

Case Study

Tier 1 European satellite service provider meets distributors' needs with UDcast's UDgateway

Major Satellite Operator

- > Leading European Satellite Operator
- > Enabling distributors to provide high performance solutions
- > Ensuring end customer satisfaction

COMPANY PROFILE

One of the world's leading satellite operators with a large number of activities from direct-to-home broadcasting to corporate network solutions, and a portfolio of IP applications, including broadband products and services. Providing two-way satellite solutions through a large distribution network covering Europe, Middle East and Africa.

BUSINESS AND SERVICE ISSUES

This leading Tier 1 satellite service provider has an extensive distribution network for its DVB-RCS two-way satellite offer. These distributors are at the forefront in bringing value added quality services, based on the service provider's capacity, to their end customers. Because of satellite's inherent characteristics impacting performances, many end customers found that the proposed services did not match their expectations. For many distributors there was a need to improve performances and offer a differentiated added value service.

THE SOLUTION

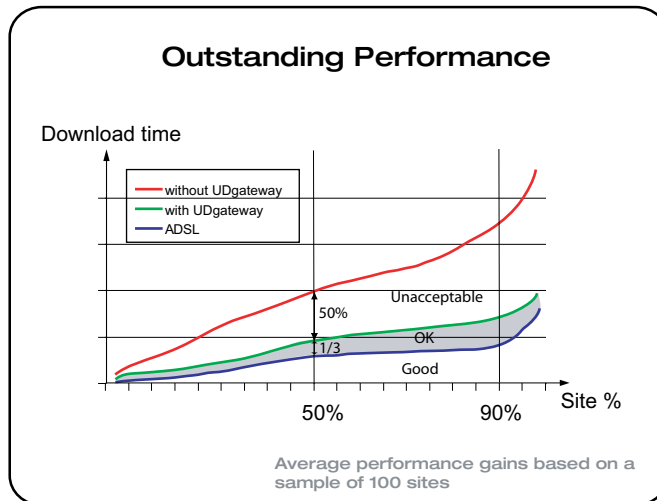
The satellite service provider's distributors were seeking to offer services with largely improved performances. Of particular concern was web surfing which was deemed sluggish by many customers. In addition with many SMEs also seeking help with their local area networks many distributors were interesting in bringing added value through the delivery of essential IP functionality.

The decision taken by the satellite service provider was to look for an integrated solution enhancing performances, but also providing IP functionality, which could easily be added to an existing satellite connection. The service provider was especially keen to recommend a solution that could be fully managed by its distributors and would give them full independence in the delivery of a premium service. UDcast's UDgateway, with both performance enhancement and essential IP functionality in one appliance, fully met these needs. After testing and validating the UDgateway in a variety of environments, the UDgateway was recommended to distributors throughout Europe as a way of enabling them to develop and manage a premium offer.

WHY UDCAST?

The satellite service provider identified the following reasons for choosing the UDgateway.

- > Enhanced performances
- > Ensured service differentiation
- > Easily managed and installed by distributors
- > Easily integrated with standard satellite connection
- > Integrated appliance with both performance enhancement and key IP functionality



BENEFITS OF CHOOSING UDCAST

By choosing the UDgateway and recommending it to its distributors the service provider has enabled them to build quality premium services. Up to 10 distributors are now differentiating themselves with UDcast enabled premium services. These distributors are providing a range of solutions capable of meeting enterprise needs from SMEs through to major projects for large corporations or regional governments. The impact for the service provider has been the satisfaction of their distributors as well as increased capacity sales.

CLIENT QUOTE

"The UDgateway has enabled our distributors to develop a whole range of services capable of meeting market needs, as well bring added value through the host of integrated IP functionalities".