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## About us

Sure is a carrier class telecommunications supplier in the Channel Islands and Isle of Man and in the South Atlantic and Diego Garcia . We deliver mobile, broadband, fixed line, data centre and enterprise solutions to consumers, corporate and public sector clients.

Sure International supplies world-class communications services to businesses and public-sector clients. Our combination of local knowledge and global expertise makes us the perfect communications partner for companies in the islands that need high quality, reliable connectivity so they can do business throughout the world. Sure opened its doors in the Isle of Man in July 2007 offering competition in the island's mobile market for the very first time. We now serve thousands of customers and offer products ranging from mobile, broadband, fixed line, data centre and enterprise solutions to consumers, corporate and public sector clients. Sure supplies telecommunication services in seven major offshore jurisdictions: the Isle of Man, Guernsey, Jersey, the Falkland Islands, St Helena, Ascension Island and Diego Garcia.

## History

Sure has over 120 years of experience providing telecoms services in the Channel Islands; We have come a very long way since, as the States of Guernsey Telephone Department, we were tasked with establishing an independent telephone system in

the island. That network was limited to a maximum of 400 subscribers. Today, we serve over 100,000 people across the Channel Islands and Isle of Man, delivering voice, mobile, broadband and data services that link islanders and island businesses to the rest of the world.'

**Financial strength**  
Batelco is a financially stable company that provides Sure with the ideal platform for continuing to make multi-million pound investments in the Channel Islands. At the end of 2015, Batelco had over 9 million customers, a number which will have increased considerably following the acquisition of Sure and several other telcos in April 2013.

For the full year 2015, Batelco Group reported Net Profits of BD49.5M (GBP37.4M)

from BD49.3M (GBP37.2M) for 2014, in line with the previous year. Our owners Sure was acquired by Bahrain-based Batelco Group in 2013.

Batelco Group is a world-class provider of communications services and operates in 14 jurisdictions across four continents.

Listed on the Bahrain Bourse and with a history dating back 150 years, Batelco

Group provides Sure with a stable and secure foundation from which to continue

making major investments in the Channel Islands and Isle of Man. In terms of

investment, Batelco has already helped Sure invest £15 million in a pan-Channel

Island 4G mobile network and has enabled the acquisition of Foreshore.

As well as having international expertise and a solid financial base, Batelco Group is

an excellent parent for Sure because the Group's values align very closely with our

own, focusing on the delivery of innovation, value and excellent customer

service.

**Regulation**  
Sure operates in Guernsey as the incumbent telecoms operator and in Jersey and

the Isle of Man as a competing provider.

Sure (Guernsey) Limited is licensed to provide telecommunications services to the

Bailiwick of Guernsey (Guernsey, Alderney, Sark and Herm). Many of the services

currently provided are regulated by the Channel Islands Competition and

Regulatory Authorities 'CICRA' ([www.cicra.gg](http://www.cicra.gg)). As we hold significant market power

in the provision of fixed and mobile telecommunications services (with the

exception of retail on-island leased lines and both wholesale and retail off-island

leased lines) we are required to produce and publish annual separated regulatory

accounts. We also offer a range of network interconnection links and voice services

to other operators, for which a Reference Offer is provided. Our customers

Our expertise in all aspects of telecommunications and the networks that carry

voice and data around the world has made Sure International a highly valued partner to companies and organisations in 30 jurisdictions. Our belief that it is only through understanding our clients and their organisational needs, has made us the first choice of hundreds of businesses and public bodies that know they can trust Sure International to deliver solutions that have a positive impact on their day-to-day operations

### eCommerce

Some of Europe's largest internet retailers trust Sure to keep them connected and available to their customers 24/7/365. Our resilient power and connectivity infrastructure keeps our data centres online all of the time, whilst our access to world-class international networks means that Sure eCommerce clients know the whole world is within their reach. Next Generation

### Voice (Isle of Man)

#### SIPNG and ISDNNG

Make sure you don't get stuck with outdated and costly technology. Release your voice delivery from traditional constraints.

- Reduce costs by using Voice over IP

(VoIP) to converge data and voice on your infrastructure

- Gain superior quality and reliability
- Improve resilience and security
- Be flexible to increase channels as you need them and integrate voice in to your

#### IP network

- Migrate with ease
- Future proof with easy upgrade path from ISDN to full SIP in the future

### Trust

Sure has years of experience in delivering secure, long-term data solutions for clients in the legal sector who need to know that their data will not be

compromised, no matter how long it is stored for.

Our cost effective, long-term archive and backup solutions are trusted by our clients

who have to ensure that critical information is never lost

Financial services

Constant secure connectivity is vital for the success of financial institutions in the

Channel Islands and further afield. Sure has the expertise and capabilities to ensure your company is protected from the unexpected.

Our always-on solutions encompass email, data and connectivity to make sure your

firm is online all the time.

Government

Government departments rely on our solid infrastructure and innovative solutions to store confidential and sensitive information in a secure environment and to ensure that public services are continually available.

As the Channel Islands leading communications supplier, we take great pride in our

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work for the public sector and are always available to speak with government

departments that want to prepare their communication networks for the 21st

Century. Executive Committee

Our executive team steers the strategic focus of our business and ensures that we

deliver the products and services that islanders need in the 21st Century.

Led by our Chief Executive, the team comprises people with many years of

telecoms experience in different jurisdictions. Every member of the Executive

Committee brings with them invaluable expertise and knowledge that helps drive

our business forward.

Next Generation Voice  
Traditional telecoms solutions are no longer the most effective or efficient option for

your business communications. Sure's newly launched solutions are providing Isle

of Man businesses with a range of real alternatives - whether you are on or off our

new Fixed Access Network. eShore

eShore is a Cayman based and Cayman owned company providing world-class

Information Technology support services and is an official partner of Sure

International.

Set up by Polly Pickering in the wake of hurricane Ivan in 2004, eShore started out

offering disaster recovery IT from an ISO and PCI certified Foreshore data centre

based in Jersey, Channel Islands, which is now owned by Sure International.

eShore continues to partner with Sure International to this day but has expanded its

offering to include a range of core IT solutions covering all aspects of business

continuity and offshore email, as well as risk mitigation and efficiency solutions to

help customers protect and drive value from their sensitive business data.

eShore's clients are predominantly served by Sure International's resilient, purpose-

built data centres and cloud platforms based in Jersey. Jersey is best known as a

one of the world's leading International Finance Centres ensuring reliability, political

and economic stability, and a sophisticated and comprehensive infrastructure. Our

footprint

Sure International is the ideal partner for companies that need to connect around

the world. Our new group structure, coupled with local experience and knowledge,

will get your business to where you need it to be. SIPNG

Voice calls presented as VoIP and delivered over SIP Trunks to connect to an IP

telephony system. As each network environment is unique, we will evaluate your

requirements and work with you to design a suitable solution. ISDNNG

Voice calls presented as ISDN and delivered over SIP Trunks to connect to a

telephony system. This is an ideal first step if you are looking to take advantage of

the benefits of next generation voice technology and future proof your voice

environment, but are not ready to move to full IP voice. Products And Services

Voice  
Next Generation Voice (Isle of Man)

Phone systems

Business lines

Voice conferencing

Disaster Recovery

Connectivity  
Internet connections

Leased lines (SDH)

Ethernet

Ethernet Connect

Data Centre  
Why choose a Sure Data Centre?

Guernsey Data Centre

Jersey Data Centre

Security credentials

Smart Hands

Offshore Cloud  
Mimecast Offshore

Online Backup

vCloud

Recovery as a Service

Mobile  
Business plans

BlackBerry plans

Mobile Internet

Mobile handsets

Easy SMS

Wholesale roaming

Managed Services

Managed services design

Network design and implementation

Network appliance management

Network appliance monitoring

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