

Azotel Broadband Franchise Model Launched for Africa

Minister O'Sullivan leads Enterprise Ireland trade mission of 28 companies to South Africa

AfricaCom, Cape Town, South Africa and Cork, Ireland - Wednesday November 9th 2011. The Minister of State for Trade and Development, Jan O'Sullivan TD, has announced the launch of the Azotel franchise model for Africa: Azotel Broadband, during this week's Enterprise Ireland trade mission to South Africa.

Cork based technology company Azotel, specialises in the development and delivery of software and services through its SIMPLer platform, to in excess of 100 broadband operators globally.

The Azotel Broadband Franchise model is ideally suited for rolling out broadband across Africa as it empowers local entrepreneurs with the business and technical tool kits necessary to build profitable networks locally and bridge the digital divide in their own localities. At every stage in the process of franchise deployment, the franchisee is supported by Azotel's team of experts who specialize in the technology and management services required to build out wireless broadband and cable networks anywhere in the world.

Making the announcement Minister O'Sullivan TD said: "Internationally traded services is one of Ireland's key growth sectors, offering substantial opportunities for Irish companies that focus on being innovators and leaders in their field. Azotel is a role model for other companies of how an indigenous service company can successfully internationalise and scale up its business through effective use of technology and innovation".

Azotel's founder and CEO, John O'Hare commented: "Azotel's vision is to become the world leader for enabling the rollout of wireless broadband networks. Our SIMPLer technology is already deployed in 100 networks world wide, while our franchise model combines SIMPLer technology with the best broadband business practices. We see tremendous opportunities across Africa for the "bottom-up" franchise model. We would also like to acknowledge Enterprise Ireland's support for Azotel in tailoring it's model for the African market."

Kevin Sherry, Enterprise Ireland Head of International Sales and Partnering, added: "Enterprise Ireland is delighted to be associated with and support this next exciting development phase for Azotel. South Africa is a growing market with tremendous opportunities for Irish companies to develop their export sales. Enterprise Ireland is working with companies across the region to strengthen their business links, develop strategic partnerships and win new business."

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About Azotel:

Azotel, headquartered in Cork, Ireland, equips Broadband Operators with the technology and management services required to build out wireless broadband and cable networks anywhere in the world. The company specializes in the development of highly automated Subscriber Management and Operational Support Systems (OSS) for use by the broadband and cable industries.

Azotel currently powers multiple networks in Ireland, Europe, Africa, Canada, United States and Australia.

<http://www.azotel.com>

About the Azotel Franchise Model and Africa:



The lack of copper infrastructure combined with the rapid deployment of backbone fibre cables in Africa, means that the digital world is now within reach. The hurdle that now remains is bridging from fibre to the businesses and homes – known in the industry as the “last mile”. Azotel’s franchise model is the perfect, sustainable “last mile” solution because it reaches out to entrepreneurs at the local level who are focussed on creating successful profit driven businesses. Wherever a fibre cable passes through a village or region in Africa that has the potential for as few as 500 subscribers, there is an opportunity to develop a profitable Azotel Broadband Franchise. In South Africa alone, we envision the build out of 50 such units over the next three years each having a value in excess of \$1M, and that is just in South Africa. The economic, infrastructural and social dividends will be hugely significant.

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