



SO! Ltd. Company Profile

SO! Ltd is the Authorized Retail Agent for Somcable. It is an ISP provider that fulfills the connectivity requirements for Organizations and individuals in Somaliland. SO! builds upon Somcable strength as the only and largest fiber network provider that delivers complete solutions for High Speed Internet, Voice, Multimedia and Enterprise Solutions. This makes SO! the most comprehensive provider for all of Somaliland communication requirements. SO! uses Somcable's network infrastructure to deliver a full suite of world class services to its customers.

We believe in leadership through people. Our technology and service-delivery strengths comes from our valued employees who have joined SO! & Somcable from all over the world to earn customer trust and loyalty with a continuing commitment to the deployment of innovative products and services, reliable, high-quality service and excellent customer care.

Vision: SO! vision is to rampantly lead Somaliland into the digital revolution & fiber optic experience of the 21st Century by connecting East Africa to the rest of the world. This will enable business opportunities and development of the region.

Mission: We are committed to being a customer-oriented and innovative provider of unique communication services across Somaliland and elsewhere in East Africa. We aim to be the leading company in this market and aspire to provide affordable communication services that meet and exceed our customers' requirements.

The Brand

As a brand, SO! always aims to give customers the greatest value for their money without compromising service quality.

SO! Ltd. uses Somcable's network infrastructure to provide a wide range of communication services for organizations and individuals in Somaliland.

SO! delivers complete solutions for Internet, Voice, Multimedia and Enterprise Solutions.

Corporate Social Responsibility:

As responsible corporate citizens, we are and will be committed to community service and outreach accomplishments.



SO! is using a state of the art unified fiber network, built throughout the horn of Africa by Somcable. Somcable's network will cover all of Somaliland and then into Puntland, Somalia and eventually into Kenya and Ethiopia.

Somcable has deployed a Next Generation Fiber Network based on IP over DWDM (Dense Wavelength Division Multiplexing) which is capable of transmitting data at over 400Gb/s. DWDM based networks can carry different types of traffic at different speeds securely over an optical channel.

The network structure utilized by SO! is designed with redundant paths for traffic to ensure network connectivity at all times. The Metropolitan fiber network within Hargeisa has three redundant rings that cover most of the city.

SO! SERVICES



the Internet just got
a whole lot faster

Somaliland's newest ISP

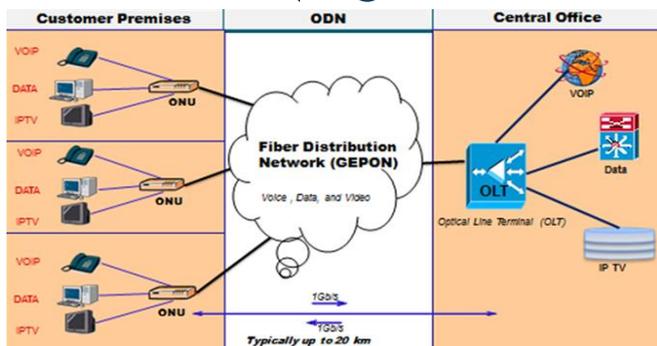
SO! Ltd. (Powered by Somcable) is an ISP that reflects a fresh and innovative range of products and services for the modern Somali consumer. It is an exciting, relevant and affordable option for communication and entertainment

SO! is the latest ISP entrant to the market and it's vision is to take Somaliland into the digital revolution of the 21st Century and to establish us as a regional communications hub for East Africa.

Using Somcable's infrastructure we provide converged communication services that include a wide range of Broadband Internet, Multimedia, VoIP and Enterprise Solutions that will give you the choice to personalize your lifestyle or business in many ways. Our services will connect Somaliland to the world and enable a host of opportunities for development of Government, Education, Healthcare and Entrepreneurs for businesses of all sizes.



Consumer Broadband Powered by GEPON (Gigabit Ethernet Passive Optical Network)



Internet at the Speed of Light

SO! will initially deploy services using Fiber to the Premises (FTTP) connections that will offer almost unlimited speed. This service will employ GEPON (Gigabit Ethernet Passive Optical Network) technology that can deliver guaranteed Broadband Internet speeds in a secure and reliable way. This is a world class technology and will give Somaliland the best internet service available anywhere on the planet.

Our service is designed to provide your organization with reliable, secure, direct access to the Internet across the globe. With the industry leading IP NGN platform backed by our relationships with Global Tier 1 networks. This enables support for applications that interface with international offices or local customers in real time. Employees can share information with confidence over a dedicated, reliable, fast and secure global internet network.

Direct High Speed Connections to the Premises using Fiber Optic Cables can deliver blazing fast speeds of up to 100 Mbps.