



Moroccan bank Attijariwafa bank invests in security and reliability with Reliance Globalcom

Leading African bank develops global data network to support international growth

Paris, June 9, 2010 – [Reliance Globalcom](#) a leading global provider of managed network and application delivery services for multinational enterprises, carriers and service providers, has signed a 5 year contract with [Attijariwafa](#) bank group for the implementation and management of its WAN in Europe, Middle East, and the inter-connection with the corporate headquarters in Casablanca. The Ethernet, IP enabled solution, and will utilise managed VoIP applications to maximise business efficiency, across 60 sites in France, Germany, UK, Italy, Spain, Belgium and Netherlands, in addition to Morocco, UAE and Saudi Arabia.

Attijariwafa bank's growth strategy assisted by multi-carrier, consultative approach

With more than 850 branches in Morocco and offices in Europe, Maghreb, Africa and Middle-East, the Attijariwafa bank group was looking to expand its European presence while further enhancing its reputation as one of the most reliable and flexible banks in the region. In line with this approach Attijariwafa bank required a comprehensive review of their entire international network, to provide the flexibility to rapidly expand into new locations, with the reliability of a strong service commitment to match the industry leading standards they provide to their customers. Attijariwafa bank required the security and centralised fault management of a single supplier agreement, with the flexibility to scale their operations rapidly while utilising the best-of-breed technologies and providers available in each strategic geography.

Reliance Globalcom's Hybrid VNO approach enabled Attijariwafa bank to complete an informed and objective review of all the local service options in each market and select the most appropriate partners based on the individual service reliability, performance and application delivery requirements of the individual sites. Through the 700 Reliance Globalcom assured provider partners globally, Attijariwafa bank were able to retain any existing service relationships they wished to keep, while benefiting from being able to extend their networks into new markets with new partners that were seamlessly integrated and operated within the same consistent SLA.

Ethernet enabled Active-Back up solutions ensures reliability of key business applications

The global MPLS and Ethernet WAN solution includes a fully redundant back-up capability, to prioritise critical applications and re-route non-essential traffic. This maximises network performance while ensuring the reliability of business-critical services. Connectivity between the remote sites and central data centre is delivered via Ethernet with back-up circuits supplied by a different carrier to guarantee maximum redundancy and security. The routing equipment, installed across the international network locations, directly integrates IP telephony features specifically to the individual users' needs, enabling a flexible and seamless replacement of the existing voice system. This legacy system's performance was no longer meeting the group's requirements for more globally integrated and cooperative working practices, and by replacing the old voice network substantial workforce efficiencies were realised.. A fully secured Internet access service (firewall, anti-virus, anti-spam, URL filtering and IDP) through two redundant high bandwidth access points complete the solution.

"We found the Reliance Globalcom differential in terms of service assurance and agility absolutely the most appropriate for our growth development strategy. Only a Hybrid VNO which enabled us utilise multiple carriers through a single, centrally managed solution provided the reliable flexibility we required", explains Mohamed ZOUHRI, Head of Telecom Department. "With all the carrier billing, management that takes the end to end responsibility whatever the underlying infrastructure, managed by Reliance Globalcom, we can focus on IT banking services for our end users."

"I am really pleased to have such a renowned company in the banking sector amongst our clients," explains Eric Havette, General Manager Reliance Globalcom, Southern Europe. "We have proved our



capability to bring highly reliable and secure solutions which meet the needs of companies with some of the most demanding and critical service requirements in the business.”

About Reliance Globalcom

Reliance Globalcom, a division of Reliance Communications, spearheads the Global Telecom operations of India's largest Integrated Telecom Service Provider. Reliance Globalcom brings together the synergies of Reliance Communications' Global Business encompassing Enterprise Services, Capacity Sales, Managed Services and a highly successful bouquet of Retail products and services comprising of Global Voice, Internet Solutions and Value Added Services. The company serves over 2,100 enterprises, 200 carriers and 2.5 million retail customers in 163 countries across 6 continents.

Reliance Globalcom owns the world's largest private undersea cable system spanning 65,000 Kilometers seamlessly integrated with Reliance Communications' domestic optic fiber running over 190,000 Kilometers, providing a robust Global Service Delivery Platform connecting 40 key business markets in India, USA, Europe, the Middle East, and the Asia Pacific region. With its recent acquisition of eWave World (now Reliance WiMAX World), a pioneer in the global WiMAX space, Reliance Globalcom has the capability to launch 4G services in over 50 countries. It has also acquired the Vanco Group (now Reliance Vanco Group), enabling the company to provide managed services to over 230 countries and territories across the globe. For further information, please visit

www.relianceglobalcom.com

About Reliance Communications

Reliance Communications Limited founded by the late Shri Dhirubhai H Ambani (1932-2002) is the flagship company of the Reliance Anil Dhirubhai Ambani Group. The Reliance Anil Dhirubhai Ambani Group currently has a net worth in excess of Rs. 64,000 crore (US\$ 13.6 billion), cash flows of Rs. 13,000 crore (US\$ 2.8 billion), net profit of Rs. 8,400 crore (US\$ 1.8 billion).

Reliance Communications is India's foremost and truly integrated telecommunications service provider. The Company, with a customer base of 100 million including over 2.5 million individual overseas retail customers, ranks among the Top 5 Telecom companies in the world by number of customers in a single country. Reliance Communications corporate clientele includes 2,100 Indian and multinational corporations, and over 800 global, regional and domestic carriers.

Reliance Communications has established a pan-India, next generation, integrated (wireless and wireline), convergent (voice, data and video) digital network that is capable of supporting best-of-class services spanning the entire communications value chain, covering over 24,000 towns and 600,000 villages. Reliance Communications owns and operates the world's largest next generation IP enabled connectivity infrastructure, comprising over 190,000 kilometers of fibre optic cable systems in India, USA, Europe, Middle East and the Asia Pacific region.

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