



Solution Sheet

IPSTAR Enterprise Network Backhaul

Uninterrupted Backup for Business-Critical Applications

Enterprise network backhaul solution via IPSTAR offers a reliable broadband network for a variety of high bandwidth applications, such as broadband Internet, Voice over Internet Protocol (VoIP) and video conferencing – all in a single IPSTAR network.

Consumers expect a very quick stop every time they make purchases from any store. Most of the time, they swipe a credit card and expect to have their payment validated in a matter of minutes. And before customers move on, transaction information from the store has finished updating both database systems at the back office and corporate headquarter.

Small and Medium Enterprises (SME) and business companies face these challenges in today's highly competitive and fast-changing business environment to enhance the services offered to their customers, as well as the efficiency of their staff and back office operations. However, using wired technologies such as dial-up and frame relay to connect to

the corporate headquarter and payment processors are oftentimes slow and unreliable. In addition, with limited bandwidth, these technologies cannot support the connectivity and cost requirements needed for other crucial business applications – such as Wi-Fi, Supervisory Control and Data Acquisition (SCADA), and broadband Internet.

Enterprise Network with IPSTAR Backhaul

IPSTAR is designed to empower enterprises with a high speed broadband network infrastructure that securely connects businesses, employees and shoppers. IPSTAR provides highly reliable communication links with guaranteed Quality of Service (QoS), regardless of the number of business applications connected on a single network. In addition, satellite broadband does not utilize the same last mile loop facilities used in terrestrial broadband networks, making business operations and continuity protected against natural or man-made disasters.

Benefits

High Speed

- Provides broadband connection with up to 5 Mbps download and 4 Mbps upload speeds* for business-critical applications

Cost-effective

- Low operation costs by delivering data, voice and video applications from a single IPSTAR network

Seamless Network Expansion

- Integrates new network facilities seamlessly via IPSTAR's wide network coverage and rapid provisioning

Nationwide Coverage and Quality of Service (QoS)

- Reliable service nationwide, regardless of location and terrain barriers

Secure

- Utilizes spot beam technology and proprietary coding to guarantee high levels of network security with Cisco IPSec

Business Applications via IPSTAR

With IPSTAR, businesses can enable not only the processing of credit and debit card payments online, but also other vital back office functions – such as emails, inventory management and stocks monitoring. In addition to these store-enhancing benefits, IPSTAR can offer Wi-Fi service for Internet users – providing a more pleasant buying experience for customers, and ultimately, retaining their loyalty.

IPSTAR can enable:

Faster Point of Sale (PoS)

- Significantly reduce credit and debit card transaction times with purchases authorized in 1 to 2 seconds, down from the 20-second processing time that it normally takes with dial-up

High Speed Wi-Fi

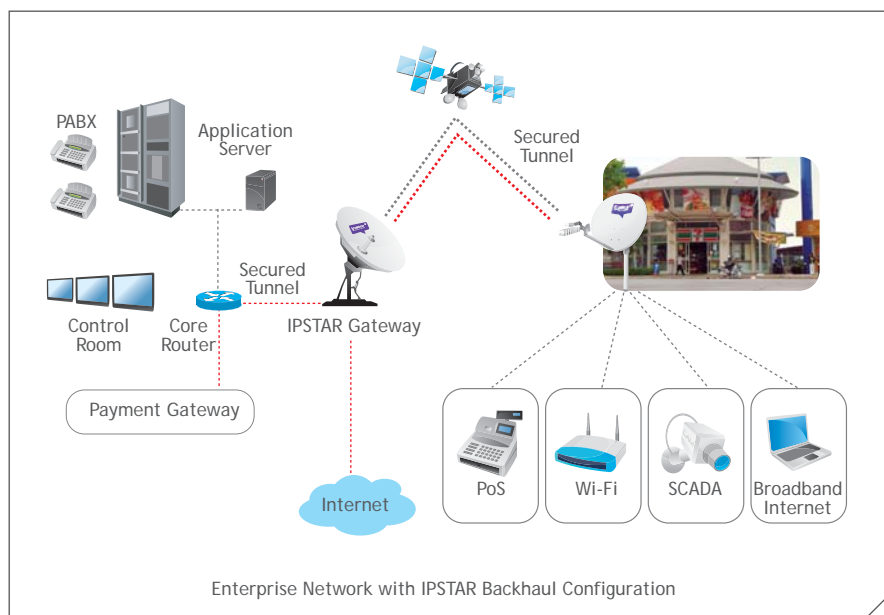
- Enable businesses to provide customers with high speed Wi-Fi service, while at the same time, keeping them stay longer – enabling stores to offer new sources of revenue through the promotion of activities, sundries, food, and other goods and services available

Real-Time SCADA

- Monitor store supplies by using real-time SCADA networks, allowing businesses to deliver timely replenishment

Reliable Back Office Services

- Remotely retrieve transaction data from each business location, making daily sales and inventory polling easier



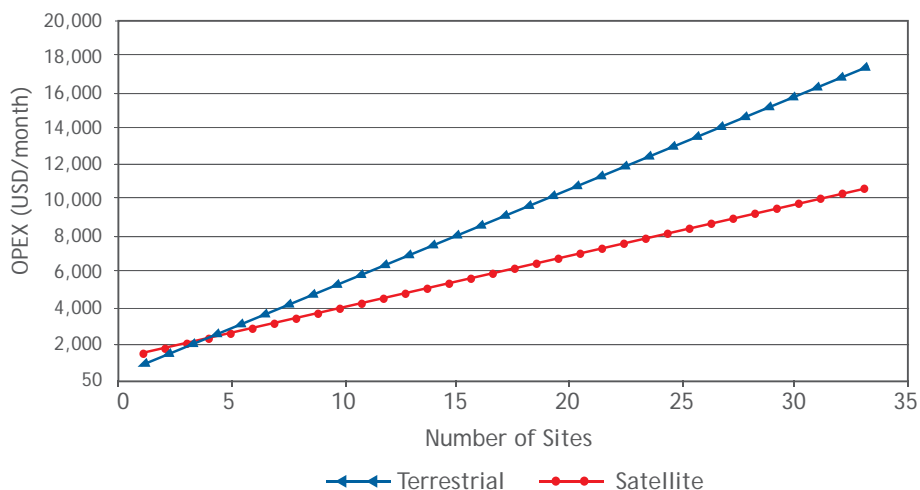
Cost-effectiveness of IPSTAR

Using IPSTAR as backhaul is significantly cost-effective for businesses that have multiple outlets – like gas and oil companies, and convenience stores.

The operational expense in delivering IP-based applications is significantly reduced by using the IPSTAR system, allowing companies to provide customers with more value-added services and

to deploy more applications easily – especially in isolated, rural areas with low business density.

As an example, for a business organization with 30 branches, the company will need USD 16,000 per month to connect all sites to broadband, while utilizing IPSTAR will only cost USD 10,000 monthly.



About IPSTAR

THAICOM-4 (IPSTAR) is the world's largest and most advanced commercial satellite serving up to 10 million users in Asia-Pacific. The breadth of the satellite's geographical reach in the region – covering an area inhabited by 4 billion people or roughly 60 percent of the world's population – positions IPSTAR as the preferred gateway in 14 countries across Asia-Pacific. IPSTAR has achieved a critical milestone in its pursuit to bridge the digital divide in the region. With a combined 100,000 subscribers in Australia and New Zealand alone and still growing, IPSTAR has become the single largest VSAT network operator in both countries. Across the region, IPSTAR has sold nearly a quarter of a million user terminals.

For more information, visit www.ipstar.com.

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