

Specialist communications from expert partners

Providing highly specialized communications for industrial applications often calls for the local expertise of a sales partner. *unite* looks at the work of one such company, WWW.NETWORKS in the Middle East, to find out more



Walid Gamali

No vendor can offer complete expertise in all aspects of communications technology, not even a leading player such as Nokia Siemens Networks. This is why the company teams up with expert sales partners with the depth of knowledge and local presence to serve specialist customers.

One of the most successful is WWW.NETWORKS, based in Dubai and providing advanced communications systems to the oil, gas and power utilities sectors in the Middle East and Africa. WWW.NETWORKS provides leading edge technology solutions in wireline and wireless transmission, voice and data, and also in safety and security.

“We understand our customers’ needs and work with them to develop the right solutions. This demands client trust and an ability to deal with the many customer departments covering IT, communications and general engineering,” explains Walid Gamali, CEO of WWW.NETWORKS. “Being local and able to support our clients face-to-face at all times is also very important.”

Qatar Petroleum wins long term

WWW.NETWORKS has a philosophy of taking the latest products and applying them for the benefit of its customers. A good example of this is the long-standing relationship with Qatar Petroleum which has a diverse communications backbone built on Nokia Siemens Networks technology.

“We implemented Qatar Petroleum’s basic network in 1999 and have since worked on more than 25 projects to extend its capabilities using a diversity of Nokia Siemens Networks products. We have consistently been first to implement new technologies. Qatar Petroleum is truly an early adopter,” explains Gamali.

Communications must be highly reliable to support the mission critical applications of the oil and gas processing chain. “This is very important to Qatar Petroleum and Nokia Siemens Networks’ reputation for reliable products is an asset. Nokia Siemens Networks stands shoulder-to-shoulder with us in front of our clients offering detailed technical support,” says Gamali.

A dynamic technological market

Developments are driving the oil and gas sector’s expansion in the Middle East, creating a bright future for WWW.NETWORKS. New drilling and other techniques are making oil and gas extraction more economical and reviving old fields.

Similarly, the technology of communications must advance to keep pace. “The constant demand for greater bandwidth and Internet connectivity everywhere calls for the replacement of traditional SDH and PDH transmission technologies with optical Ethernet transport – this opens up good opportunities for us now and in the future,” Gamali concludes.