

# CYTA : Well set to meet the new challenges

Loukia Pavlidou, Promotion and Customer Services, CytaGlobal and Marketing Manager CYTA UK Ltd talks to Intercomms about why this is the case



*Loukia Pavlidou is an Officer in CytaGlobal (the International Commercial Services of CYTA), in the Promotion and Customer Services Department.*

*CytaGlobal is responsible for branding CYTA's products and services worldwide and for the promotion of CYTA as a global electronic communication provider.*

**Q: Greece is an obvious choice for CYTA to establish a presence, the UK less so. What is the rationale for the UK expansion?**

**A:** CYTA as a company understands that business development in the new era depends on the ability of all parties to respond to market opportunities quickly and effectively. CYTA, through its International Commercial Services, CytaGlobal, is realizing this strategy both through its expansion and the quest for new markets. Intense efforts are being made by the company to establish a Cyta presence in countries with significant Cypriot communities like for example Greece and the United Kingdom (UK). In the case of the UK the decision to expand operations abroad is further reinforced by the fact that the UK features as a very strong telecommunications market. In

addition it also has the advantage of having strong, pre-existing business activities between the two countries involved.

**Q: What are the reasons behind Cyta's pursuit of this expansion strategy?**

**A:** CYTA's aim has always been the establishment of a strong presence in the international telecommunication arena. Taking into consideration the liberalization of the telecommunications market in Cyprus as well as CYTA's significant investment in international cable systems, the strategy of entering new markets, will provide alternative sources of income for the Organisation.

Establishing strong Points-of-Presence and wholly owned subsidiaries world-wide will support CYTA in its efforts to globalize.

**Q: To what extent has this been spurred by European Union (EU) membership and both the opportunities this provide Cyta greater access to markets as well as the challenge of greater competition in your home market?**

**A:** Since April 1998 when accession negotiations began between the EU and the Republic of Cyprus, CYTA was faced with the need to implement unavoidable changes in order to maintain its competitive advantage. The biggest challenge was clearly the liberalization of the telecommunications sector that took place in 2003. This has created a dynamic and competitive environment, while at the same time the consumer is growing ever more demanding. CYTA was determined to proceed in a systematic and organized way adapting its structure and management systems to meet the new situation effectively. A fundamental characteristic of this

effort was the reengineering of its processes, transforming its structure from functional based to process based. Intense efforts have been made to become a learning organization and develop competencies in flexibility and in managing change. Now it is clear that CYTA is well equipped, not only to meet the new challenges, but also to realize its vision to become the electronic communications bridge between East and West and to maintain its reputation as a reliable and advanced telecommunications global provider.

**Q: What are your goals for Cyta UK/HELLAS in the next twelve months? Do they differ?**

**A:** CYTA and in particular CytaGlobal, is committed to establish a strong international presence in global telecommunications. The wholly owned subsidiaries in Greece and the UK fully support this effort to globalize through an integrated corporate strategy deeply rooted on the basis of collaboration.

In association with CYTA, CytaHellas and CytaUK have established a state-of-the-art private optical cable network between Cyprus, Greece and the UK. A newly developed IP-MPLS Platform branded as CytaWorld.Net, consisting initially, of three Points-of-Presence in Cyprus, the UK and Greece and international extensions beyond, is used to integrate voice, data and video into total solutions over one single global network. CytaWorld.Net enables Cyta to offer a complete portfolio of International IP-MPLS applications. These applications include IP Transit, MPLS-VPN with Class of Service (CoS), Voice over IP (VoIP), Frame Relay, and Clear Channel (CES).

In the time span of the next twelve months we will provide high quality end-to-end total solutions





▶ to service providers and other business customers on a wholesale basis, but on a longer term efforts will be made to target the retail sectors as well.

**Q: How do these two expansions fit into your wider strategy and your domestic strategy?**

**A:** CYTA is today on a dynamic curve. The abolition of its monopoly status in its home market, the liberalization of the market and the banning of cross-subsidies will inevitably, lead to losses in market share and reserves. Consequently, CYTA must find alternative sources of income by becoming active in new markets.

**Q: Is CYTA planning to look elsewhere for new markets beyond the UK and Greece?**

**A:** CYTA is well known of having a state-of-the-art telecommunications network with an impressive infrastructure that compares very favorably with other European networks. Over the years it has acquired a reputation of a keen market-driven enterprise and now is well equipped to open its wings into new markets.

This expansion strategy is crucial particularly after the liberalization of the telecommunications market in Cyprus and CYTA's considerable investment in international cable systems.

In order to achieve its aim of establishing a strong presence in the international telecommunications arena, Digimed Communications Ltd, a wholly-owned CYTA subsidiary, is in the process of forming strategic alliances with partners abroad. Moreover, Digimed Communications Ltd has already proceeded to establish a number of subsidiaries of its own, and in particular CYTA UK Ltd in the UK and CYTA Hellas SA in Greece, with the aim of creating the required conditions and functions to expand

CYTA's operations in countries with significant Cypriot communities.

At a later stage, efforts will be exerted, in the quest for other markets; however, they are

currently on hold, in order to focus attention in the first expansion wave in Greece and the UK markets that are considered important milestones for CYTA's success in the international arena.

In order to facilitate the operations of the two subsidiaries a significant capacity in MED NAUTILUS cable system was purchased, linking Cyprus, Greece and the UK, in an effort to create a private, advanced technology network based on the IP/MPLS protocol, with nodes in Cyprus, Greece and the UK.

**Q: CYTA already has international links signing a Partner Network Agreement with Vodaphone. What benefits does this provide to your Cytamobile customers?**

**A:** This exclusive Partner Network agreement provides for the development and provision of products and services that are directed both to the Cytamobile customers and to the Vodafone customers that visit Cyprus.

The dynamics that are generated from this partnership both for the organisation and for the Cytamobile customers are huge. As a result of the Partner Network agreement and the services to be introduced, our customers will benefit from bigger prospects in developing their quality of life and business activities both in Cyprus and abroad.

With this agreement, Cytamobile entered the world's largest mobile family and it will offer to its customers premium mobile telephony services that Vodafone provides in other countries.

The Cytamobile customers now enjoy among others a number of services: access to many of the services that they enjoy in Cyprus in all the countries that Vodafone has either a presence or a partner network in the same way as they are used to here such as accessing their voice box using the same codes). New advanced and well tested, value added services that will make their life easier and more fun both in Cyprus and in countries where Vodafone or its Partner Networks have a presence.

When they travel in countries which are part of the Vodafone community, they will be served with preferential rates, which will not exceed a pre-defined price level. Better quality of service both due to the introduction of already tested products as well as due to strict specifications by Vodafone.

CYTA is committed to continuous service and customer care improvement aiming to the addition of value and to the increase of the satisfaction of the contemporary Cypriot consumer.

**Q: CYTA hosted the 6th Meeting of the TeleForum of TOSS in Cyprus last year. What are the biggest challenges facing organizations such as yourself with this profile?**

**A:** In recent years we have all witnessed the telecommunications arena becoming ever more demanding and challenging and unforgiving to organizations that deliver less than excellence. The leading players know well the rules of the game which is "More for Less".

Organizations of our size and profile should also know that success depends on the ability to develop and maintain strategic alliances that reinforce the constituent parties, imparting on operations based on economies of scale, new competences and creating synergies and added value.

CYTA has particularly strong foundations and has been very successful in making Cyprus the most important telecommunications hub in the Eastern Mediterranean. CYTA is well equipped to meet the new challenges, and to become the electronic communications bridge between East and West maintaining its international reputation as a reliable and advanced telecommunications global provider.

*For more information please contact:  
Loukia Pavlidou, loukia.pavlidou@cyta.com.cy  
Or visit [www.cytaglobal.com](http://www.cytaglobal.com)*