

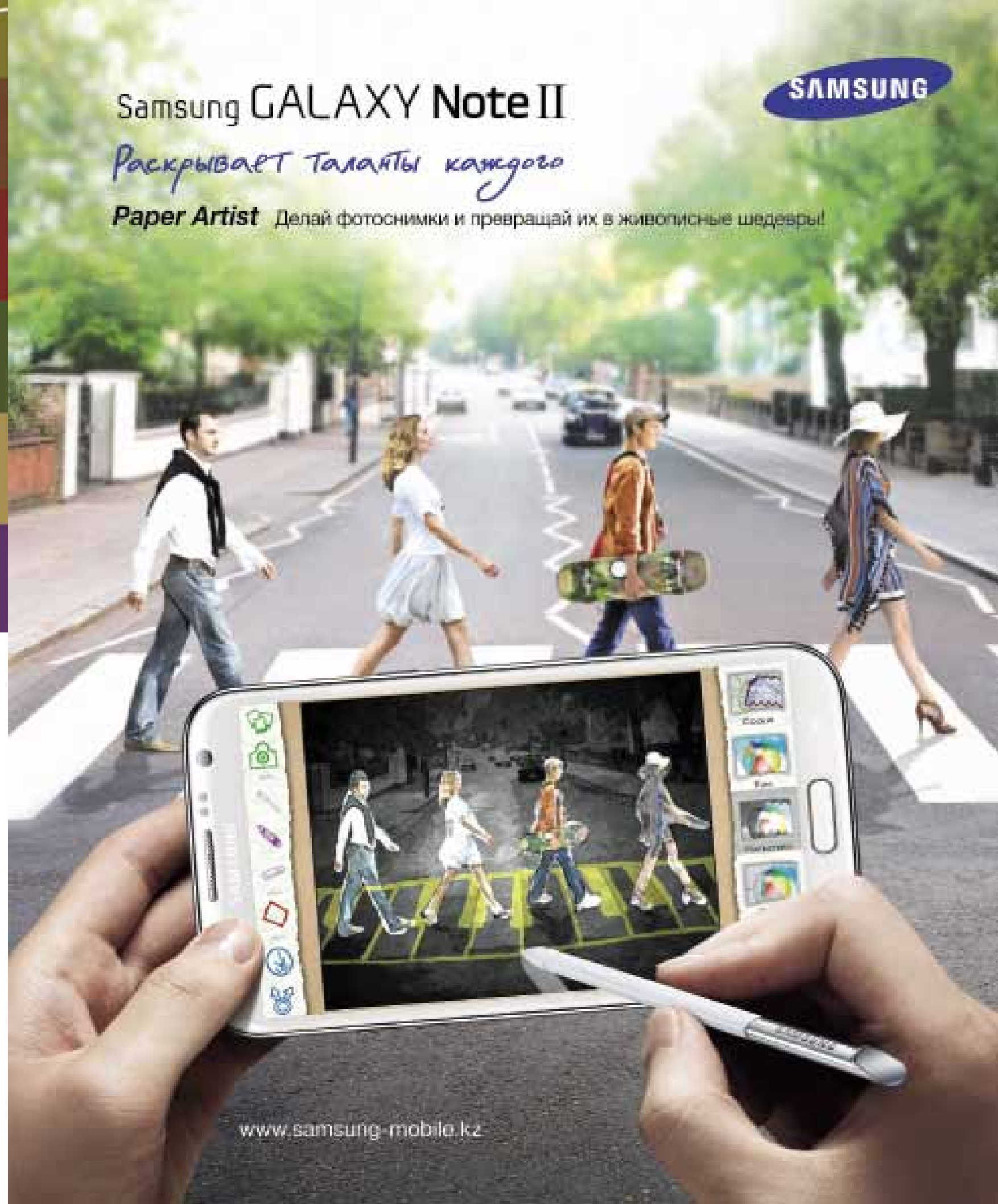


Samsung GALAXY Note II



*Раскрывает таланты каждого*

**Paper Artist** Делай фотоснимки и превращай их в живописные шедевры!



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## TeliaSonera International Carrier

for Olympics 2012 support

TeliaSonera International Carrier was chosen by 11 global broadcasters to provide support during Olympics 2012



**THE BIGGEST SPORTING EVENT** in the world with four billion people tuning in globally to watch the Olympic Games in London came to the end.

Broadcasters Deutsche Welle, Korea Broadcast Services, Tokyo Broadcast Systems, Bandsports, EBU, YLE, NRK, Aldea, KEF and Televisa, all selected TeliaSonera International Carrier's Media Connect Occasional Use service. The service enabled

broadcasters to ensure the safe delivery of their Olympic content, offering international video contribution and distribution over TeliaSonera International Carrier's robust global fiber network infrastructure. The service was used to store and transport digital media content as well distributing it live and in real-time.

The Media Connect Occasional Use Service transported professional media content over TeliaSonera International Carrier's media network based on its international fiber network, which spanned 22 countries on 3 continents. The media network covered all of Europe's major media hubs, the US, Hong Kong and Singapore.

The studios for production were built by Aberdeen House and were fully equipped with TeliaSonera International Carrier fiber alongside technical equipment like cameras and lights, so that these facilities could be offered as a turnkey operation for TV clients worldwide.

Heidi Gromann, Managing Director of Aberdeen House, said "We provide broadcast facilities around the world and the most important thing you look for at any event is a partner you can completely trust. With TeliaSonera International Carrier you are working with a name you know you can trust and that is especially important around something as big as the Olympics".

## TeliaSonera is the most valuable brand on the stock exchange in Finland

For the second consecutive year, TeliaSonera is the most valuable brand on the OMX Helsinki stock exchange (EUR 8499 million)



**THE MONETARY BRAND** value was measured by BrandWorxx in compliance with the requirements of the ISO standards. All companies listed on OMX Helsinki were included in the survey.

According to the survey, the second most valuable brand was Nordea (EUR 5387 million) and the third most valuable brand was Nokia (EUR 5129 million).

"TeliaSonera's global presence and local operations have had an impact on the high value of its corporate brand. The company operates on many markets, adapting its operations to the local market," says Marketing Analyst Jukka Vaittinen of Brandworxx.

"Receiving this award shows on its part that we are doing the right things. As an international company, we have a global strategy, but wherever we operate, we act as a strong local company. Our services form a major part of people's daily lives, and we are very focused in our efforts to ensure excellent customer experience," says Robert Andersson, President and CEO of TeliaSonera Finland.

## TeliaSonera and Samsung

launch IPTV solution for Smart TV — eliminating the set-top box

TeliaSonera and Samsung have started a collaboration to develop a Smart TV solution that will allow existing IPTV without the need for an external set-top-box, with full support for key linear, catch-up and on-demand features



**EARMARKED AS THE INDUSTRY'S** first "set-top box free" IPTV service, the new solution will be demonstrated in beta at Samsung's booth during IFA 2012. The Smart TV solution will be launched on TeliaSonera's Estonian market late 2012. Next step is Sweden Q1 of 2013 and Finland during 2013.

The new solution is unique in terms of easy to use and even more customer friendly. As soon as the Smart TV equipped with the new solution is

connected to Internet, it will recognize the local IPTV provider that the customer is using and the IPTV user interface will appear automatically and all TV services are ready to use. No additional settings or equipment is needed. In addition to that it reduces the number of remote controls and set top boxes for the customer — and by that also the cost. The new solution enables to use all IPTV services, such as VoD (Video on Demand) and catch-up.

## TeliaSonera

prepares for mobile data growth in Kazakhstan

TeliaSonera has entered into a conditional agreement to acquire the WiMax operations of the Kazakh company Alem Communications



**THE ACQUISITION INCLUDES** a WiMax network in six major cities, and, in particular, valuable frequencies in the 2.5/2.6 GHz

band, which are compatible for use with WiMax and other mobile data transmission technologies.

In addition, TeliaSonera has reached an in principle agreement with Visor Group, whereby both companies would make an indirect minority investment in KazTransCom. TeliaSonera would also have the option to subsequently increase its indirect ownership in KazTransCom (subject, for example, to local legislation relating to foreign ownership). KazTransCom is a company listed on the Kazakhstan Stock Exchange and owns, among other businesses, a nationwide fibre optic network in Kazakhstan. TeliaSonera's subsidiary in Kazakhstan, Kcell, has also signed a five year lease agreement for backbone capacity with KazTransCom.

"I am very pleased that we have been able to reach agreement in relation to these

important transactions. They will be crucial for Kcell's continued leadership in the rapidly growing mobile data sector and reaffirm our strategic commitment to developing mobile technologies and services in Kazakhstan. The investment in, and agreement with, KazTransCom would also secure further backbone capacity for Kcell at competitive prices for the years to come, a very important factor for future competitiveness as data volumes continue to grow rapidly," said Tero Kivisaari, President, Business Area Eurasia, TeliaSonera.

The total value of the transactions would be USD 205 million, of which the acquisition related to Alem Communications represents USD 170 million, and the minority investment and option rights related to KazTransCom would represent USD 35 million. The transactions are subject to, among other conditions, regulatory approvals.



## Telco–2030. Or How Telecommunications Will Develop over the Next 18 Years

Erkin Uderbay

### ANALYTICS

The rapid technology revolution has made mobile communication one of the most discussed issues of today. This is not surprising, considering that with each passing year, mobile communication changes our habitats profoundly. Just a decade earlier, this hand-held device, designed for the mass market, in addition to a means of communication also included a digital clock and an alarm. Today it is replacing more and more devices, from MP and cameras to PCs and car keys

**THE FIRST MULTI-FUNCTIONAL SMARTPHONES** with calculators, email, planners, and a fax machine entered the market in the 90's. However, producers considered them rather as concepts and cautious attempts at experimentation, especially considering that they were affordable to a very limited number of customers. The revolution, preceded by manufacturers like Apple with its first iPhones, software developers, Internet services and telecom operators in the mid-2000s, gave the green light for smartphone on the mass market. Once seen as an expensive toy, the smartphone has become an essential working tool for businessmen and a popular accessory among advanced and socially active youth. Today, this small device not only allows us to communicate and send texts, but also provides broadband Internet (*unavailable for Kazakhstans just 5–7 years ago*), and numerous other features. Yet, Internet access through smartphones or other mobile devices is already a thing of yesterday. On the top of the mobile industry's agenda today is the development of NCF (Near Field Communication) and M2M (*Machine-2-Machine*) technologies, which allow mobile phone to be used as a means of payment, a door key, various health monitoring devices, etc.

*(Read more in the article "How Technology Will Change Your Life," April issue, Forbes Kazakhstan).*

10–15 years ago, only a few visionaries could foresee the huge role the mobile phone and the Internet would play in our lives. But what can be expected in 10, 15, or say, 18 years, or in the very important and promising year of 2030? Communication industry

professionals, business people and creative personalities have shared their opinions with us.

### MOBILE DEVICES AND SERVICES

It would seem the current smartphones already provide a lot. However, experts believe this handheld device has a bright future. "What our current gadgets can provide is just a small fraction of their real potential that is being realized every year. For example, future smartphones will be able to understand and interpret your thoughts for realization of different functions depending on the situation," stated Samsung, a global mobile device manufacturer.

General Manager of Nokia South CIS Karel Holub specifies several trends: "First, there will be even greater integration of devices and services. This is what we call the ecosystem and Nokia made a decision to form a strategic partnership with Microsoft with the goal of developing this ecosystem. We will, of course, continue to develop the devices themselves. It is hard to say what they will be like by 2030, but certain development trends have been already set. For instance, the last Nokia World expo in London featured the Kinetic Device, a prototype of a bendable mobile device. Another direction is the development of ubiquitous Internet access, particularly on mobile devices."

"Some inferences about living in 2030 sounds like fantasy but it's only another 18 years away," reflects Nurlan Zhagiparov, Executive Director at Kazkommertsbank. For obvious reasons, he focuses on banking products and services: "Most developed

countries will eliminate ATMs due to massive use of e-payments. Kazakhstan will definitely be on this list. Payment cards in their current form will probably also be eliminated, while operations with bank accounts will be available by phone using a special software application downloaded from the Internet. All customers will do their best to improve their credit history, insurance, medical and payment history, since these will determine the value of goods and services provided to that person. Products and services providers will use marketing tools on a wide-scale basis based on customers' current location, determined by the geolocation service."

Veysel Aral, CEO of Kcell, concludes that: "In 2030, human beings will perceive Internet as a part of themselves - their "external" mind and data storage available anywhere at the snap of a finger. Your mobile device will replace everything else, including PCs, door and car keys, bank cards and documents. You'll still use it as a phone of course, but when you hear the caller's voice you'll see him on the screen, as if he/she were standing in front of you.

This would be a true personal assistant. If you'd like to schedule a business meeting with someone, it contacts your counterpart's similar device and they jointly coordinate the time and place of the meeting using entries in your calendar, reserve a table at a restaurant based on your mutual preferences and tastes, and even order food and beverages. Technology will be our best assistants and make our life much better and more pleasant."

#### THE INFRASTRUCTURE OF THE FUTURE

"Telecommunications infrastructure will be integrated and include both mobile and fixed networks to provide high-speed, high-volume data transfers regardless of the time and object's location. By then, we will probably be using if not the 7G, then at least 6G," predicts Lars Nyberg, CEO of TeliaSonera, a company that introduced commercial operation of the world's first 4G/LTE in Sweden and Norway about three years ago.

Speaking at a meeting of the Foreign Investors Council under the President of the Republic of Kazakhstan on May 22, 2012, Mr. Nyberg urged the Government of Kazakhstan to speed up the licensing process on providing the 4G network. "The 4G networks will help Kazakhstan to implement its ambitious plans for innovation and technological development," said the head of TeliaSonera.

"I believe that by 2030, the vast majority of mobile devices will already be connected to the Internet," says Karel Holub, the Nokia representative, "Increasing the rate and volume of data transfers are of great importance and are extremely important

By 2030, all devices will be connected to the Internet and will communicate with one another. Most likely, the society of 2030 will no longer be called information, but communication, as we interact with each other and the world in very different ways

for users to be able to transfer "heavy" video content, make video calls, etc. Operators will continue to play an important role in the development of this field."

Samsung feels the same: "Mobility will become a key feature of all electronic devices. Thanks to a new communications infrastructure that provides high-speed data rates, people will manage objects around them with hand-held devices."

According to experts, an integrated super-network with great data transfer capabilities and a large number of connected devices will have important social functions. "For example, telecommunications infrastructure will effectively solve the acute issues of big cities. Huge cities are currently paralyzed by transportation traffic, choking on emissions. But imagine that cars and city transportation were connected to a unique navigation system to control them," shares Veysel Aral, CEO of Kcell. "In practice, it would look like this: you get in your car, connect to a single navigation system, and the car drives you to the destination you specify. Since your car is controlled by this system, it would choose the shortest route, given the distance and current traffic. It will stop at intersections and drive at the optimum speed. This allows, first, for the control of the traffic intensity and density and thereby reduces the time it takes you to get around the city. Second, your car will use just as much of the engine as is necessary, thereby spending fuel with maximum efficiency and optimizing your costs while reducing gas emissions. Third, without the human factor, there will not be any car accidents since all vehicles are controlled by a single electronic system which won't break its own rules. Indirectly, this navigation software will positively impact the health and well-being and save considerable time. Perhaps by 2030, such a system still won't operate everywhere and in full capacity, but surely it will be under development."



#### AN INFORMATION AND COMMUNICATION SOCIETY

Commenting on how technology will alter human society, Zhannat Satubaldina, Deputy Finance Director at NCOC (*North Caspian Operating Company*) believes that by 2030, the transition from an industrial society to an information one will be completed. "Telcos will focus on developing efficient, economical and fast information services, regardless of location and time. We'll actively use the intelligent networks, which will become an integral part of everyone's lives," said Mrs. Satubaldina.

Lars Nyberg goes further: "I believe, by 2030, all devices will be connected to the Internet and will communicate with one another. Most likely, the society of 2030 will no longer be called

information, but communication, as we interact with each other and the world in very different ways. By 2030, communication will further strengthen and develop society, improving our lives."

Ms. Jania Aubakirova, Honored Artist of the Republic of Kazakhstan and President of Kurmangazy Kazakh National Conservatory is like-minded. She believes that thanks to communication, society will become more coherent and open, and consequently, more balanced: "We all see how dramatically the world, social awareness, quality of life, communications between nations and states is changing. In my opinion, this results in the unity of common life values, world opinions, common goals and aspirations of mankind. I hope that through this process we learn more about each other, get involved in the numerous



important world events, and accelerate processes, including global ones. Indeed, incredible new possibilities for everyone are opening up."

#### TREND SETTING

As they say inside Kcell, this company seeks to be a leader in the field of telecommunication innovations. "This is the legacy of our parent company TeliaSonera, the world's first mobile operator," comments Aida Dosayeva, Corporate Communications Director, "and we hold firm to the same market strategy. We launched the first mobile Internet services using GPRS and EDGE technologies, created one of the first 3G networks, and tested LTE technology. We continuously strive to provide our subscribers with the latest products and services. We also continuously monitor trends in the information and communication technologies fields. In 2010, the company launched the Kcell Trends project to achieve these goals. We surveyed Kazakhstanis nation-wide and the results showed that citizens would like to use mobile phones for different purposes such as a means of payment for products and services, as a door key, as a control panel for other devices, etc. Surveys and researches are currently

The last re-interview showed the growing importance of on-line resources in terms of consumer goods and services. 84% of Kaznet respondents, prior any purchase, explore all options, characteristics, and prices in Internet

being done via smartphone apps and a special website. The last re-interview showed the growing importance of online resources in terms of consumer goods and services. 84% of Kazakhstan's Internet respondents, prior any purchase, explore all options, characteristics, and prices on the Internet. In 2010, this indicator was just 56%. We therefore see how Internet is developing in our country. We see how social networks actively penetrate into our lives: 47% of users in Kazakhstan check online for new products, services and companies, whereas just two years ago, this indicator was about 14%. Taking this opportunity, we would like to encourage all interested individuals to take part in our surveys and join a project. Should you have any further questions, please feel free to check on [www.kcell.kz/trends](http://www.kcell.kz/trends)." •



Бұрынғыдан  
әлдеқайда жақын  
Ближе, чем  
когда-либо

## Kcell Reaches Half a Million in EKO

East Kazakhstan Oblast's largest mobile operator, Kcell, has exceeded five hundred thousand subscribers. The celebratory subscriber was Nurzhan Meirambekov from Ust-Kamenogorsk



Over the past three years, the company's subscriber base has quintupled. They attribute such active growth

to the formation of a strong, local team. Another important contribution to such success was the 'First Eastern' tariff plan from Activ, which also turned 3 this year. The plan has seen many changes over the course of those three years, adapting to customer requests in the East-Kazakhstan Oblast. Now it is offering the most favorable benefits for Activ subscribers yet, including special rates for in-network calls, lower rates for calls to Russia, and convenient plans to communicate with subscribers of other operators within Kazakhstan.

Ust-Kamenogorsk Branch Manager Viktor Prishibskiy noted that this is an important achievement in the company's regional development this year. "We are pleased that Kcell and Activ are actively developing and is increasingly more popular overall in our region. And today I would like to thank all of our subscribers for their choice. You are our most valued asset – thank you for joining

us," said Viktor Prishibskiy at a press conference in Ust-Kamenogorsk.

Thanks to the company's flexible tariff policies, offers that address the most pressing needs of customers, the high level of customer service, the network quality including wide coverage across the entirety of Kazakhstan, and active development of 3G networks, more than 11 million Kazakhstanis have chosen Kcell and Activ.

At present, there are 5,000 Kcell sites (areas where base stations are located) working, allowing the company to provide reliable reception for its network to 94.5% of populated areas across the country. The company systematically implements tasks related to providing wide-spread availability of mobile communications, including rural areas. In the East Kazakhstan Oblast, 85% of villages with populations between 1000–2000 people are in the network's coverage areas.

## From LLP to JSC

Mobile operator Kcell has converted into a joint stock company by resolution of the General Meeting of GSM Kazakhstan OJSC "Kazakhtelecom" LLP



Pursuant to the resolution of the General Meeting, GSM Kazakhstan OJSC "Kazakhtelecom" LLP is reorganized into a joint stock company by transforming their legal form from a limited liability partnership.

The company's name has been changed from GSM Kazakhstan OJSC "Kazakhtelecom" LLP to Kcell Joint Stock Company. As a result of this, the company has completed registration

procedures with the Almaty Department of Justice.

JSC Kcell is the legal successor to GSM Kazakhstan OJSC "Kazakhtelecom" LLP. Thus, the newly established legal entity, JSC Kcell, will acquire all rights and obligations of the reorganized GSM Kazakhstan OJSC "Kazakhtelecom" LLP. Contracts concluded previously (rights and obligations of the Parties) shall therefore remain in force in their entirety. In addition, the company's legal address, TRN, BIN, BIC, and bank requisites remain unchanged.

The legal form of the company has changed in order to consider the possibility of placement a portion of Kcell JSC's stocks at the stock exchange, as was previously reported.

## Kcell Gives Universities a Unique Book

A unique book titled *Building, Managing and Regulating GPRS/UMTS Networks* was presented as a gift to the library at the International IT University as part of the Kcell Academy project. The book was written by a team of authors, which included Candidate of Physics and Mathematics B.I. Nurgozhin from the Information and Telecommunications Technologies branch of the Russian Academy of Natural Sciences (ITT RANS); Chairman of the ITT RANS, professor Valeriy Tikhvinskiy; and participation from the Director of Business Development of Kcell, Nurlan Sargaskayev



Besides the International IT University, the Kcell Academy project also gave copies of the book *Building, Managing and Regulating GPRS/UMTS Networks* to libraries at 15 higher education institutes around the country, including four in Almaty and two in Astana. The Kcell Academy project began in 2008 and has since held dozens of trainings and has supported a number of projects related to improving the quality of students' education. The goal of Kcell Academy is to stimulate creative thinking and to develop talent and professional skills of future young specialists. As part of the project, Kcell is cooperating with many public and private higher education institutes in Kazakhstan, including several more rural ones.

Commenting on presenting the books, CEO of Kcell Veysel Aral said, "Every year at the initiative of Kcell, programs are launched in different areas of social life. Over the course, the company has invested 13 million dollars implementing corporate social responsibility projects. But education is a priority for our country. We are therefore pleased that the Kcell Academy project is attracting participation from the most prestigious universities

in Kazakhstan, including the International IT University. I am sure that the book published by our company will introduce students to unique information in the area of building and managing mobile networks and will help them to improve their professional knowledge, which they can then freely put into practice after graduation."

The book analyzes the status and development trends of mobile networks across different generations. It also reflects the role of international organizations for standardization in the field of communications when formulating quality requirements for mobile communications. It covers the main principles of building, managing and regulating GPRS/UMTS mobile networks; presents European models of determining the parameters of quality service in mobile communications; and describes the main approaches to choosing criteria and quality indicators for various types of services (SMS, MMS, MB, PoC, etc.) in 2G and 3G networks.

"The International IT University takes this opportunity to express gratitude to Kcell for implementing the Kcell Academy project, thanks to which students from our university are able to study these textbooks in the field of telecommunications. We know that Kcell supports the latest in education technologies and the Kcell Academy project is not the only evidence of that. GSM Kcell funded the full-text EBSCO database, which gives students at the International IT University access to more than 16,000 full texts

in English. We are pleased that Kcell cares about forming creative, talented and young professionals when they are still students. I hope that the fruitful cooperation between the IT University and GSM Kcell will only grow stronger in the future," said Damir Shynybekov, Rector of the International IT University.

GPRS/UMTS networks have opened the door to a whole world of various applications in communications that could only be dreamed of 10 years ago at the turn of the century. Since December 2010, those dreams have become a reality in Kazakhstan. This book is the result of many years of work of scientists and specialists from a partner project, 3GPP, responsible for creating the GPRS/UMTS concept and technologies. Development of GPRS/UMTS is part of the global standardization process, led by the European Telecommunications Standards Institute, which allows rapid deployment of innovations in telecommunications on the communications market.

The book was published in a limited edition of 1,000 copies. It is of special interest for cellular company specialists, researchers, graduate students and students at high educational institutes, as well as for those interested in the prospects of developing mobile communication, especially in the area of quality of service and their impact on operators' revenues.

Over the course, the company has invested 13 million dollars implementing corporate social responsibility projects. But education is a priority for our country



# Everything Is Becoming Mobile

One of the world's leading manufacturers of mobile networking equipment, Ericsson presented a report on "Traffic and Market" this past June. Their goal was to share the analysis based on measurements, internal forecasts and other studies in order to understand current market trends in the mobile communications and voice/data traffic market. An estimate of the market potential was given for 2012—2017. We present the most interesting data from that report in this article

## ANALYTICS



Natalia Yeskova

### CONNECTED ANYWHERE, ANYTIME

According to the "Traffic and Market" report, everything is becoming mobile. Driving this evolution are video, cloud storage services and M2M (*machine to machine*) connections. This changes people's behaviors, or rather, how they use mobile communication and improve their everyday lives through new and existing services. Users need to be connected everywhere, all the time. According to Ericsson, the total number of mobile subscribers worldwide (*excluding M2M*) in 2017 will reach 9 billion people, of which 5 billion will use mobile broadband. With the growing number of subscribers and the constant evolution of devices connected 24/7, research says that global mobile traffic will grow 15 times by the end of 2017. Already, Internet access is an essential that in the future will lead to the expansion of mobile networks. By 2017, 85% of the global population will be covered by 3G networks using W-CDMA/HSPA protocol. Ericsson analysts believe that in today's competitive markets, this is an important factor in providing the best customer experience and maintaining

a competitive edge. Network coverage and speed are the most important factors in levels of satisfaction of mobile operator's services.

Global mobile penetration reached 87% by the first quarter of 2012 and mobile subscriptions currently total 6.2 billion users. Nevertheless, the actual number of subscribers is approximately 4.2 billion people, as many have several mobile numbers. India and China accounted for about 40% of the 170 million net increase in subscriptions in the first quarter of 2012, having added about 25 and 40 million subscriptions, respectively. Following close behind are countries like Brazil, which added 10 million, Indonesia with 9 million, and Bangladesh with 5 million. Meanwhile, mobile subscriptions are growing at 12% annually and 3% quarterly.

The number of mobile broadband Internet users grew almost 60% this year, reaching 1 billion subscribers. Smartphone purchases continue actively across all regions of the world. Approximately 35–40% of all mobile phones sold in the first



The number of mobile broadband Internet users grew almost 60% this year, reaching 1 billion subscribers



quarter this year were smartphones, compared to less than 30% of phones sold in 2011. However, only 10–15% of registered users worldwide have smartphones, meaning there are good opportunities for future growth.

All WCDMA networks (3G) deployed around the world have been improved with HSPA technologies. Nearly 75% of HSPA networks worldwide have speeds of 7.2 Mb/s or above and about 40% of the network has seen speed increases up to 21 Mb/s, including Kazakhstan. In addition, approximately 15% of the HSPA network currently has speeds up to 42 Mb/s in whole or partially, in accordance with the upgrades. And today we are already seeing evolutionary steps towards a speed increase to more than 100 Mb/s.

### DEVELOPING FIXED AND MOBILE SUBSCRIPTIONS

There is a huge difference between the number of subscriptions and subscribers — actual users — because many users have several subscriptions. For example, there are users who lower the

cost of their traffic by using different optimized subscriptions for various types of calls to maximize coverage or who have different types of subscriptions for mobile PCs, tablets or mobile phones. In addition, it takes time before inactive subscriptions are removed from the operator's database. Consequently, subscription penetration can easily exceed 100%, which is the case today in many countries, like ours, where mobile penetration is about 120 percent. It is worth mentioning, however, that in many developing regions, it is not uncommon for several people to share one subscription, like a single phone for an entire family or even for an entire village.

By the end of 2011, the total number of mobile subscriptions had reached nearly 6 billion and it is expected to reach 9 billion by 2017, thereby encouraging the development of the M2M segment. The number of mobile broadband subscriptions has already reached 1 billion and will increase to 5 billion by 2017.

Throughout the world, there are an increasing number of mobile subscriptions for PCs and tablets. With 2011 totals at 200 million users, it is expected that the gap of fixed broadband subscriptions will be closed with a total of approximately 650 million subscribers by 2017. Meanwhile, subscriptions for fixed-lines (PSTN) will continue to trend downwards as users increasingly move to mobile and VoIP substitutes.

#### FIXED ACCESS USERS

The number of fixed broadband access subscribers is at least three times fewer than the number of fixed broadband connections. According to Ericsson analysts, this is due to multiple broadband users at home, businesses, and public places. This is contrary to the situation with mobile phones, where the number of subscriptions exceeds the number of users.

It is likely that in years ahead, user trends for PCs (*referring to laptops and desktops with integrated 3G or USB modems*) will be similar to fixed broadband connections today, meaning several users for each subscription. This particularly applies to emerging markets, for which mobile access will become the main source of Internet access by 2017.



By 2017, more than 30% of the world's population will live in metropolitan and urban areas. These regions will account for less than 1 percent of the Earth's total land area while producing about 60% of all mobile traffic by 2017

#### MOBILE TECHNOLOGIES

GSM/EDGE will still lead in the number of subscriptions through to the end of the forecast period, despite the rapid growth of HSPA we are seeing today. This can be associated with the number of new low-income users connecting to the network in emerging markets who are likely to use cheaper mobile phones with affordable subscriptions. It also takes time to update the database used by phones. A quick transition to more advanced technologies in developed markets means that global GSM/EDGE subscriptions will start declining after 2012.

LTE networks are currently being deployed and built across all regions, they will be used by close to a billion subscribers from the high income segment by 2017.

#### DEVICES

The total number of smartphone subscribers worldwide reached almost 700 million in 2011 and it is expected that there will be 3 billion by 2017. Ericsson has identified several smartphone operating systems that can provide high levels of traffic — High Traffic Smartphones (HTS). These include all models equipped with an open OS (*iPhone, Android and Windows*). Such devices usually generate 5–10 times more traffic than devices with lower traffic consumption. HTS have taken control of 50% of the market by the end of 2011 and will be the overwhelming majority by 2017. Research has shown, however, that factors such as screen size, year of release, and popularity among end users have a direct impact on the behavior of active users, who on average use more than 1Mb of traffic a day. Consequently, they have a greater impact on the average traffic produced than the operating system itself.

Mobile PCs currently dominate traffic consumption in the majority of mobile networks, but smartphone traffic is growing

faster because of the large growth in subscriptions. In years ahead, data traffic will be split equally between mobile phones and mobile PCs and tablets. Internet access from mobile devices will guide future development of mobile traffic.

Subscriber traffic is partly dependent on the screen size of each individual user's device. The average mobile PC generates about 4 times more traffic than a HTS. By the end of 2011, the average mobile PC produced about 2GB a month versus the HTS's 500MB, while the average smartphone used about half the traffic volume of a HTS.

That being said, according to the study, 3G routers consume anywhere from 1GB-16GB/month. For PCs, that number is 1–7GB/month followed by tablets at 300-1600MB/month and mobile phones at 30–230MB/month. Observed M2M traffic is very low with average volumes less than 10MB with subscriptions across all networks measured. By Ericsson's estimates, by 2017, mobile PCs will generate 8GB/month with smartphones just slightly higher than 1GB. It should be noted that there are the vast differences in user behavior among various networks, markets and segments.

Revenue from data therefore continues to grow while showing significant fluctuations. On average, it accounts for about 35% of an operator's total revenue. This figure, however, also includes revenue from SMS, though most of the growth comes from data traffic.

#### COVERAGE

The mobile networks are constantly growing their global coverage as more and more base stations are deployed. GSM/EDGE technologies account for the greatest coverage, covering more than 85% of the world's population today. Geographically, only rural areas remain covered by GSM/EDGE. By the end of 2011,

WCDMA/HSPA technologies covered more than 45%, but now have already reached 50%. There are, however, high-density populated areas that are not covered by WCDMA/HSPA. Further expansion of coverage with this technology will be dependent on the availability of affordable smartphones and the growth of mobile broadband services at a higher speed, as well as requirements from regulators for connecting the unconnected. By 2017, according to Ericsson, 85% of the world's population will have Internet access through WCDMA/HSPA networks.

#### THE EFFECT OF URBANIZATION

Urbanization is a major global trend. By 2017, more than 30% of the world's population will live in metropolitan and urban areas. These regions will account for less than 1 percent of the Earth's total land area while producing about 60% of all mobile traffic by 2017. Heterogeneous networks in these regions will complement the development of macro networks that serve traffic and provide good coverage and a high-quality user experience. In less densely populated regions the focus will be on creating economic, yet effective coverage and capacity.

#### SATISFACTION WITH COVERAGE AND DATA TRANSFER SPEEDS

The low speed of mobile networks is perceived as the most common cause of problems with smartphone usage, according to 47% of the study's responders. In addition, users perceive network quality as the main cause of problems with Internet access.

Coverage where people need it along with speed and reliable Internet connection are considered "mandatory" for smartphone users and are the strongest component in overall satisfaction. This testifies to the necessity of constantly being connected and having a positive smartphone experience. Providing an outstanding network with large coverage and data transfer speeds so that all apps can run smoothly is the key factor in customer satisfaction and standing out from competitors. Meaning, that if problems occur more than once a week, overall satisfaction with network quality significantly declines. ●

# Digest

## 3G Nation



# O

**FFICIAL REPORTS RECENTLY** revealed that the Land of the Rising Sun has won the right to call itself the first 3G nation. The Japanese Telecommunications Carriers Association (TCA) reported that as of June of this year, all of Japan's 126,194,300 subscribers are connected to either 3G+ or LTE networks, thereby dissolving the need for a second generation of equipment.

Other countries still have a long way to go. U.S. operator AT&T, for example, is only planning to get rid of its 2G network in five years. This American operator is the only one talking about its plan; others are remaining silent on their plans. It is clear that Russian and domestic operators can only dream about such a plan.

## The First Lumia Windows Phone 8



# T

his September, Nokia will release the Lumia 920, the first smartphone to work on the Windows Phone 8 OS.

The Nokia Lumia 920 is a flagship model with the revolutionary PureView photo and video technologies from Nokia. Thanks to optical stabilization, the Nokia Lumia 920's camera is capable of capturing up to five times more light than other competing smartphones without a flash, meanwhile providing clear and bright pictures with better shooting in poor light conditions.

"Nokia PureView is still an unsurpassed technology. The revolutionary designs by Nokia offer the level of quality video shooting on a smartphone comparable to an SLR," said Jo Harlow, Executive Vice President of Smart Devices.

"We view imaging as a core area for differentiation in the smartphone space," said Crawford Del Prete, Executive VP WW Products and Chief Research Officer, IDC. "Low light photography has been a weak point for

smartphones. Nokia has addressed this with PureView to create real customer value. By applying its rich expertise in imaging Nokia has created a best of breed experience for everyday use."

A number of innovative apps have been developed for the new Lumia, such as Nokia City Lens, the latest addition to the Nokia location suite. By pointing the smartphone's camera at a city street, the Nokia City lens app overlays information about restaurants, shops, hotels, and other objects by superimposing the information on the surfaces of buildings.

The Nokia Lumia 920 comes with the largest battery in any of Nokia's devices (2000mAh) and, for the first in Nokia's history, with built-in wireless charging.

## What Do the 'Insides' Cost?

# A

**NALYST FIRM UBM** TechInsights conducted a preliminary component assessment of Apple's new smartphone. They additionally calculated the current cost of previous generations of the smartphone.

Let's recall that the iPhone 5 comes with the new A6 processor, the in-cell Retina 4" touch display with a 640x1136 pixel resolution, Wi-Fi (802.11n), Bluetooth 4.0, GPS/GLONASS, 3G/4G, the 8 megapixel iSight camera with LED flash and Full HD video capability, a front 1.2 megapixel camera, three-axis gyroscope, an accelerometer, and even proximity and light sensors. Internal memory capacity comes in either 16,32, or 64GB.



USM TechInsights have found that the most expensive part is the new A6 chip, which costs \$28 (twice as expensive as the iPhone 4 processor). The increased 4" display costs Apple \$18, the camera is \$10 as in the iPhone 4S (but here it is different, with a 25% reduced size and a sapphire crystal), 1GB RAM priced

at \$4, 16GB flash memory at \$9, and a \$3 battery. Total cost comes out to \$167.50.

Of course this is only a preliminary estimate and the actual cost of the iPhone 5 will differ a bit from UBM TechInsights's calculation. Furthermore, that number does not include the cost of assembly, advertising, transport, or other costs that increase the device's cost. Nonetheless, one can already appreciate how profitable the release of a new smartphone is for Apple, given that the 16GB version costs \$649 in the U.S. without a contract (€679 in Europe).

## Cost of Samsung Galaxy Note II Now Known



# P

**RESENTED AT THE IFA 2012** Trade Show, smartphone giant Samsung Galaxy Note II has finally been evaluated. Several British retailers have started taking pre-orders on the new phone, while concurrently sounding off its cost.

The cheapest is just to buy a new smartphone, suggests Clove. The unlocked 16GB version comes in grey and white and without a

contract with an operator costs £546 (approx. \$870 or 130,500 tenge). Those who have ordered the smartphone can pick them up in mid-October.

The Galaxy Note II comes equipped with a 5.5" HD Super AMOLED display with a 1280x720 pixel resolution, a quad-core Exynos 1.6GHz processor, and 2GB of RAM. The smartphone has two cameras - 8 and 1.9 megapixels - and a 3100mAh battery.

The PenTile display in the Galaxy Note II has become less noticeable as it now uses a new pixel structure. If it was saving on two out of three colors before, the grainy effect on just one is less noticeable.

Versions with 16, 32 and 64GB of internal memory will be on sale (with a slot for expansion as well). The device will work with HSPA+ (21Mbit/s) and LTE (different versions for different markets) networks. It comes with Android 4.1 Jelly Bean out of the box. The thickness of the new phone is 9.4mm and weighs 180 grams.



## REVIEW

## What Are the Limits of a Cell Phone? Natalia Yeskova

We have long been accustomed to our cell phone being “our everything” — our main communication with the world, address book, photo and video camera, and calculator. And with the advent of good mobile internet, it is also an alternative to the computer. Getting on social networks is much more convenient since it’s always with you. But these are far from the possibilities of this device. Do you know that you are carrying personal banking around with you, like your own little branch? In any case, it may become just that in the not so distant future. More on that below

### MOBILE SALARY

This story didn’t happen somewhere in America or in Japan, but rather in Afghanistan, a place, to put it mildly, is far from this incredible technology. As everyone knows, devastation has long reigned there. Conditions for normal life are almost non-existent, with basic infrastructure like roads, electricity and communication in poor condition. Add more than 30 million inhabitants of whom 80% are illiterate and a large number of weapons. Nevertheless, the country lives on, people work and just want to receive their honestly-earned money. But salaries often do not reach their recipients. Regular salaries like a policeman’s are paid in cash and pass through several hands. All too often cash is just stolen while banks charge a large percentage when withdrawing money. Add to that the fact that there is real risk to one’s life waiting at the entrance to the bank.

A solution to these problems was offered by local mobile operator Roshan. They adapted M-Paisa, their mobile based money transfer service, for a pilot project to pay the salaries of the Afghan National Police in the Wardak and Khost provinces, regions in the most critical situations. M-Paisa is the country’s first mobile wallet and with its help, people are able to directly access their accounts through their phones, depositing and withdrawing cash at banks, buy goods in shops, and for receiving and paying loans. They can buy air time, pay utilities bills and even receive salaries, as experience has shown.

As a result of the project, officers were quite surprised to find out how much they were actually making compared with what was being done to them previously. They could meet with an authorized M-Paisa agent to withdraw his salary at any time or they could send money to their family through their mobile phone. Risking one’s life just to receive money had been eliminated.

This service has received wide international attention, having won Global System for Mobile Communications Association’s (GSMA) award for Best Mobile Money for Unbanked Service and the Telecom World Asia award for Best Community Telecom Project in 2011.

### MOBILE WALLET

Moving south to India, we discover that the same M-Paisa service is being developed here, only now directly with mobile operator Vodafone and the local HDFC Bank as an assistant. Using their phones, Vodafone customers can deposit and withdraw money, send money to other cell phones, purchase or refill air time, as well as receive money from overseas on their mobile devices. Setting all of these functions with your phone is made simple by sending commands via SMS and USSD, using a combination, like \*333# for example. This service is already accessible for more than 2,000 retail outlets in 350 villages and 54 cities in the state of Rajasthan. In addition, in terms of partnership with HDFC Bank, Vodafone



M-Paisa is the country’s first mobile wallet and with its help, people are able to directly access their accounts through their phones, depositing and withdrawing cash at banks, buy goods in shops, and for receiving and paying loans

has selected points in the region that function like branches of a bank, allowing customers to place money on deposit and refill their accounts.

Another example comes from the Philippines. Whereas in the first two cases, mobile money services were implemented on the mobile operator’s initiative, here it is about the services that local banks are offering their customers.

UnionBank offered its customers a simple and quick exchange of electronic money through SMS messages. Though in order to use it, bank customers should have money in their E-Wallet or ePayCard as well as a UnionBank EON Visa Debit Card. How does it all work?

Suppose I am a customer of the bank. I have my personal account or an open deposit with them. I acquire a special card and connect to the Globe Mobile Banking service, after which I activate the GCASH service. Then I can transfer money from my bank account via SMS from my cell phone. From there, I can repay loans, (once again!) receive my salary, pay various bills, and buy goods and services through text messaging. GCASH is used extensively



in the Philippines for online shopping and online gaming instead of using a bank card to pay for goods and services.

And these are only a few examples already available in dozens of countries, both developing and developed alike. Just imagine the possibilities that could open up before us in the future, especially considering the number of mobile operator subscribers are almost all adults in Kazakhstan. The Kazakhstani Statistics Agency reported there were 23 million mobile subscribers, whereas according to Vlast.kz, as of April 1, 2012, there were only 8,203 ATM machines in our country, 30% of which are located in Astana and Almaty. The remaining ones are scattered about mostly in cities, meaning that the availability of banking services, especially in the rural areas, could increase many times if our mobile carriers were allowed to provide financial services to the people here. After all, all of these projects that were covered in this article were implemented by the mobile companies. Under favorable conditions, when operators are given the ability to do things better, using the most advanced international experience to implement real, socially significant things, they can make banking services accessible to almost everyone in terms of physical access. Because if the bank is actually in your phone, the need to travel long distances to a

Using their phones, Vodafone customers can deposit and withdraw money, send money to other cell phones, purchase or refill air time, as well as receive money from overseas on their mobile devices

branch office in a regional center or a city first for advice, then for a package of documents, and then every month to make payments on a loan is eliminated. All of this hassle would be quickly and simply taken care of by cell phone! Just imagine: no need to take your wallet with you, worrying that your banking cards were always with you or standing at an ATM, frantically looking over your shoulder to see if anyone is watching you enter your PIN code. Everything is in one, convenient device that you are always guaranteed to have with you — your cell phone. All that's left is to wait until mobile operators in Kazakhstan are allowed to provide customers with financial services. And hope that we aren't the last ones on Earth to do so. •

# АВТООПЛАТА



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# App 3 store

Ivan Gluschenko

**MANY OF YOU HAVE PROBABLY** had a chance to play around with smartphones from Nokia, Samsung and HTC running the one-of-a-kind Windows Phone mobile operating system. The interface is easy to use, the animated effects are a beauty to behold, its integration with social networks is unparalleled, and its native apps are original and user-friendly. Windows Phone's so-called Metro Interface allows the user to easily switch between windows in an application with a swipe of the finger, eschewing the need for innumerable nested menu items and sub-items.

Every month 10,000 or so new apps and games become available on Marketplace, originating from all corners of the earth. All of them must meet Microsoft's stringent selection criteria, and a number of Apps from Kazakhstani developers have also made the cut. This article will shed light on the KZ apps that have

already been added to the 100,000-strong Marketplace catalogue and are awaiting installation by new users. We hope that after reading this overview our readers will get them downloaded.

We'll start with the kino.kz app, which will be loved and cherished by film junkies and occasional cinemagoers alike. The app's functionality provides easy access to a list of cinemas throughout Kazakhstan, along with screening schedules and descriptions. You can choose what you're going to watch from a list of movies based on kino.kz user ratings, and also invite your friends by simply using the Share function. After selecting it, you can send a text invite and a link to info on the movie via SMS, email, Facebook news feed, Twitter and Vkontakte. In addition to movies in general exhibition, there is a separate category in the app for movies being showcased and discussed at well-known film critic Oleg Boretsky's Film Club. On the whole, the app

has everything you need to choose the best movie at the most convenient location, anywhere in Kazakhstan.

If, however, you prefer to spend your time lounging in front of the TV, instead of buying a weekly newspaper with a programming schedule, you can now install the Kazakhstan TV app, which provides a detailed schedule for over 40 of the most popular and accessible channels in Kazakhstan. Using the full catalogue, you can quickly build a list of your preferred channels to be displayed in a separate window. The app also allows you to place tiles for each channel on the phone's desktop, so that you can find out what's showing on your favourite station without opening the app first.

If Channel 31 is one of your faves, you'd better start downloading 31.kz. The app, with its bright-yellow accented interface allows you not only to view the programme schedule, but also to keep up to date with everything that's going on at the station, throughout the nation and around the world. The settings menu allows you to choose how often the news feed refreshes and how frequently to check for updates for the app. You can also share news items on social networks.

Another unique but indubitably useful app made by Kazakhstani developers is the electronic version of the Constitution of the Republic of Kazakhstan. It can be found on Marketplace under RoK Constitution. In addition to the text of the constitution itself, which consists of 9 sections, you can find information on our Republic's state symbols: our anthem, flag and coat of arms. The app also has a pleasant surprise that will warm the hearts of any citizen of Kazakhstan, especially those traveling far from their homeland — you can play back the national anthem established on January 6, 2006.

A no less interesting app available on Marketplace is Abai Kunanbaev's Book of words, which is in essence an electronic version of the famous Kazakh poet's book. The only nuance—and minor flaw, in our view—is the fact that the text of the book is provided only in English, which makes it impossible for readers

to bask in all the beauty of the Kazakh language. We hope that the developers take this into consideration and add the original text as well as a Russian translation to the eBook.

Just like any other app store, Marketplace includes apps from news portals, and one of the most user-friendly and multifunctional of these is Tengrinews. Upon opening, the app allows you to quickly read over all the latest news items prepared and published by Tengrinews' journalists on their website. In addition, you can view news by the same 8 sections available on the site. For example, you can narrow down your reading to news about culture, sports, economics, and technology. You will be able to add news items to your favourites and share links with your Twitter followers and Facebook friends.

kiwi.kz is an app from the popular Kazakhstani video-hosting service of the same name that boasts tens of thousands of videos of all kinds with a formidable percentage of local Kazakhstani content. The app has a broad array of functions that make it possible to manage your subscriptions, watch your favourite clips, uploads from your own channel, and all other videos on the hosting service broken down into existing category types on your smartphone's screen. It should be noted that in order to take advantage of all the capabilities this app has to offer, you must have an account on kiwi.kz.

To wrap up our overview, we have no choice but to tell you about an app that has only recently become available on Marketplace, but which has already won rave user reviews — VoxPopuli. The creators of voxpopuli.kz, which has garnered great popularity because of its regularly posted fascinating photo stories on Kazakhstan and Kazakhstanis, decided to keep up with the times and created an incredibly easy to use app for viewing and commenting on their work for Windows Phone users. The app, like the site, allows you to sort stories based on date, popularity, and rating; you can see how many photos there are in each report, how many comments have been left, and total views. The settings menu allows you to select a language (Russian, English or Kazakh), the number of stories displayed per window (5 to 30), font size, and login information. And of course you can save pictures to your phone's memory, and share them over SMS, email, Facebook, Twitter, and on Vkontakte.ru. We sincerely recommend that everyone with a Windows Phone-based system install this app for its informativeness, utility and ease of use. ●

When a business reaches a certain stage in the course of its development, it becomes extremely difficult to effectively manage the huge flows of information and confusing and difficult processes. Then comes the help of integrated solutions. Kirill Umnov, former Director of Consulting Department of Asia-Soft and now CEO of BI-Consulting, talked about the new developments and services to facilitate business processes



## INTERVIEW

## Asia-Soft and BI-Consulting: Determining the Country's IT Future

Dinara Sherieva

— **Kirill, your company develops and implements information systems. What kinds of business objectives can be achieved with your products?**

— Above all, it includes anything tied with the automation of business processes. Our customers experience various problems: the complexity of business processes and organizations that need to be combined into a single and effective system, multi-level integration, large volumes of data, and complex reports and analytics. This is only a partial list of some of the prerequisites for automation.

Let me give you a few examples from the various areas in which our company has successfully carried out projects: public access to more than 20 e-services that deal with the collecting of various information: addresses, registered audits by various controlling bodies, submission of applications, payment of traffic violation fines, etc. If you call 102, that call is recorded and processed in a system developed by Asia-Soft.

In addition, we automated the complex business processes of creating our nation's budget. Together with one of our customers in the oil and gas industry, we optimized more than 200 various business processes and implemented complex accounting methodology in the system, which performs more than 400 complex analytical reports and forms. Thanks to our technical

Asia Soft has been on the market for more than 14 years and provides a full range of services in the IT field. So the sum of our market experience totals 20 years

solutions, we accelerated such complex business processes as the activation of a telecommunication company's services by 30 times (*from 1 month down to 1 day*).

Another great example is the finance, materials and other resources management system at the Atyrau Refinery and at KazMunaiGas Onimderi JSC that will be fully online, implemented by BI-Consulting.

You don't have to be a top manager in order to understand how much our services make these routine, resource-intensive tasks easier from a human and time factor point of view.

— **Over the history of the local market's development, there are not that many example of when a local company absorbs another local company. There are rumors going around about Asia-Soft...**

— Indeed, an agreement was signed in August 2012, the result of which BI-Consulting became a subsidiary of Asia-Soft. This wasn't a takeover of a competitor. The BI-Consulting brand and their path of work remain the same. As the same time, the pooling of resources has allowed us to strengthen our leading position in the IT market. Now we can offer our customers the most effective solutions.

This was done in a completely voluntarily and mutually beneficial deal. Let me explain why. It is in fact an investment with the goal of further developing both companies. From such a union can be expected growth in both the quantity of projects, but in the quality of services offered to the customer.

For more than 6 years, BI-Consulting has been successfully implementing solutions based on SAP AG and Software AG products. They have unique experience in deploying industry-specific SAP solutions within the oil and gas sector that previously were not implemented in Kazakhstan and are now in productive operation. Thus, the best international experience is becoming known to domestic companies, bringing them to a new level of development. Among BI-Consulting's customer are well-known companies like KazMunayGas — Processing and Marketing JSC, Atyrau Refinery LLP, KazMunaiGas Onimderi JSC, KazTransOil JSC, Khimfarm JSC, Halyk-Life JSC, and Temirbank JSC.

Asia Soft has been on the market for more than 14 years and provides a full range of services in the IT field. So the sum of our market experience totals 20 years.

— **How will your market position change after the acquisition?**

— Two successful Kazakhstani companies combined their intellectual and technical resources. This event will of course change the balance of power on the domestic IT market. We are already offering our clients a merged list of expertise on solutions from Oracle, SAP, Microsoft, ESRI, EMC Documentum, HP, ISM, Software AG, etc. Without a doubt, we are the only ones who offer such a wide range of solutions and were the first in the segment to offer integration solutions.

If you are interested in numbers, the company has in fact consolidated its leadership status in such indicators like the number of projects carried out. We are planning to increase these to a minimum of 50 a year and in expertise, we will increase to more than 20 different directions of automation. Our 200-member team of the highest class professionals will be implementing these ambitious plans.

— **As far as I know, you also provide support for your products: consulting, training, technical support. Tell us more about that.**

— Consulting services in our company means helping to create automated systems based on ready-made solutions from global vendors. Consulting also includes research and elaborating of a development strategy for our customers, the development of feasibility studies, system design, conducting IT audits, and other such kinds of services.

Technical support includes authorized support for the licensed software programs, the operating environment, on which our customers' systems are based. Maintenance work on the application part of systems is also included in the scope of technical support. The company provides a single point of access for all problems related to hardware and software efficiency that the customer could potentially face, regardless of who the manufacturer or supplier is.

There are training centers in our offices located in Astana and Almaty. It currently holds training courses on all technologies used in our projects. Besides tech courses, we train in project management, standards, and methods of IT management.

— **Which areas will strengthen as a result of the merger? Perhaps new services will be offered?**

— New areas for development within our company include product training and SAP technologies.

Strengthening concerns the ability to offer a larger number of solutions to the end customer, as well as consulting services for their deployment. Specifically, this concerns a product line of SAP solutions for 26 industries; includes the most relevant products in the areas of analytics and in-memory technologies; and introduces solutions, business consulting and SAP Enterprise Support & Standard Support. Thanks to the combined efforts of our two companies, we are planning to implement the most complex projects for our customers. ●

## REPORTAGE

# Ideas About a City Worth Sharing

Natalia Yeskova



Do we Almatynians love our city as much as the TEDx Almaty conference organizers? Or so the loosely paraphrased popular Belinsky expression goes...

**TO START WITH, A LITTLE ABOUT** what TEDx Almaty is: TED (*Technology, Entertainment and Design*) could also be called as Science, Art, Culture. The conference has been taking place since 1984 in California, uniting prominent scientists, politicians, entrepreneurs, artists, musicians, engineers, journalists, and many others with the simple goal of sharing ideas worth sharing. The conference held in September is an independently-organized event, hence the letter “x” in the title. Adding “Almaty,” naturally, indicates the venue. The southern capital of Kazakhstan is hosting this truly interesting event for a second year now. This year, TED coincided with City Day, so the theme “Ideas That Change The City” was very relevant. 400 progressive people from different spheres of life gathered at the State Conservatory to share their ideas on how to make Almaty a convenient and comfortable place to live.

There were many ideas at TEDx Almaty and all of them were different. Aida Dosayeva, Corporate Communications Director at Kcell JSC, shared her thoughts on the event: “All of the speakers presented interesting projects. Personally, I found the idea of ‘adopting’ streets and drafting a law for earthquake preparation of great interest. Of course, projects to develop public and alternative transportation are very relevant for Almaty. Speaking of which, there are now bicycle parking spaces near Kcell’s offices in Almaty.”

A project by Babur Tolbayev, a speaker from Kyrgyzstan, received overwhelming support from forum participants. He spoke about the successful implementation of the “A Bridge Between City and Country” project by Bishkek’s business community. Its concept is simple - bored city dwellers who always surf the Internet can combine the fun of the online game “The Farm” with an physical return on his investment, like real cucumbers, tomatoes, and potatoes! All the food that is produced at a real and not a virtual farm. As a result, city business men and women can support the villagers, and the villagers do not have to run around in search of loans and sales channels. Everything is combined into a working system, and GMO-free, fresh food is guaranteed on one’s table.

Yegor Korobeinikov, a representative of the Urban. Urban social movement (*Moscow*), talked about how people, ideas, and technology can change the city’s industrial space for people’s living and convenience. After such a transformation, abandoned factories will turn into places of cultural recreation, and a dull wall becomes a lovely summer courtyard cinema. All of these problems can only be solved through the active participation of residents in the life of their city. “City residents have to accept one simple truth — if they want to live in a comfortable environment, they have to act because city officials do not care,” he said, finishing his speech with this simple conclusion.

Evgeniy Zhukov, Head of Green Salvation, an ecological society, and the Save Kok-Jailau movement, has inspired many, including me. Before I couldn’t understand why there was so much fuss over building yet another ski resort, but having learned about the prospect of depriving our smog-choked city of its last breath has led me out of indifference. Moreover, if the natural ecosystem of the city is disrupted, the city can expect many other depressing prospects: a depletion of water, normally supplied by glaciers that will melt rapidly without the protection of the Kok-Jailau forest, which is responsible for filtering polluted city air on its way to the glacier. Signatures are currently being collected for a letter to the President. You can vote, as I have already done, to protect clean air in the city at [www.k-zh.kz](http://www.k-zh.kz).

Kcell mobile operator gave support to the TEDx Almaty for the second year in a row. According to Aida Dosayeva, “Kcell shares in the vision, philosophy, and the spirit of the event. Our company is not indifferent to the problems of the city — we also live here and it concerns our past, present, and future. Almaty is the pearl of our country. It is not only the financial capital, but also the cultural capital of Kazakhstan. We are therefore responsible for the shape in which we leave this city for our children.” •



## Jania Aubakirova.

### Musical Partnership with Kcell

Dinara Sherieva

Among all of Kcell's social projects, support for education is a top priority. The Kcell Academy project promotes creative thinking and develops the talents and skills of future field experts. The mobile operator supports a number of state and private higher institutions in Kazakhstan, including rural ones. Last April, Kcell signed a memorandum of cooperation with the Kurmangazy Kazakh National Conservatory. In this issue, we talk to Mrs. Jania Aubakirova, Conservatory Rector and the Honored Artist of the Republic of Kazakhstan, who is not just a business partner, but a good friend of Kcell

— **MRS. AUBAKIROVA, TO BE HONEST**, I'd like to ask a question of personal interest. How do you manage to be the top executive of the National Conservatory and maintain an intensive concert schedule?

I believe that if you've no idea how challenging something might be, you can perfectly combine anything. Yet there are so many examples of individuals who work a hundred or a thousand times more and they hugely successful. "It's not possible to live the way you do!" - my friends say. My way of life is an exception rather than the rule. My working environment requires working up to 20 hours a day. I am therefore always compartmentalizing between being a simple person, a pianist and a cultural professional.

The normal person in me is rather unassuming. I have a modest standard of living, personal needs, and leisure. As a pianist, much more is already required of me. I need to have a piano in perfect shape, both for work and live concerts. I'm not satisfied with just professional respect and attention, I want to be understood and loved by the general public. It isn't enough for me to only be known in Kazakhstan and therefore, I do my best to perform in other countries. I'm never satisfied with my current artistic and professional achievements, and I am always looking for an even more demanding and fastidious audience.

As a cultural and educational professional, I definitely have vast and global plans. Probably because these areas of human activity are immense in terms of content, timeless in terms of results, and infinite in their goals. To this extent, my musical creativity, managerial work, and cultural and social activities are so interrelated that there is no other choice. With time, one's attitudes to many things most certainly changes. Most important for me is to not think that the way I live and the combination of apparently opposite spheres of creativity

The normal person in me is rather unassuming. I have a modest standard of living, personal needs, and leisure. As a pianist, much more is already required of me

and administration are complicated and impossible. I created this complexity and workload in my life myself. Sometimes I complain about the burdens, overloads, and chronic lack of time but, at the same time, I never change anything but only stress is increasing.

— **When a child is asked what he/she wants to be when he/she grows up, they usually say one profession or another immediately. Then after a short pause another 5–8 completely different professions would be added. What did the young Jania Aubakirova want to be?**

— As a child I wanted to be a bus conductor, sell tickets, and hold the money bag. I remember how much I enjoyed playing teacher - I would sit little children on chairs and tell them what they should do. The most unbelievable thing I remember is when I got up onto a stool and announced myself as the "honored artist" and sang quite unchildish songs.

I used to think my musical career started suddenly, but today I realize it was a logical step. Professional music learning is a never-ending fascinating process, akin to climbing inaccessible mountain peaks. Before discussing the nature of music as I do today, you have to study for 11 years in a music school, graduate from the conservatory with a Master's or graduate school degree, and have about 30 years of concert experience. It is crucial to find strong professors and understand them and absorb their invaluable experience.

No one ever forced me to learn music. On the contrary, I went to music school by myself to learn playing piano as soon as possible. I still remember my childhood quite clearly and the feelings I had in front of the piano keys. They are fadeless memories of my childhood and their smell magically influenced my whole being. The mysterious white and black keys stirred my childish imagination...

We used to have a German neighbor who was either a violinist, or violist who had a piano at home decorated with German-style doilies. I often used to listen her playing the piano and was so curious and interested and thought playing this instrument seemed so easy and possible.

When my mother bought a piano, I immediately tried playing on it. That musical instrument was so much alive, so warm and amazingly responsive. The keys were still at the level of my eyes, and it was incredible - black, white, and sparkling.

Roughly six months later, I entered music school. Moreover, I could already quickly pick out familiar tunes on the piano, which my mother can also do. She never went to music school, but can pick out any song on the guitar or dombra.

— **When and how did your first success and recognition come?**

— As a student of the well-known Moscow State Conservatory, I was learned to seek participation and win in international competitions. I had previously participated in several competitions more or less successfully, but for various reasons did not reach the finals.

Over time I realized that the fantastic city of Paris had influenced and inspired me greatly.

I've never seen such a gush of colors and variety of people as were in the Charles de

Gaulle airport

Prior to my participation in a prestigious and very challenging Margaret Long and Jacques Thibaud International Piano Competition in Paris, I had to overcome my mother's resistance, who said: "Enough! Enough spent nerves and fighting in vain for these competitions. Do you want to be the best in the world? Do you understand this is unrealistic?" But I tried to convince her, saying that if I did not win this time, I would not continue.

To prepare for a contest, I had to rehearse on a good piano. I made arrangements with the Lenin Palace. In those days, there were just a few good pianos in Alma-Ata, while the Lenin Palace had a brand new Bechstein. I was allowed to rehearse from 6-9:00am. At night, I rehearsed at the State Philharmonic since the daytime the piano was booked. I used to come there at 9pm and rehearsed until 2 or 3 and even sometimes until 5am. Sometimes I fell asleep for a while right at the piano and then played again. I exerted tremendous efforts indeed. Everyone enjoyed summertime and the warm weather and friends took vacation and relaxed while I was rehearsing. Preparing for this competition was the result of 8-10 year of hard work. It was like training for the Olympic Games, in which it is impossible to prepare a champion in a short period of time. It was a very competitive program, very high and varied demands on style, genre, virtuoso qualities, and ability to play with the orchestra.

I, of course, over time realized that the fantastic city of Paris had influenced and inspired me greatly. I've never seen such a gush of colors and variety of people as were in the Charles de Gaulle airport. In Paris, I also experienced a new attitude towards myself. Parisians were so enthusiastic in their support for me from round to round, so that by the end of the contest, I already had a group of fans. It was so unusual for me since in Moscow we were accustomed to criticizing each other. That is why I played my best in Paris. Finally, I won the Grand Prix and a Special Prize for the best interpretation of a contemporary French composers. In the finals, I was awarded a performance with the Radio France Symphony Orchestra at the legendary Champs- Élysées. I believe that success made the great impact on my further progress in life.

— **Tell us a few words about your family. Is your husband from a creative environment too? Have your children followed in your footsteps?**

— Indeed, my husband comes from a creative environment since he is a philosopher. He sees the complete picture of mankind with art as one of the more important parts.

My children didn't follow in my footsteps since I somehow failed to foster any great interest in music. From early childhood, they saw not only my stage success, applause, flowers, but the other side of a musician's life. They have seen and know what hard work it is. I remember that while the kids were little, I taught at home. During class with this one girl, to whom I was explaining something very strictly and persistently, my three-year old son ran up to us and tried to defend her: "Mother, mother, don't be angry with her!" He realized how difficult it was to learn

music. My children know about all of my creative experiences, difficulties and fatigue. So, as a mother, of course, I did not and do not wish them the same fate. On the other hand, I believe long-term training at the music school now helps them in their current education and work in other professions.

— **Do you agree with the statement that to breakthrough onto the big stage is just a matter of capital investment?**

— In our profession, to be successful only because of capital investments would be impossible. When we play we don't use sound records. The music we play presupposes considerable intellectual and cultural knowledge, both from the performer and listener, as well as true musical talent, many years of training, and daily study. Our success cannot be gained quickly.

A modern musician should be an active and socializing educator, able to unite supporters and like-minded individuals as well as be a strong manager who is able to offer interesting projects and find sponsors.

It is sometimes hard to find a balance between personal creativity and organizing work. Sometimes you are just left without any strength or energy, which was all spent preparing some project. This is the main difficulty the modern musician faces, and in general, all artists face.

— **Please tell us about Kcell Academy project with the Kurmangazy Kazakh National Conservatory. What are the project goals and objectives and how will sponsorship be used?**

— Essentially, Conservatory activities under this project are planned until 2015. There are 25 major projects, both national and international such as concerts in Russia, the UK, China, Austria, Germany, France, South Korea, and in the United States. In June, the Conservatory Choir returned from Vienna with two Gold awards from the 28th International Franz Schubert Choir Competition.

Coming up soon in November, Conservatory musicians will give concerts at the Concert Hall of the Mariinsky Theater in St. Petersburg, the Great Hall of the Moscow Conservatory, and the Russian Gnesins Academy of Music. The best Conservatory soloists and ensembles will also go on various tours with the Symphony Orchestra and the Orchestra of the Kazakh National Instruments. All in all, about 170 young musicians from the Kazakh National Conservatory will conquer the famous Russian concert halls. This major project was supported by several businesses including Kcell. Kcell also made a decision to support the cultural and educational project, titled the "Classical Music Connoisseurs Club," which has been running at the Conservatory for five years already. Since 2007, they have presented a very broad program of world music from different eras, directions, styles, and genres.

The results were preceded by many years of work studying the demand for our product in different audiences and resulted in the development of a few concert subscriptions, such as:



My inspiration was intensified by the audience's appearance, especially the ladies who shone luxurious in evening wear, jewelry and were of noble origins

Orkestrrovaya Palitra, Po Stranam i Kontinentam, Ego Velichestvo Organ, Dalamnyn Dausy, Shedevry Klassicheskoy Muzyki, and Puteshestviye v Mir Muzyki (for children).

I'm very grateful to our sponsors, not only for continuous financial support, but also for the concerts they attend, the empathy expressed, and being aware of our projects.

Well-known Russian and Western professors hold lectures and workshops for our art managers, while Kazakhstani business and financial "sharks" hold free lectures and master-classes, contributing to the career development of musicians. I'm really grateful to Aida Dosayeva, Zarina Arslanova, Zhanat Berdalina, Zhannat Satubaldina, who have expressed much interest in the

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creative field and have become educators to our students, sharing their experience and initiating them into the secrets of successful management.

**Please tell us about your special recent experiences and future plans?**

— Recently, I've been invited for two unexpected, but very pleasant events. I attended the opening of Kazakhstan's first oil drilling barge in the Caspian Sea as a "Godmother." I also had an invitation to perform for the royal family in London, in the family castle of Saint James.

My concert preceded a meeting of trustees of the Prince of Wales's Foundation, which supports children worldwide. And if this concert setting was too solemn for anyone, to a classical musician, it was the most familiar and desirable surrounding. The explanation is simple — this is the environment where such music was born, and therefore exerts its best features. My inspiration was intensified by the audience's appearance, especially the ladies who shone luxurious in evening wear, jewelry and were of noble origins.

And oil drilling barge in Aktau was a magnificent and grandiose construction with drilling rigs, gas pipes and pumps, huge oil reservoirs, a helipad and other sophisticated equipment. I was overcome with great pride for Kazakhstan's producers and the success of our oil industry.

One of the most striking impressions this year was a concert in St. Petersburg with the concert masters from the famous Mariinsky Theater Orchestra. These contacts give us a lot of inspiration and creative juices. This autumn, I will have a wonderful program of Rachmaninoff as a continuation of our cooperation with Russian musicians.

Over the next six months I expect a lot of new experiences: meeting with colleagues as a jury member for international competitions in Kuala Lumpur, Tokyo, and the TV show "Shchelkunchik" (*The Nutcracker*) in Moscow. In November, I will give a Brahms concert No.1 in the Mariinsky Theater. In Spring, the Conservatory will hold the next Piano Festival with famous international pianists. In addition, a number of other equally interesting plans are coming up like weeds after a good rain, wedging their way into our already busy lives. •

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ACTIV

## REPORTAGE

# Semey. Down with stereotypes!

Natalya Eskova

When I think of my numerous business trips, East Kazakhstan would have to be one of my favorites. There are many reasons that make me want to come back here again and again. First, Kcell's development here has been very successful - in July, they have crossed half a million subscribers, showing that there are always more than enough reasons to talk about Kcell in East Kazakhstan. Secondly, the nature here is beautiful. And finally, the history here is really worth seeing



Photographs are taken with smartphone Samsung Galaxy S II

## MAY ACTIV REACH A BILLION SUBSCRIBERS!

We all live captive to stereotypes. One of them is how Semey is not a city worth visiting. But I spent two wonderful days in this city and discovered Semey from completely new angles. I'd like to share my impressions with you.

Last July, I had an excellent opportunity to visit East Kazakhstan. We were involved in awarding Kcell's anniversary subscribers. Meyrambek Nurzhanov, 45, is a regional bus driver and was Ust-Kamenogorsk's 500,000th subscriber. Natalia Smirnova, a recreation center administrator, or more exactly, her son Valentin, for whom she bought the Activ SIM card, was Semey's 500,001st subscriber. Both winners conveyed a lot of appreciation to Kcell, which boiled down to: "Activ is the most cost-efficient operator in East Kazakhstan!"

"200 Tenge a week is enough for me to talk to my brother who lives in Yakutiya (Russia), and talk to the others on the route to find out what's going on down the road," Meyrambek commented. "I tried different mobile services, but Activ is the best with coverage everywhere. You can hear well and it's quite cheap for me!" He then added: "May Activ reach a billion subscribers!"

Natalia Smirnova bought an Activ SIM card when her son was hospitalized. "In Semey, Activ has a signal everywhere, which is why I bought this service. Since I work around the clock, I always needed to be in touch with my son. We're quite satisfied with the bonuses we get for reloading money and it is cost-effective indeed! All of my family have Activ now and friends are switching because of the good connection. Thank you for this." Natalia commented enthusiastically. There was reason to be happy: both Meyrambek



Бұрынғыдан  
әлдеқайда жақын  
Ближе, чем  
когда-либо



Stone stele



&lt; Meirambek Nurzhanov



&lt; Natalya Smirnova with her son Valentin

and Natalia were given a special gift by our company — Galaxy SII phones.

With the official part of the event finished, an interesting journey into the history of the region began. And thanks to Dinara Baiskakova, Head of the Kcell branch in Semey, who has a degree in history, the trip turned out both informative and entertaining.

### History at Your Feet

Semey is a town of museums, a museum-town if you will. It is the center of the first oblast formed in Kazakhstan and a huge cultural center. It is also the birthplace of Abay, Shakarim and Shokan Valikhanov. Dostoevsky, Semenov-Tyan-Shansky, Przhevalskiy, and Humboldt all lived and worked here.

Actually, history is all around you here. Amantai, the Semey Museum tour guide and professor of history at the Semipalatinsk State University, helped me to discover this simple truth. Local history in East Kazakhstan is given special care; there are museums similar to the Semey Museum in the regional center (founded in 1915) as well as in Zyryanovsk; Shemonaikha; Zaisan; Serebryansk; Kurchum; Akzhar; and Butakovo. Archaeological expeditions are organized here regularly with new discoveries and artifacts constantly being found.

"Our history is literally under your feet — the last expedition has found a vessel from the VI century in a plowed field. A tractor has opened up the sod, and there was this magnificent discovery,

undamaged by time," — says the Semey Museum guide. Such expeditions in Semey are held regularly, at least twice a year.

Man first appeared in the upper Irtysh during the Ice Age (*Middle Paleolithic*). These small groups of Neanderthal hunted mammoths, rhinoceros and bison. Carcasses of these animals are exhibited in the Semey Museum. Traces of ancient Neolithic hunters' encampments were discovered in Zyryanovsk, Ust-Narym and Semipalatinsk dunes. Many think the mining industry emerged in East Kazakhstan exclusively thanks to the Russian Empire. As it turns out, this is not the case — Andronovo tribes living in the upper Irtysh area during the Bronze Age (XVIII—VIII BC) extracted and processed ore. They were the real masters in mining and metallurgy, extracting at least 10 tons of finished bronze a year. The wares made at that time are still found by modern scholars worldwide, from Europe to Brazil.

### Discoveries Continue

My discoveries of cultural Semey continued at the Abay memorial estate. The complex includes the house of merchant Roman Yershov, an annex, the Ahmet Riza madrasa where Abay studied for 4 years, a minaret; the Alash Arystary — Mukhtar Auezov Museum, and an office building. The main exposition is located throughout 16 halls. Unfortunately, most of it was under reconstruction, but even what I did see,



Fyodor Dostoevsky's desktop

taught me a very simple lesson. History, as well as the history of literature, should be taught in museums. When you see the original poems, books, household items, family and friend pictures, and a model of a great writer's house, you are filled with the single irresistible desire to open his or her books and feel and relive their inner world again.

Semey is a unique city indeed. Just a few minutes ride brought me from the State Historical Museum and Abay memorial estate to Fyodor Dostoevsky's house-museum. To be honest, it was a huge discovery when the tour guide said that Uncle's Dream, The Village of Stepanchikovo, and the beginning of the The House of the Dead were written here in Semey! And at the very desk, which has been preserved and was apparently the main attraction of the museum, being directly related to the writer. Unfortunately, the interior of the house, which he rented for 8 silver rubles, had not been preserved. The XIX century objects and decorations had been selected according to the descriptions of his contemporaries. It was in Semey where Dostoevsky met his first love, Maria Isayeva and returned to literature after being exiled and many years of silence. I do realize most of these facts are known from high school, but when you find yourself surrounded by the atmosphere of this genius, you perceive everything as extremely special.

It's always nice when your expectations are met. But as it turned out, the opposite can be nice as well. When Dinara

Eastern Kazakhstan links southern Siberia and Altai with Zhetysu and Central Asia. Because of its geographical location, it has always played an important role in the historical development of Western Asian tribes and peoples. Archaeological excavations prove this region has been inhabited since ancient times. This is evidenced by the traces of ancient mining, irrigation canals, and the ruins of numerous buildings preserved in Altai, the Zaisan Valley, and on the slopes of the Saura and Tarbagatai mountains.

strongly advised me to visit the Nevzorovs Gallery, I thought of a small single-floor building with a couple of rooms. But the taxi brought me to a large two-story mansion from the late XIX century, built by Fyodor Stepanov, a first-guild merchant. There was parquet and a coolness, attendants in each hall and modern devices to monitor inside humidity and temperature. And of course, unique pieces of art. Last November, I was fortunate to see the Itinerants exhibition in Stockholm, the largest ever exported abroad. As it turned out, they can be found much closer, in Semey: Ivanov, Arkhipov, Shishkin, Korovin, Volkov, Meshchersky, and Serov are just a few names that really adorn this collection. The museum is named in honor of the Nevzorovs, who presented Semipalatinsk about 500 paintings in 1988 collected back to the middle of the XIX century. The core of the collection is from the Russian school of painting from the XVIII early XX century. There are also many paintings from Western European masters from the late XVI — early XX, and paintings of socialist realism period. In addition, there are excellent paintings of modern Kazakhstani artists, making the Nevzorov Museum one of Kazakhstan's largest art collections.

That's how I discovered Semey. I'm sure any city in Kazakhstan has its own unique story. To discover them requires very little: a couple of hours before take-off, overstep the metropolitan snobbery, and a healthy dose of curiosity. ●

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