

Member FOCUS

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AT THE SCTE WE TAKE GREAT PRIDE IN OUR INDIVIDUAL MEMBERS, WHO HAVE MADE SUCH A CONTRIBUTION TO THE GROWTH AND DEVELOPMENT OF OUR INDUSTRY. THIS NEW SECTION OF BROADBAND JOURNAL SHINES AN OVERDUE LIGHT ON YOU WONDERFUL PEOPLE IN EVERY ISSUE GOING FORWARD, AS WELL AS REGULARLY ONLINE.

WHAT GOT YOU INTERESTED IN A CAREER IN THE INDUSTRY WHEN YOU FIRST STARTED?

My previous engagement was in human rights, particularly in conflict management and resolution. After a decade spent with international organisations like the United Nations, Care International and others, meeting Technetix at a somewhat tough and interesting juncture of my career, in order to pivot as I did, was serendipitous. Business is all about human interaction, I feel; it's about finding consensus on value and price. This is the same in principle as in conflict resolution; reaching consensus on peaceful and mindful agreement. I believe the context changed but the purpose is the same, to agree.

YOU'VE HAD A VARIED CAREER AND HAVE A LOT OF STRINGS TO YOUR BOW. HOW WOULD YOU BEST DESCRIBE WHAT YOU DO, AND WHAT DO YOU ENJOY BEST?

That is very true! Life is unpredictable. We start with what we love as a teenager, that was music for me, then we realise in the circumstances where we live it is not sufficient. Then we look for the best alternatives that are less emotional, so I studied economics and some other academic level studies. For 18 years, I have been leading the Technetix entity in Southeast Europe and in recent years have been taking care with the Kosovo team the Asia/Pacific/Emerging Markets regions. My driver and motivation are

talking and listening carefully to what customers want and what they want to be supported with. Being a part of a wonderful company like Technetix, which is very technology-driven, customers are our top priority, serving in the best way that we can let the customer see the value of our technology. Solving the problems using our intimate knowledge of the customer's business, this is the Technetix DNA. As I am covering quite a large region with different cultures and ways of doing business, I have learned a lot about similarities and diversity within global business. The company culture of serving customers crosses successfully across all borders; I love that.

WHAT MEMORIES REALLY STAND OUT FOR YOU OVER THE YEARS YOU'VE BEEN INVOLVED IN THIS INDUSTRY?

Telecoms is a very vibrant business. However in my experience, it's not an exact science. Being a leading company in technology is very exciting, as you need to provide the best of the best more than everyone else to the customer. Being part of that process, creating a future of technology for customers, especially utilising existing technology and making it sustainable for the future, is a very valuable experience for me. HFC has been around for 40-50 years; I feel that building in new features in existing technology like HFC has been both surprising and rewarding. It means we HFC's life span is expanded by another 20 years.

THE SECTOR HAS CHANGED A LOT OVER THE YEARS; WHAT FOR YOU HAS BEEN THE BIGGEST SHIFT?

I believe HFC will remain in the industry with big investment behind it, as innovation responds brilliantly to competition with the optical technology. I know that optical technology sounds very trendy, but as far as the concept of green field area is concerned, it's true. However, the tendency to combine HFC with optical networks offers a new dimension of integration of two networks in specific areas. I believe HFC has at least 20 to 30 more years of being equal or better than optical networks. When it comes to sustainability, upgrading existing networks is far more sensible than ripping them out and replacing them with new ones.

WHAT DO YOU GET OUT OF BEING A MEMBER OF THE SCTE?

The SCTE is the home of all enthusiasts of telecoms; it is an excellent resource where you can meet a lot of interesting people. I love to contribute to the SCTE, providing the customer with insight; how to efficiently install equipment and build a sustainable network, for example. Sharing knowledge and experience is the most important element of the SCTE. I also receive a lot of industry knowledge in return.

EVERY TERRITORY SEEMS SO DIFFERENT IN TERMS OF LEGACY BUILDS AND HOW FAST THEY ARE EMBRACING FIBRE. WHAT ARE YOUR OVERALL THOUGHTS ABOUT THE LONGEVITY OF COAX?

There has been a lot of discussion for over a decade on what the future of coax is. From DOCSIS 2.0, cable moved to DOCSIS 3.0 and 3.1. We now have DOCSIS 4.0 competing with all the variety of optical technology at the present time. This evolution of HFC makes me think "never say never".

YOUR TRAINING INITIATIVES ARE HAVING A MASSIVE IMPACT ON OPPORTUNITIES IN KOSOVO. WHAT'S YOUR DREAM?

Sharing knowledge and experience with people, helping them, is the most

"I was very lucky to have a few great mentors; you learn something from every kind of boss!"

important part of being human. Training, reading, being coached is an everyday task for everyone, including network operators in Kosovo and other regions. They need consistent investment in education of new standards and norms which enable the society to perform in the best way for end users. Training staff provides customers with the opportunity to rationalise on all the CAPEX and OPEX investments. The investment of a few thousand pounds allows millions of pounds of investments to properly be installed and used. The majority of field interventions by the technical teams are related to poor installations or poor maintenance, which relates fundamentally to poor training.

DID YOU HAVE ANY MENTORS OVER THE COURSE OF YOUR CAREER, AND HOW DID THEY HELP YOU?

Yes, I had a couple of mentors over the course of my career, especially in Technetix. I have been honoured to have



Great ideas come from individuals and shared within a group. Be patient, work smart and hard.

senior executives helping me, advising me, investing in me to be better and better every day in my professional life. In my view Technetix is like the best kind of academy, where you can learn how to excel in business as well as grow as an individual. I am very proud that Technetix has been in my DNA for over 18 years.

WHAT WOULD YOU TELL A YOUNG ENTRANT JUST ABOUT TO GET STARTED IN THIS INDUSTRY?

My advice to a young entrant to the industry is to always think outside the box, be consistent, explore your strengths and don't give up. Great ideas come from individuals and are shared within a group. Be patient, work smart and hard, read a lot and avoid comfort zones. This will make your dreams come true!

WHAT IS THE BEST THING ABOUT THIS SECTOR?

As the Internet becomes the fourth most important utility in our lives, after air, water and energy there is no doubt that this sector is crucial to the entire world for business, culture, information and living together on one planet. That's why I am so proud to be a part of it. It is essential for communication, for connectivity. It's what life is all about.

TELL ME ABOUT YOUR HOBBIES; I KNOW YOU'RE A CLARINET PLAYER....

I used to play clarinet for over 15 years, it's something I have invested in and taken very seriously, including

studies at Conservatorium of Music in Namur, Belgium. Being a musician is amazing, especially when you look at the instruments, they are simple, yet the combinations of musical notes are infinite. To be a good clarinet player, you need to practice a lot and it is a great way to communicate with just a piece of wood, to produce miracle sounds, music uses the right brain to complement the left brain.

I hope I will have time to continue playing the clarinet, especially when I celebrate business achievements with our team.

WHERE CAN WE HEAR YOU PLAY?

I will be happy to play at the next SCTE Gala Dinner!

AMAZING! WHAT WOULD YOU LIKE TO SEE THE SCTE DO NEXT?

I believe the SCTE has the potential to extend the values in other regions; we have plans together with the SCTE to explore new countries and transfer the knowledge and experience to young engineers. That to me is what success looks like.