

SingTel Global Offices Move Forward with **TOPS AA**

LAN-like connections for
worldwide remote users



SingTel Traffic Optimisation and Profiling Services Application Accelerator enhances business productivity across SingTel's Global Offices

› SingTel Global Offices: Extending SingTel's global business reach

SingTel is Asia's leading telecommunications company. Based in Singapore, SingTel has a highly developed international network, with direct connections from Singapore to more than 100 countries worldwide. Currently, SingTel has 36 offices in 19 countries throughout Asia Pacific, Europe and US. These international offices – termed SingTel Global Offices (SGO) – extend SingTel's global reach by providing high quality information and communications technology (ICT) services to its customers across all regions.

› The business challenge

As worldwide operations grew, users in the overseas offices experienced slow application and download times, handicapping their business and productivity. The two main factors which contributed to the problems were quickly identified.

Firstly, users from the SGOs travel around constantly to meet clients, close business deals and provide consulting services. While on the move, they use their mobile devices (such as laptops) to access emails and sales information. However, this also meant unstable internet connections in certain areas.

Secondly, the SGOs rely on the corporate servers in Singapore for business applications and services. Unfortunately, the distance between these global offices and Singapore, coupled with common 'chatty' protocols like Common Internet File System and Hypertext Transfer Protocol, gave rise to slow application performance.

› SingTel TOPS AA Mobile: "LAN-like" connections for global remote users

To improve the situation, SingTel decided to implement the Traffic Optimisation and Profiling Service Application Accelerator (TOPS AA) Mobile solution. TOPS AA Mobile



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is based on Steelhead technology by Riverbed, SingTel's technology partner, and was designed to accelerate application speeds and services on mobile devices.

Deployment was quick and simple. All SGO users had to do was to download the Tops AA Mobile software client, which connects the devices back to SingTel's Steelhead device in Singapore.

➤ Enhanced productivity and collaboration

With TOPS AA Mobile, the Global Offices have dramatically improved the application response times. "I can now access my Microsoft Outlook emails as if I were connected locally. The TOPS AA Mobile solution



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has allowed me to work faster and get more things done in less time," said Martin Morlock, Solution Manager, SingTel Europe.

With faster applications, SGO users can now collaborate more effectively with staff, partners and customers. "With TOPS AA Mobile, I can access my client's information instantaneously during a discussion. This has enabled deeper engagements with our clientele and more meaningful meetings," said Martin.

➤ About SingTel

SingTel is Asia's leading communications group with operations and investments around the world. With significant operations in Singapore and Australia (through wholly-owned subsidiary SingTel Optus), the Group provides a comprehensive portfolio of services that include voice and data services over fixed, wireless and Internet platforms for both the corporate and consumer markets. SingTel's network includes 36 offices in 19 countries and territories throughout Asia Pacific, Europe and the United States. For more information, please go to www.singtel.com and www.optus.com.au.

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