

<http://www.telecomkh.com/en/mobile-telephony/news/products-and-services/dialogic/netevents-emea-press-and-analyst-summit-rome-2011/waseela/3528>

## Dialogic expands its reach In The Middle East

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**Dialogic Inc., a leading provider of communications technologies that power advanced networks, announced that Waseela, a leader in the field of advanced broadband technologies in the MENA region will be a reseller in the MENA region for Dialogic's Session Bandwidth Optimizer for Core and Mobile Backhaul products**



Jim Machi, Senior Vice President, Marketing, Dialogic, at NetEvents EMEA Press and Analyst Summit Rome 2011

Dialogic is experiencing strong demand for its mobile backhaul solutions, particularly in emerging markets, and through this expansion customers in the Middle East will be provided with further access to Dialogic's Session Bandwidth Optimizer for Core and Mobile Backhaul, which are standalone systems that can optimize bandwidth and increase capacity significantly in the backhaul and core segments of both 2G and 3G mobile networks.

"We are pleased to work with a long established and well-respected reseller like Waseela. With this expansion of our global network, we are better able to provide our customers in the Middle East with easy and reliable access to our Bandwidth Optimization solutions, which address the growing demand for increased services from the carrier and cost effective use of bandwidth, while maintaining high quality for the user. This represents an exciting development and opportunity for both companies, as well as Dialogic customers." said James Besley, Vice President of Sales, EMEA at Dialogic.

"The mobile backhaul has become a critical component, if not a weak link in today's 3G networks as operators in many of the Middle East markets scramble to meet the exploding

demand for mobile data capacity. This relationship with Dialogic will allow Waseela to expand its solutions portfolio to offer Mobile Network Operators bandwidth optimization solutions and to open up new opportunities for both companies” said Dr. Samer Taha, Chief Executive Officer at Waseela.