



Pason Systems Inc. Case Study

Pason Systems Inc. is an industrial technology company providing design, manufacturing and rental of specialized drilling instrumentation systems for use on land-based drilling rigs. Pason's products and services include data acquisition, wellsite reporting software, remote communications and Internet information management tools.

Pason's strategic focus on unique proprietary solutions and strong service structure has given it a competitive advantage in meeting the challenges of the drilling site. Leveraging these services to create a dominant Canadian wellsite presence, a strong position in the United States and an emergence in Mexico and Argentina have created record revenues for Pason in each of its nine years of public life. Pason's entire suite of products and services provides high margins as evidenced by its 30% average return on shareholders' equity.

The Challenge

Pason realized early on that quick, reliable satellite communications technology would be key to supporting their market strategy. They required a communications solution that could handle a variety of communications methods — including data, voice, and fax. It needed to be scalable to support thousands of Pason sites, and most importantly, it also needed to be easy to implement in any location or situation.



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The Solution

The Pason solution is a two-way VSAT communications platform built around their auto-aiming VSAT Satellite dish. This solution combines a Pason Auto Aiming antenna with the iDirect Netmodem II+'s superior network functionality on Infosat's CONNECT satellite network. The Infosat Connect solution combines Hub Site management, Internet Interconnect services, and Space Segment allocation for the network. The combination of Pason's Micro Processor controlled GPS guided aiming system and the iDirect Netmodem II+ VSAT Modem enables the auto acquisition functionality of the dish without the need for expert personal to install and align the system. This greatly reduced the cost of the solution since the need for technical expertise of the highly mobile rig site is eliminated.

In addition to simplicity at the rig site, the Infosat Hub facility, powered by an iDirect VSAT Hub router, provides significant scalability. This is critical as Pason's ever growing fleet of 2500 remote VSAT's provide critical communications to operating rigs which require robust internet delivery. "We have experienced significant growth over the last several years" explains Mr. David White, Pason's R&D Manager. "During that time, the Satellite system has scaled well beyond our original capacity expectations. As a result Pason has elected to make the Connect Satellite network with an iDirect modem the exclusive choice for Pason's rig site VSAT communications."

"We are proud to be playing a significant role in Pason's growth, and working with partners like iDirect to consistently deliver the best satellite communication solutions in the industry." said John Robertson, President and CEO of Infosat. "As a result of our close relationship with iDirect, we are in a unique position where we can design and implement a comprehensive satellite network like CONNECT, which can be custom-tailored to meet each company and their specific needs."



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