

Extending Constant Connectivity to Any Location

How leading companies meet challenges with satellite communication technology



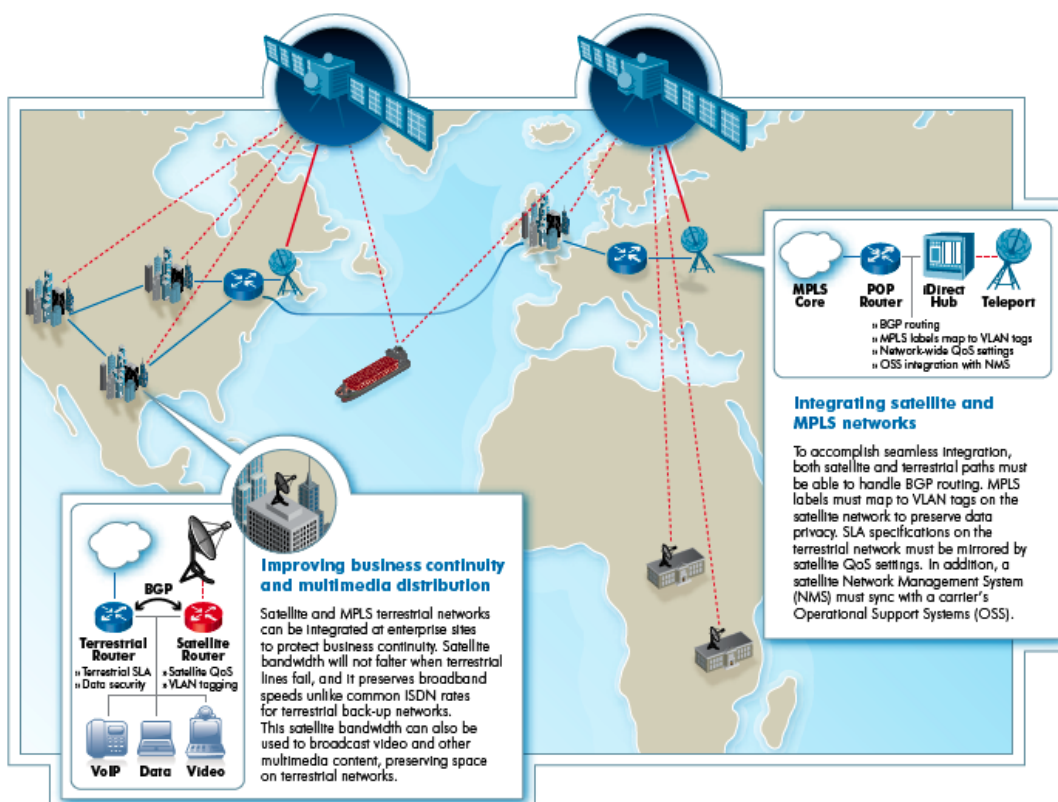
Today's companies face connectivity challenges and new opportunities

To sustain a business in the global economy one must be connected 24/7. This need for constant connectivity is fueling the growth of broadband services that can support a multitude of IP applications—from voice to video to data—and extend to any location; be it land, sea, or sky. Advances in satellite technology have made IP-over-satellite a very cost-effective solution for companies that want to expand connectivity to every location and individual no matter where they are, and ensure total business continuity under any circumstances and in any environment.

Whether utilized individually or integrated with a terrestrial network, satellite offers an always-on broadband connection that acts as a flexible platform, and delivers numerous benefits, for a wide range of applications.

Satellite delivers fast, efficient communications between companies, customers, partners, and field employees. In addition, opportunities for business growth are enhanced by the ability to extend connectivity into previously unreachable areas. Protection from lost revenue is ensured as satellite acts as the ultimate backup system when a terrestrial network goes down. Mobile or remote workforces realize greater efficiency due to high-quality voice, video, and broadband connectivity.

With satellite communication technology, companies have the ability to maximize the full potential of any network and minimize the costs.



Innovative satellite technology to address any network requirement

Satellite communications has undergone immense changes in recent years, morphing from its traditional role into a packet-based, two-way IP system, designed to integrate seamlessly with terrestrial networks. iDirect created the world's first IP satellite router and has delivered non-stop innovation over the past 15 years, including many other industry firsts.

iDirect's IP-based satellite platform is the most advanced in the industry, and one of the most efficient and flexible systems on the market. With iDirect, organizations can extend satellite communication services to multiple offices and gain access to carrier-class applications—even in remote locations.



Companies should look to a provider that offers an integrated approach to satellite IP networking that can support a range of solutions no matter how varied or complex. iDirect, based on the Intelligent Platform™, is a leading supplier of satellite products that supports multiple topologies and a variety of application requirements. By choosing a service provider with a flexible, efficient platform, companies can get access to high quality, guaranteed service levels, fixed and mobile services, and varying service level plans depending on bandwidth and application requirements. Requirements might include extending private networks to remote offices, integrating mobile connectivity into existing networks, providing rural telephony and Internet broadband, and maintaining communications when disaster strikes and networks fail.

The following case studies provide an inside look at how iDirect has helped companies address communication needs in diverse markets, around the globe.

Companies find success with satellite connectivity



Orange Business Services: Supporting strategic goals and daily communications

Headquartered in France, international marine services giant, Bourbon, supplies the world's most demanding oil and gas companies with a comprehensive range of new-generation, innovative and highly efficient vessels. In 2005, Bourbon faced a sizeable challenge: the company's monthly L-band connectivity fees had more than doubled due to increased communications activity aboard its vessels. With a major period of growth on the horizon, Bourbon needed to upgrade its communications infrastructure to a more reliable, scalable and cost-effective network.

To develop this network and expand its burgeoning business and retain its standing as an industry leader, Bourbon sought out a partner that could provide a reliable solution. It selected Orange Business Services, a maritime service provider with a stellar performance record. For Bourbon, Orange developed a high-speed Virtual Private Network (VPN) based on its global VSAT service, which is built on the iDirect satellite communications platform. The project began with Orange installing Ku-band antennas and iDirect two-way IP routers on 150 Bourbon vessels. It continued with a flat-fee, always-on VSAT broadband service.

Today, Bourbon is utilizing the VSAT network to improve several strategic aspects of its business. These include daily phone and email usage from ship-to-shore and ship-to-ship, upgrading operations by running real-time business applications onboard its vessels, and lowering costs connected to vessel management and maintenance by enabling remote access and support.

BT Communications: Improving network availability and transaction times

Visa International has a vast presence in the global economy. Owned by and comprised of 21,000 member banks, this ubiquitous service association has issued over one billion Visa cards worldwide on which transactions worth trillions of U.S. dollars take place every year in more than 150 countries. In 2003, Visa's Central and Eastern Europe, Middle East and Africa (CEMEA) business recognized that the legacy networks it depended on to process card transactions were unable to keep pace with business growth and desired response times. The company needed a new, more efficient and reliable network.

Visa was drawn to BT, a service provider with a universal reach capable of providing and supporting secure connectivity in some of the most underdeveloped parts of the world. BT's VSAT solution, which is based on the iDirect platform, was a two-way communications platform designed to optimize IP traffic delivery over satellite, and comprised both terrestrial and satellite technologies across 265 sites in 51 countries.

The new solution exceeded Visa's expectations. Member banks are enjoying 99.5 percent availability. Average transaction times have dropped by over half a second. Most importantly, the company is adding to its bottom line by paying less in network management costs.



Telespazio Argentina: A 48-hour fix to deliver reliable connectivity

In 2006, satellite provider Telespazio Argentina was contacted by Telecom Personal, one of Argentina's leading cellular provider, which was seeking to expand coverage to remote rural markets. SCPC links to backhaul traffic were being utilized; however, Telecom Personal wanted a more cost-effective solution. After analyzing the situation, Telespazio Argentina concluded that a shared bandwidth satellite platform would work best. A new satellite IP network was configured to allocate bandwidth across multiple

distributed locations. After six months, engineers determined that the test network was not conducive to what the company needed.

With an opportunity slipping away, Telespazio Argentina contacted iDirect, which delivered its own IP networking technology to their offices. Within 48 hours, Telespazio Argentina had its iDirect network running. Within 10 days, it had successfully tested the network in Telecom Personal's environment without experiencing any of the cellular provider's previous problems. And five days later, Telespazio Argentina implemented the iDirect solution.

Since that time, the cellular backhaul network has performed flawlessly in every category, from bandwidth efficiency and quality of service, to reliability and seamless integration with Telecom Personal's cellular network. It has also proved to be a boon to Telecom Personal's business. Thousands of new subscribers have been added, providing a steady revenue stream in what has been a saturated mobile service market.

Verizon Business: Helping an industry giant to reach new users

What makes Verizon Business's use of satellite technology so special is that it has found a way to meet heightened customer demand in places where terrestrial connectivity already exists. The innovative carrier is using satellite services to extend its Private IP (PIP) network, which assures business continuity, and delivers an efficient method for multimedia distribution and VoIP traffic. It also provides connectivity to cover almost any contingency.

Creating a seamless customer experience requires a tight integration between terrestrial and satellite systems. Verizon Business found that perfect blend with the iDirect platform. It enables them to provide service level agreements on its satellite network comparable to those it offers on its terrestrial MPLS network. In addition, the iDirect platform supports full VLAN separation, ensures two-way data encryption, and makes managing system features uncomplicated.

Verizon showcased its strategy in a PIP satellite network implementation for a major U.S. retailer. Within four months, more than 2,200 of the retailer's locations had connectivity. Verizon also merged backup bandwidth and MPEG-4 video content onto the same platform, creating twice as much video bandwidth capacity as a terrestrial T1 line. The retailer now has extra bandwidth for day-to-day mission-critical operations and a backup network as needed. A number of other Verizon customers have benefited from an integrated hybrid network, which affords them the ability to use the same bandwidth to stream multimedia for video, corporate TV, digital signage and other uses, such as PC software refresh.

CapRock Communications: Connecting critical operations from rig to shore

A leading satellite communications provider to the offshore energy industry, CapRock Communications needed to ensure seamless global connectivity to meet the communications challenges of its customers, whose rigs often sail thousands of miles from one remote location to another. Being able to provide higher availability, better bandwidth utilization, and consistent coverage was crucial to CapRock's success—and why they turned to iDirect's Evolution® platform. Currently rolled out in the Gulf of Mexico, the Evolution platform has enhanced the value of CapRock's services to its customers.



One such customer is Diamond Offshore Drilling, a leading drilling contractor with worldwide operations. In the past, Diamond Offshore's rigs would occasionally experience link degradation or even temporarily lose connectivity during heavy rains and other severe weather. After adopting CapRock's services over the iDirect platform, the rig owner is experiencing much more consistent service, as Evolution's Adaptive Coding and Modulation (ACM) technology automatically adjusts signal strength to guarantee maximum uptime.

In addition to the business benefits, CapRock is providing extra perks to Diamond Offshore's crews. Most of the crews on rigs today are tech-savvy and now can access the Internet to keep in touch with family and friends while away from home. Utilizing iDirect's Group Quality of Service (GQoS) technology, Diamond Offshore can set bandwidth priority to ensure that critical operational and core communications applications do not compete with recreational connectivity.

Get Connected with Satellite Services

The need for reliable, extendable broadband connectivity continues to be a high priority for organizations around the world. Satellite services are being used in a variety of markets—including Maritime, Cellular, Oil and Gas, Financial, and Enterprise—to deliver connectivity beyond traditional boundaries. This trend toward leveraging satellite offers organizations a flexible, affordable way to extend applications to any location.

The hallmark of iDirect is the Intelligent Platform™ that integrates advanced features and technology into iDirect's portfolio of universal hubs, routers and network management software to enable any IP application to run reliably and efficiently over satellite. This single platform, built with fully integrated IP routing technology, provides iDirect service providers with agility to meet precise business needs of their customers regardless of bandwidth requirements, application, satellite band or topology.

Visit www.idirect.net for detailed information on the compelling benefits of satellite communications technology.



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