by an important strategic milestone: CYTA has signed a Network Partnership Agreement with Vodafone, the world's largest mobile communication company. As a result, the new brand name for CYTA's semi-autonomous mobile telephony organisational unit, previously known as CytaGSM, has now become Cytamobile-Vodafone to reflect the exclusive partnership with Vodafone, in Cyprus.

A pioneering product that has been commercially launched by CYTA is miVision, which exploits the latest ADSL technology to offer digital interactive TV and video-on-demand. This is combined with the simultaneous provision of telephony and fast Internet access complete with other broadband applications via a single telephone line, thus achieving a triple-play full offering.

A Winning Global Infrastructure

Taking advantage of the island's privileged geographical location, CytaGlobal, CYTA's International Commercial Services Division, has



▶ developed an extensive submarine fibre optic cable network, which connects Cyprus with the neighbouring countries of Greece, Italy, Israel, Syria, Lebanon and Egypt and thereafter with the rest of the world. CytaGlobal also participates in other regional and global cable systems such as the transatlantic cable system TAT-14 and the SEA-ME-WE 3 system, which links Western Europe and South East Asia via the Mediterranean and the Middle East. An extensive satellite telecommunications network that provides enhanced and high quality international connectivity supplements CytaGlobal's far-

reaching fibre optic connections.

Relying on its international network CytaGlobal meets customers' ever-expanding needs, by embracing new technologies generating competitively priced, innovative products offering high-quality, secure global solutions. Committed to continually improving value added services CytaGlobal provides network traffic management support, customised billing formats to meet customers' specific needs and product facilitators to advice and consult on every business solution on offer.

operational cost low, even though CYTA's tariffs are already very low compared to those in European Union and other countries.

At the same time, CYTA is opening its wings to conquer new markets by establishing strong points of presence in other countries. This expansion strategy is crucial in order to compensate inevitable losses in the local market share. To this end, Digimed Communications Ltd, a wholly-owned CYTA subsidiary, is in the process of forming strategic alliances with partners abroad. Digimed Communications Ltd has already proceeded to establish a number of subsidiaries of its own, and in particular CYTA UK Ltd in the UK and CYTA Hellas SA in Greece, with the aim of creating the required conditions and functions to expand CYTA's operations in countries with significant Cypriot communities.

CytaGlobal in association with Cyta UK and Cyta Hellas have built CytaWorld.Net, a state-of-the-art private MPLS network, with Points-of-Presence in Cyprus, UK and Greece and with international extensions beyond. CytaWorld.Net allows a complete portfolio of international MPLS applications, including IP Transit, MPLS-VPNs and Voice over IP.

Turning your global dreams into reality.

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Breakthrough Strategic Aims

CYTA aims at maintaining and further improving the quality of its products, services and customer service, at competitive prices. Its mission is to continuously improve the entrepreneurial capability and quality of life of its customers, by providing competitive electronic communication products and services. Particular emphasis is placed at keeping the

