

## Mobily and Pacific Controls team up to offer M2M smart solutions

Etihad Etisalat (Mobily), the telecommunications company in Saudi Arabia, and Pacific Controls, the leading global provider of ICT-enabled managed services and converged engineering solutions for buildings and infrastructure projects, have announced the signing of a Partnership Agreement to jointly offer machine-to-machine (M2M) Energy Management solutions for vertical industry sectors in the Kingdom of Saudi Arabia.

The convergence of M2M networking, cloud computing and large scale data management is the next big thing in information and communications technology (ICT). It will enable new modes of service delivery and customer value creation. However, to leverage the full potential of this opportunity, customers will need new tools and technologies as well as complete end-to-end solutions support. Pacific Controls is at the forefront of next generation service delivery innovation and its partnership with Mobily now offers customers in Saudi Arabia access to Energy Management Services value propositions.

As per the agreement, Mobily and Pacific Controls will join forces to cater to the business needs of sectors such as Energy and Utilities, Government, Healthcare, Financial, Retail etc. With Mobily's telecommunication infrastructure and broadband network capabilities and Pacific Controls' expertise in the fields of energy management, remote monitoring and control through M2M applications,



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immediate value through enhanced operational efficiencies. We are delighted to partner with Pacific Controls, a World leader in Cloud services and big data innovation. Energy Management services using M2M platform through our partnership will reduce the carbon footprint of our customers and that of Saudi Arabia."

Commenting on the partnership, Dilip Rahulan, Executive Chairman, Pacific Controls, said: "We are very pleased to sign this partnership and look forward to working closely with Mobily to deliver our world class solutions together to customers in Saudi Arabia. We see a major opportunity within the Saudi Arabian market place for our services, especially combined with the vision and infrastructure that a strong partner such as Mobily offers. We are continuously offering innovative technology solutions to add value to customers' businesses to enable them to achieve their goals."

customers will be able to cut their operational costs by availing services of Energy Analysis, Carbon Footprint Reduction, Measurement & Verification, Continuous Commissioning and Fault Detection and Diagnostics.

Dr. Marwan al Ahmadi, Chief Business Officer, Mobily, said "As a leading ICT provider, Mobily is at the forefront of innovation. We continuously look to merge evolving technology with business needs of our customers, so that they can derive

In addition to adding value to customers' businesses and introducing initiatives to provide optimum benefits to end-users, the five year agreement will incorporate a state of the art Command and Control Centre based in Riyadh, utilizing the latest M2M technology platform, to position Mobily and the Kingdom as one of the leading proponents in Energy Management Services.

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