

Kuwait Cell Broadcast in 10 days



As regional conflict escalated, Kuwait faced an urgent need for a public warning system capable of reaching every mobile user nationwide — immediately. No such mechanism existed. The country's three operators — Zain, Ooredoo, and STC — shared no infrastructure for geo-targeted alerts, and conventional deployments typically take several months. Yet the urgency of the moment does not define the limits of the system: cell broadcast is a multi-hazard technology, equally applicable to the dust storms, flash floods, and extreme heat Kuwait



regularly faces, as well as industrial incidents, pandemics, and any other crisis requiring immediate population-wide alerting. CITRA, Kuwait's telecoms regulator, needed a solution requiring no app, no internet, and no prior enrolment, deployable in days.

THE SOLUTION

Cloud infrastructure

CITRA mandated simultaneous cooperation from all three operators. Rather than waiting for local infrastructure, typically the longest bottleneck in any deployment, Intersec launched the CB system on its secure cloud infrastructure in France within days, while on-the-ground setup ran in parallel.

National coordination

CITRA's role as single coordinating authority proved decisive. By eliminating the bilateral negotiations that ordinarily stall multi-operator projects, it compressed what would have been months of commercial and technical coordination into a unified, accelerated timeline.

Geotargeted alerts

The system delivers alerts to every mobile handset in an affected area. No app, no internet, no opt-in required. It bypasses network congestion and requires nothing from the end user. Four alert tiers allow authorities to issue warnings, from general awareness to immediate life-safety messages.



The deployment closed a critical alerting gap at the highest-risk moment, and was confirmed publicly by CITRA at ITU's GSR-26.

HIGHLIGHT

"Exceptional circumstances require exceptional teamwork. We selected Intersec for its proven experience in deploying such systems, as well as its innovative approach it proposed to meet the ten-day challenge. They have not disappointed."

— Eng. Abdullah Alawadh Head of Security Operation Centre, CITRA

