



Central Asian Cellular Forum



Pakistan: DIRBS Implementation Journey and Outcomes

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SUMMARY

Pakistan: DIRBS Implementation Journey and Outcomes



About CACF



Pakistan Telecom Stats



Why DIRBS



DIRBS Impact & Outcomes



DIRBS Implementation Phases



Central Asian Cellular Forum



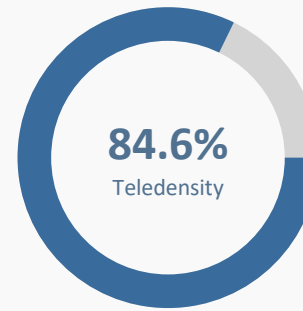
16 Years of service in advancing the mobile ecosystem through policy support, software development, engineering services and system integration



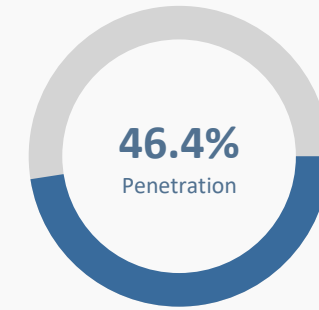
Pakistan Telecom Stats

World's 9th most Mobile Subscribers

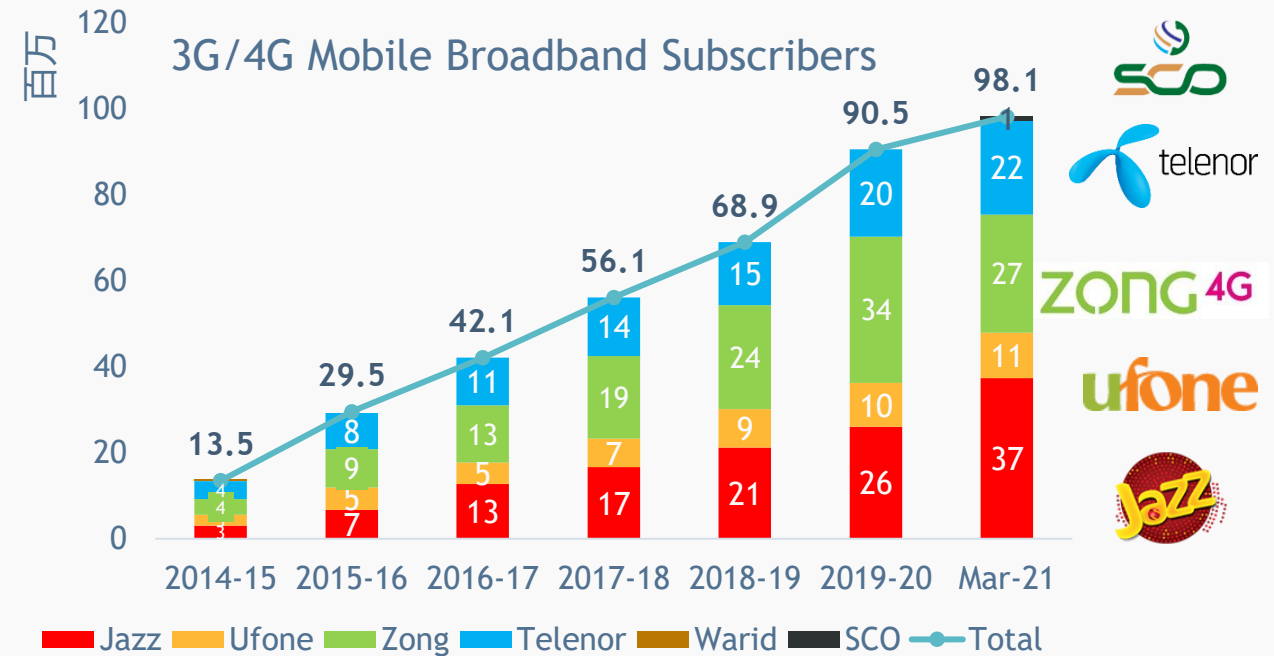
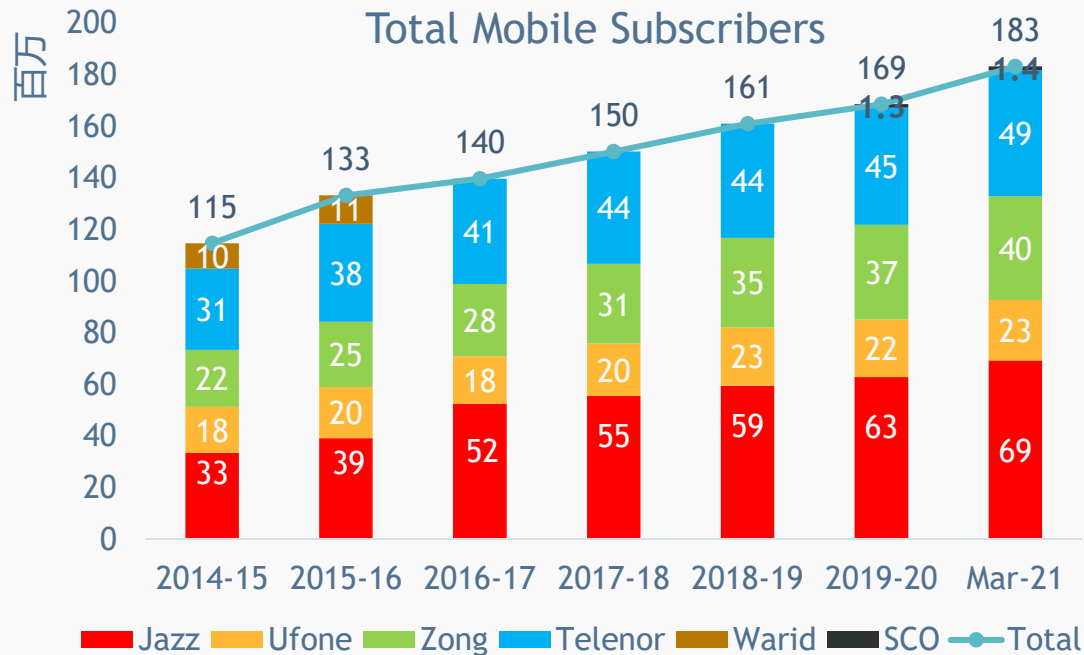
Pakistan has an emerging market in mobile industry. Its Average Annual Growth Rate(AAGR) in last five years for mobile subscribers is 10% whereas for mobile broadband subscribers is 28%



183 Million
Mobile Subscribers



101 Million
Broadband Subscribers



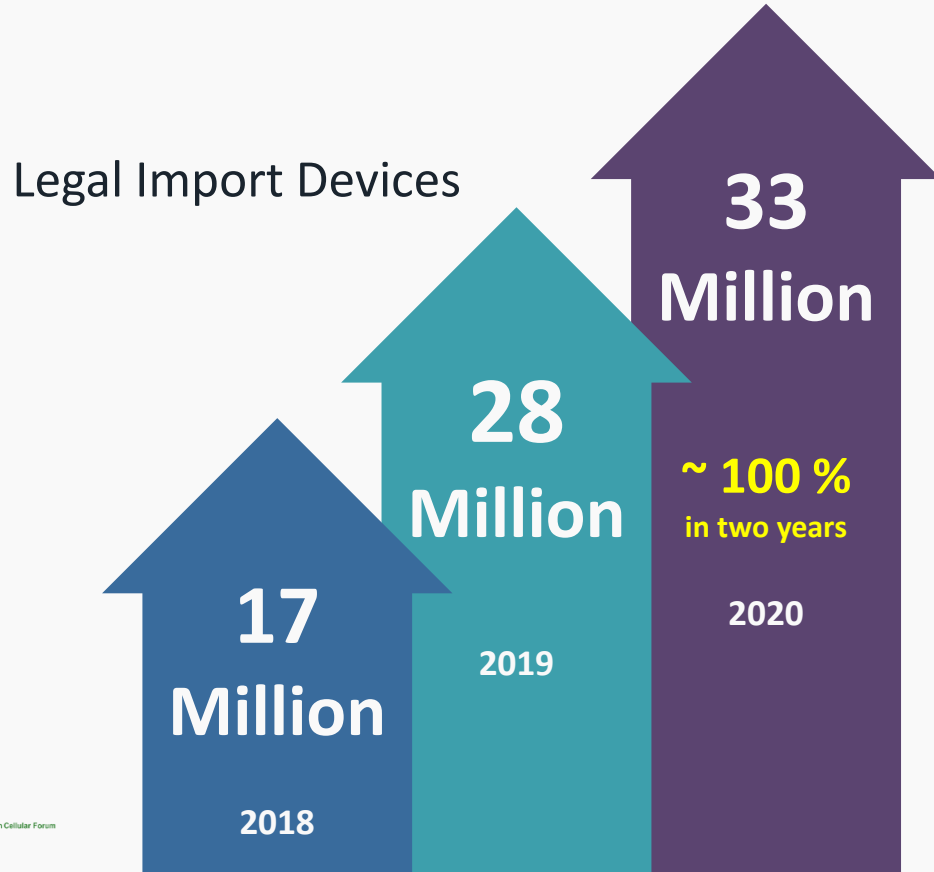


Why DIRBS ?

- Worldwide impact of counterfeiting on smartphone sales is estimated at 184 million units, valued at 45.3 billion EUR or 12.9% of total sales.
 - Pakistan is estimated to have 23.8% of lost sales in the country.
- IMEI tampering was illegal. Type Approval process was available however it was manual with limited functionalities
- Strong need for an automated technical solution to identify and block invalid/illegal devices from operating on networks
- Mandate for PTA (Pakistan Telecommunication Authority) in Telecom Policy 2015 for developing a framework to curb the counterfeit devices.



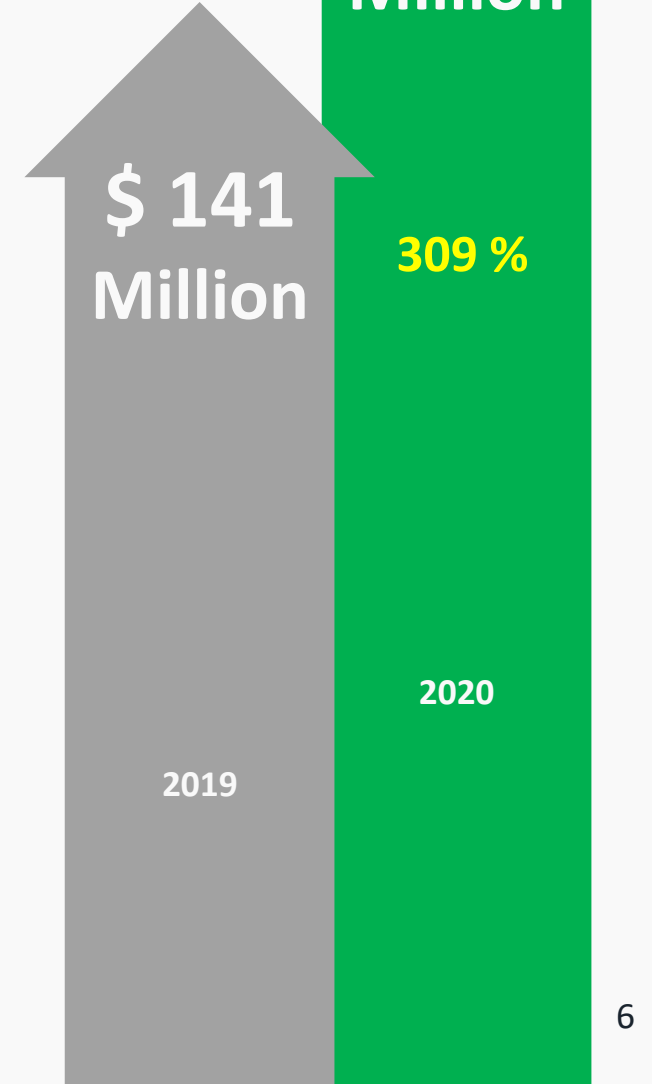
DIRBS Outcomes – Quantitative Import Revenues



Individuals Device Revenues



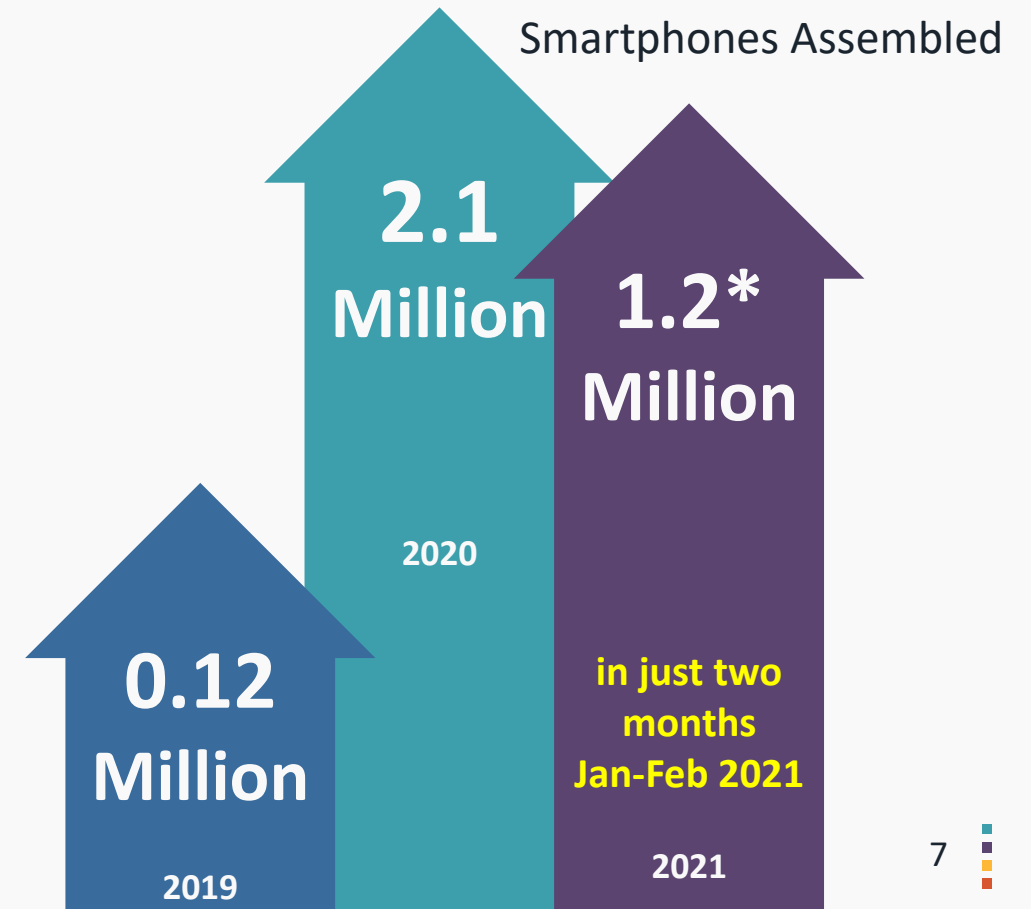
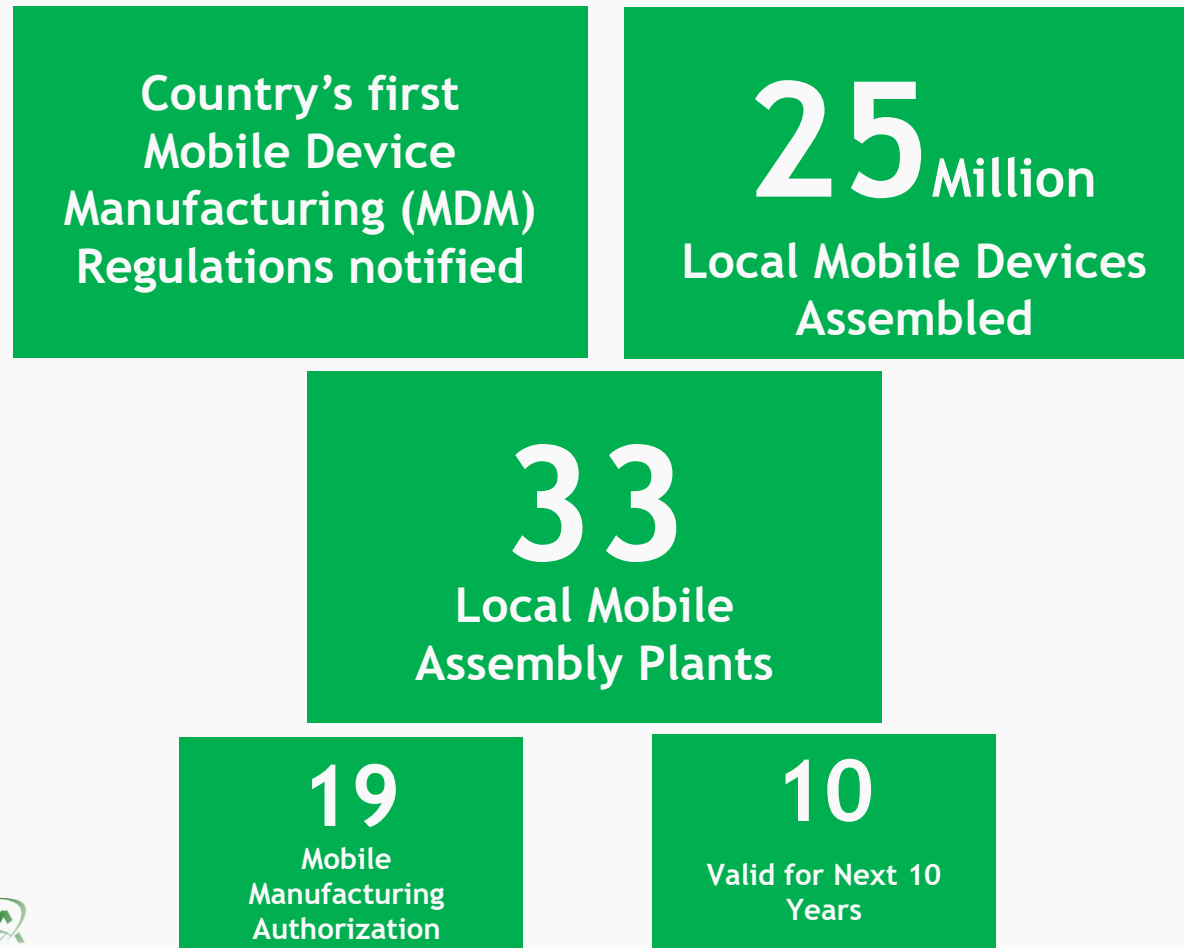
Commercial Device Import Revenues





DIRBS Outcomes – Local Mobile Assembly

2G/3G/4G For Import & Export ‘Manufactured in Pakistan’





DIRBS Outcomes - Qualitative

	Pre-DIRBS	Post-DIRBS
IMEI Verification	Consumers could not verify the status of mobile devices (Legally Imported, Counterfeit etc.)	Consumers can check the compliance status of the device using any method i.e.: Web Portal, Mobile App, SMS
Digital transformation of registration process	Manual process for mobile registration	Consumers can register their mobile device using multiple digital platforms i.e. through web portal, USSD code or by visiting nearest MNO franchisee
One Window Mobile Registration	Consumers required to visit multiple departments to complete application process	One window solution for applicants as Platform integrated with all stakeholders
Ease of Registration: Device Registration without Internet	Individuals could not apply without internet connectivity	Pakistan is the first country in the world to introduce mobile device registration through USSD code (consumers can now apply for mobile registration through USSD code by dialing *8484#).
Automation	No processing after office hours or on public holidays	Round the clock availability of system
IMEI Validation across the platform	Manual IMEI verification done with GSMA-TAC data only.	Each IMEI is verified with multiple dataset i.e. GSMA/Stolen/Duplicated /PTA Registered Devices during approval. Hence Data integrity, consistency and uniformity achieved.



DIRBS Pakistan Implementation Phases

2016 / 2017



Concept Phase & Regulation

2017



Deployment &
Problem Analysis

2018



Awareness

2019



Integration

2019



Enforcement

2019



Consumer Support





DIRBS Pakistan: Concept Phase & Regulation

- DIRBS Concept paper and stakeholder consultation for development of framework
- Regulator decides to deploy a Device Identification, Registration and Blocking System (DIRBS)
- Engaged CACF for customization, installation and operations
- Stake holders on boarding regarding regulation- MNOs, FBR (Federal Board of Revenue), OEMs, Importers, retailers etc

- DIRBS regulation notified





DIRBS Pakistan: Deployment & Problem Analysis

- Data Collection & Analysis
- DIRBS becomes operational and starts gathering information about the country's device landscape that included invalid/illegal devices operating on networks

- Decisions for amnesty of existing counterfeit and smuggled devices.
 - 100 million counterfeit IMEI pairs with MSISDN/IMSI
 - Harmonization of all the existing valid IMEIs





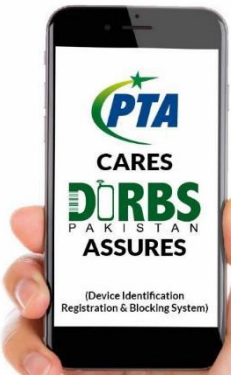
DIRBS Pakistan: Awareness

Reason for Awareness

- To encourage buy PTA approved devices
- Verify IMEI based device with DVS (Device Verification System) before purchasing
- Use existing mobiles to avoid blocking

Comprehensive and integrated awareness campaign

- Workshops to all major stakeholders i.e. Mobile Network Operators, Device Importers, Custom Authorities
- Articles and information ads in print and electronic media
- Dissemination of information through web/internet (banners, blogs, articles etc.)
- SMS messages to mobile subscribers



Buy/Use only
PTA Approved
Mobile Devices

Pakistan Telecommunication Authority has developed a **Device Identification Registration & Blocking System (DIRBS)** to facilitate consumers. The system allows consumers to verify IMEI of Mobile Device(s) to ensure that device(s) is Genuine, Legal Import with all applicable duties and taxes paid and compliant to DIRBS regulations and SOP.

Mobile devices currently operational/active on Mobile Networks in Pakistan will not be affected and do not need to be verified. Mobile devices non-operational/inactive must be made compliant by **29th June, 2018** through DIRBS to avoid blocking of IMEI.


Prior to getting a mobile device(s), consumers are advised to verify authenticity in line with PTA regulations using following mediums:

- 1. SMS*** Send IMEI of mobile device to **8484** where system will provide status of device
- 2. WEBSITE:** **www.dirbs.pta.gov.pk**
Log on to to check status of IMEI
- 3. SMART APP:** DIRBS App is available on
Google Play Store

Prior to verifying device using DIRBS, please ensure that IMEI appearing on the mobile device screen is same as printed on the product box. To find out the IMEI of your mobile device dial ***#06#**

Note: All devices having SIM functionality (Mobile Phone, Dongle, and Tablet etc.) qualifies as Mobile Device(s).

For more information, visit:
www.dirbs.pta.gov.pk



PAKISTAN TELECOMMUNICATION AUTHORITY

Headquarter, F-5/1, Islamabad
www.pta.gov.pk

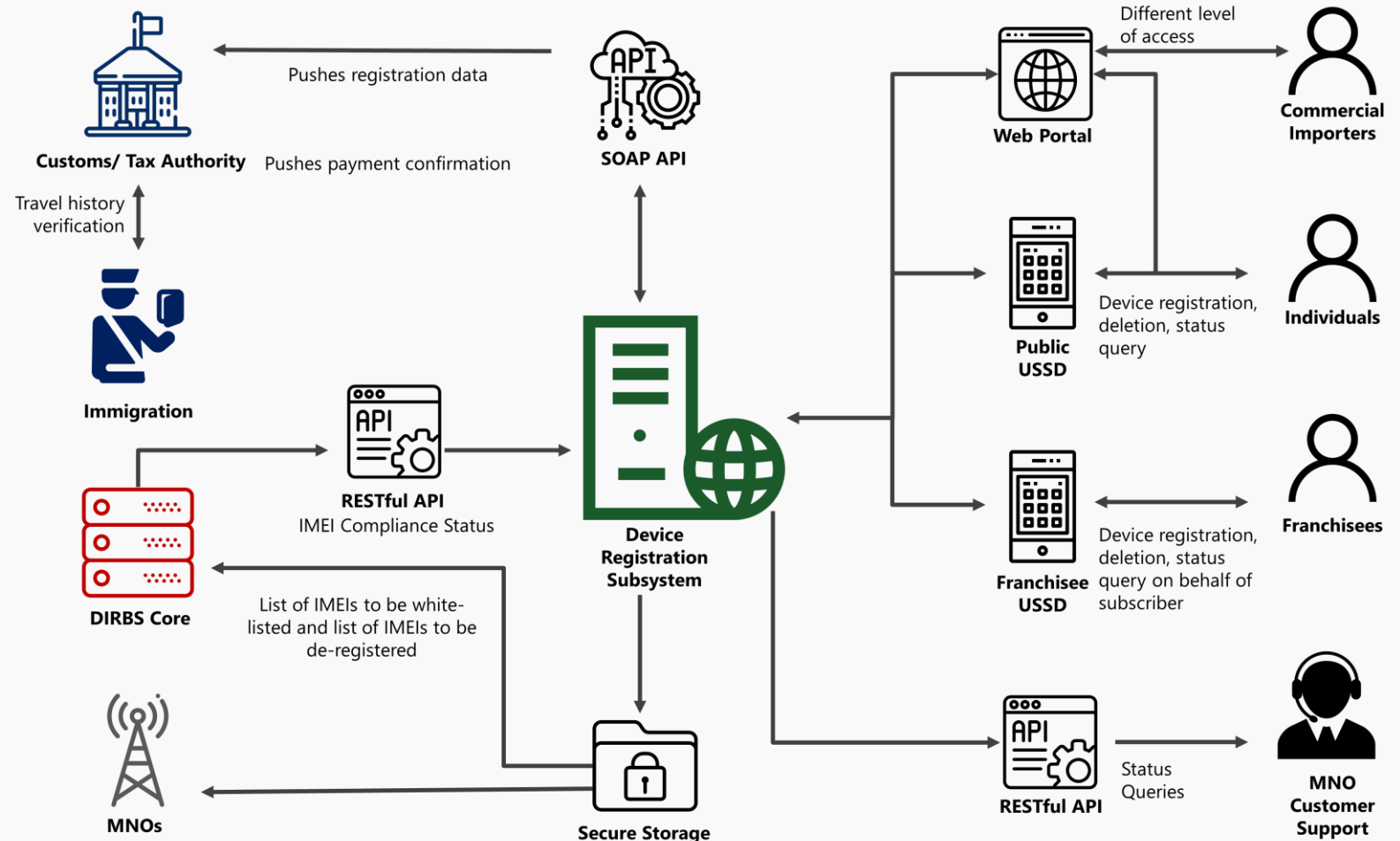
*SMS charges as per mobile operator tariff (max. apply) (maximum of 10 Paise + tax may be applicable)
PID016251/17





DIRBS Pakistan: Integration

- Integration with all the relevant government departments is essential to ease up the process for consumers and they don't have to visit multiple offices.
- Consumers can register their mobile devices by using multiple platforms including web portal, USSD platform and by visiting nearest cellular operator franchisees.





DIRBS Pakistan: Enforcement



24 Million
**Counterfeit
Device
Blocked**



675K
**Duplicated /
Cloned IMEIs
Blocked**



175K
**Stolen Devices
Blocked**



DIRBS: Consumer Support

To facilitate consumers, customer services are available through:

- **Regulator**
 - Complaint Management System (CMS) - Web Portal
 - Help desk at regulator headquarter and regional offices
 - Email Support
 - Phone Support via toll free number

- **Mobile Network Operators (MNOs)**
 - With over 1422 contact points
 - Customer support centers through DIRBS API / Web Services - 24x7

Consumer Support | Complaint Status | Register C

PTA Complaint Management System

2. Complaint Details

DIRBS Related Complaint? Yes No

Complaint Nature *

Complaint Summary *

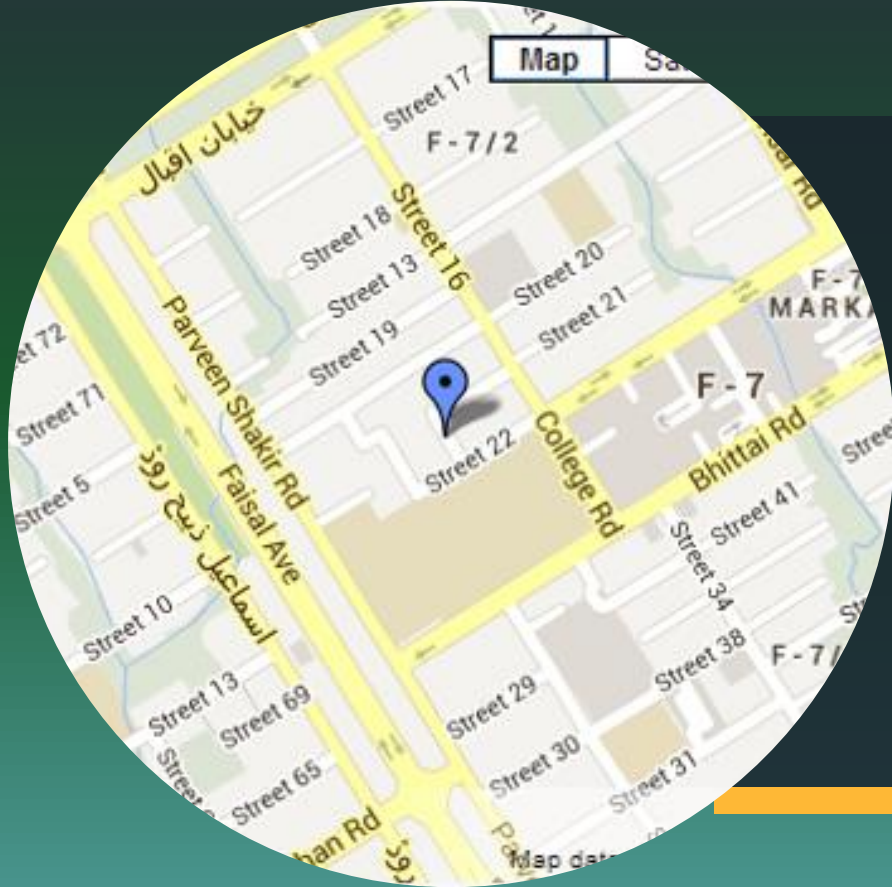
Attachment (if any)

Search Complaint Nature here..


Select Complaint Nature


- Account Related Issues
- Application Rejected
- Correction of Wrongly entered IMEI
- Custom Duties & PSID Not Generated
- IMEI Registered But No Service
- Misuse of Credentials
- Mobile Registration Account Deletion/ Creation Issue
- Mobile Registration Verification Issue
- One Slot Compliant/One Non-Compliant
- Payment Issues Against Deleted PSID






Thank You

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