



SWIRE PACIFIC OFFSHORE & SINGTEL

Empowering global networks with accelerated operational speed

SingTel's Traffic Optimisation and Profiling Service Application Accelerator (TOPS AA) empowers Swire Pacific Offshore's network with stellar data throughput and high availability of trading applications, propelling it to greater heights of operational power and cost-efficiency.

› Providing Top-Line Support for Worldwide Offshore Operation

Established in 1975, Swire Pacific Offshore is a leading brand name in the offshore marine industry, supporting offshore oil and gas operations. With over 69 offshore support vessels currently under its wing, and 19 new vessels underway, Swire Pacific Offshore's modern fleet supports a gamut of operations, including drilling, production, subsea construction, floating production, storage and offloading operations. Swire Pacific Offshore is currently headquartered in Singapore, with regional branches located in locations such as New Zealand, Australia, Dubai, West Africa and Scotland.

› The Business Challenge

As the enterprise grew, Swire Pacific Offshore saw the need to expand the current capabilities of its global network infrastructure to maintain service excellence to its partners, customers and internal stakeholders. Slowdowns and disruptions in Swire Pacific Offshore's application performance were putting their mission-critical assets at risk – such as financial information and incident response times.

“As our company grew, more employees were accessing information on servers across geographies, causing congestion on the network. We experienced slower response times from several applications, including

Executive Summary

› Customer Name

Swire Pacific Offshore

› Industry

Offshore marine industry

› Business Challenge

- Rising expenditure to maintain server-to-server communications between main offices situated in Singapore, Dubai and Douala
- Cater to increasing data traffic without purchasing additional bandwidth.
- Improve the availability and performance of critical enterprise applications

› SingTel Solution

- Installation of Traffic Optimisation and Profiling Service Application Accelerator (TOPS AA) in Singapore, Dubai and Douala offices
- A one-stop-solution experience including end-to-end support across the entire network

› Business Value

- Up to 90% reduction in data traffic throughout the enterprise network
- Faster and reliable performance of business applications leading to improved productivity
- Cost-effective communications with SingTel's fully managed WAN optimisation solution

email, financial management applications and file sharing over the WAN [Wide Area Network] as compared to LAN. Singapore, being the main headquarters, receives and handles thousands of financial transactions per week. But due to these slowdowns, our business productivity was suffering," said Joshua Loh, IT and Systems Manager.

Bandwidth usage was also climbing due to the growing use of Web 2.0 tools, resulting in network congestion. Staff were increasingly frustrated when they were unable to access critical business applications.

Swire Pacific Offshore was also looking for a cost-effective solution for its existing communications and network infrastructure. "Swire Pacific Offshore is transforming its data transfer networks to a less cost-prohibitive set-up. A leaner, more integrated IT system fully supported by a single vendor could handle larger network workloads on fewer servers, eliminate redundancy and help avoid financial wastage," highlighted Loh.

› TOPS AA: SingTel's Answer to WAN and Application Excellence

To resolve network congestion issues and improve application performance, Swire Pacific Offshore installed Traffic Optimisation and Profiling Service Application Accelerator (TOPS AA). The SingTel TOPS AA solution optimises bandwidth and accelerates the delivery of data over WAN, improving the performance and speed of corporate applications such as e-mail, data back-up, web browsing, document sharing and management applications.

"Simply buying more bandwidth was not going to solve the problem. What we needed was a cost-effective WAN optimisation solution from a provider that could also handle our end-to-end communications - from system integration, to professional consultation, right up to after-service support," Loh explained. "We were pleased to discover all these features in SingTel's TOPS AA solution, which possessed an impressive record for WAN acceleration and excellence in end-to-end support. The integrated nature of the solution helps us circumvent interoperability issues as well as the trouble of liaising with other partner vendors," he continued.



“Increasing our bandwidth alone was not going to solve the problem and scaling to the next level of bandwidth was going to be cost-prohibitive. The ideal service provider would not only offer WAN optimisation solutions but also provide an end to end solution ranging from system integration, to professional consultation right up to after-service support.”

Joshua Loh, IT & Systems Manager, Swire Pacific Offshore

The Douala, Dubai and Singapore sites were the first to deploy the TOPS AA solution. “The installation for Singapore and Dubai were seamless but we experienced some complications working with the local officials and providers for the Douala site. Africa’s communications network is relatively less mature compared to the other two sites, but with the ceaseless effort and support from SingTel, we were able to overcome the implementation barriers,” said Loh.

› LAN-like acceleration in a WAN environment

Almost immediately after deployment, Swire Pacific Offshore saw a 90 percent reduction in data traffic. The TOPS AA network appliances at the Dubai branch increased available network capacity by more than 13 times in the first hour itself after installation. Staff all over the world can now access management applications faster and retrieve information on project billings and vital customer information – leading to increased productivity. TOPS AA not only improved the visibility of the network, but also the applications running on it. The application boost has also expanded Swire Pacific Offshore’s capability to accommodate the use of Web 2.0 applications to promote business information and collaboration.

Users of Swire Pacific Offshore’s WAN are now benefiting from LAN-like data transfer speeds, thanks to TOPS AA. The augmented system is now more than capable of handling the current network traffic, garnering wide acclaim from the large base of Swire Pacific Offshore staff. TOPS AA has given Swire Pacific Offshore the ability to improve WAN throughput by maximising its bandwidth usage, prioritise its data traffic and facilitate bandwidth

allocation for important applications. The combined function of these features has also resulted in optimal cost-efficiency, freeing up more network resources for the support of upcoming applications.

› Cost savings with SingTel’s comprehensive, end-to-end support

SingTel’s end-to-end service has also greatly helped Swire Pacific Offshore increase their cost-savings. With comprehensive coverage ranging from professional consultation to after-service support, SingTel has eliminated the time and resources required for enlisting the services of different vendors.

“We have a one-stop solution at SingTel. SingTel is able to fully manage both WAN and application performance with 24x7 maintenance and help-desk support. While we have TOPS AA installed in our three sites, we do not need to liaise with equipment vendors at all. We simply talk



to SingTel. This saves us resources and time, especially in the case of Douala. SingTel is able to liaise with local officials and ensure that we have optimum network capability at all times,” said Loh.

TOPS AA also provides comprehensive online reporting and policy management. This means that Swire Pacific Offshore IT staff are able to track and monitor the network performance including availability, utilisation and application performance via an online portal. IT staff are able to identify and immediately remediate disruptive knots in data flow, ensuring operational continuity.

› Future Plans

Pleased with the stability of the network and the ease of working with SingTel technicians, the offshore marine company is looking for ways to leverage on the capacities of the SingTel solution. They are considering implementing video-conferencing and smarter security applications, introducing new media interactivity and cost-savings to the enterprise sites all around the world.

“Given SingTel’s unwavering commitment and top-notch service so far, we are looking forward to continuing partnering them for all our network needs,” said Loh.

› 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 37 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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