



INTERNET EVOLUTION IN PAKISTAN

PTCL/UFONE



“Internet has become a lifeline in the new normal,”

It was necessary even before the pandemic, but now it has surely become a necessary part of our lives that is catering to our daily routines such as online education, e-Health, work from home, entertainment, e-shopping and a lot more. Particularly in a country like Pakistan that is striving to achieve digital transformation, the significance of having seamless internet service cannot be overlooked. In fact, we find the positive impact of the internet in every aspect of life, for example, availing e-Bill facility instead of opting for paper bills. This will boost digitization and make our environment friendly, along with providing convenience to pay bills from the safety of our homes with just a few clicks.

Lockdown during Covid-19 pandemic has greatly impacted economic activities; however, leading telecommunication companies have played a pivotal role in ensuring availability of essential services like communication and connectivity. Pandemic put a spotlight on the true potential of broadband services, transforming and shaping how people lived their lives entailing day to day activities. Education, healthcare and businesses were quick to adapt virtually and digitalized, creating a huge nationwide demand for telecom services. Being the national telecom companies in Pakistan, PTCL ensured connectivity and network resilience even in testing times and ensures availability of broadband services 24x7 for smooth operations across Pakistan.

PTCL also introduced e-billing system through its website and TouchApp, whereas Ufone launched UPaisa for customer convenience. These initiatives not only provide people with option of getting their bills online and save paper for environmental cause, but also encourages people to go digital and stay home & safe.

In its efforts to redefine the paradigms of communication, PTCL has continually empowered businesses, education systems, and customers with seamless connectivity. Quite recently, PTCL launched its Fiber-to-the-home (FTTH) service called Flash Fiber, which is the fastest internet in town yet and delivers data to the customers with a blazing speed of up to 100Mbps. Unlike other internet and television service providers, this company's cutting-edge technology of Flash Fiber allows users to have access to unlimited downloads with a reliable and affordable service.

Broadband fiber-optics use optical fibers to carry information at the speed of light. What affects the data speed is the way these little pulses of light are encoded at one end and decoded at the other end. Digital Pakistan vision is reshaping the country rapidly as it is transforming everything from the way government and citizens interact to market behavior and how consumers shop online and pay their bills through apps. It is not only boosting industrial and agricultural productivity across the country, but revolutionizing healthcare, and enables young men and women with fruitful opportunities.

During these uncertain times, companies and organizations are moving towards digital transformation to adapt to the current circumstances and ensure growth for not only the company but their employees as well, along with better customer experience. This, however, is a challenge as staying ahead of the competition through innovation in technology has become the need of the hour.

With uncertainty comes opportunities as companies are taking an out-of-the-box approach, with creative



strategies that will ensure business continuity, progress, better customer experience and yield positive results.

To say that the future is digital is an understatement as the future is digital. We, as a nation, need to be in a place to enable Pakistan to grow while facing the challenges of the digital world. The need of the hour is to innovate, modernize our infrastructure, develop IT skills & technical education, think out-of-the-box for businesses to be more creative and embrace change to shine and progress to take Pakistan to the next level of growth.

The conception, survival, and evolution of the internet have been nothing but remarkable. It would be unwise to assume that this is it as far as its evolution

goes. It has, will, and must continue to evolve as we move forward into a future where services such as real-time transport and space travel will become a norm in the lives of common people.

Telecom sector has played a key role to provide best services and remove the obstacles in communication and data exchange, we see companies like PTCL that has worked tirelessly to ensure seamless connectivity across the country, better communication, increased access & convenience, easier networking and entertainment & recreation, thus ensuring productivity and morale of people in lockdown through internet. PTCL has been connecting the nation and continues to support even in these trying times.

