



Reliance Globalcom's Hybrid VNO heritage delivers customer growth

Global Enterprise requirements for emerging market connectivity answered through multi-carrier approach

LONDON – 4 March 2010 – With an increasing requirement in the multi-national Enterprise community for collaborative, business critical application sharing capabilities, [Reliance Globalcom](#) has delivered a focused expansion of secure, high-bandwidth connectivity solutions into emerging markets. With processes specifically designed to manage the kind of multi-carrier networks critical for truly global business scalability, Reliance Globalcom has seen significant company growth in the form of new business, service expansion orders and major contract extensions, with companies including [SGS](#), [Richco](#) and [United Biscuits](#).

“As increasing business growth opportunities are being recognized in the emerging economies of the world, as well as India and China, our customers and competitors understand the value of multi-supplier networks, procured with unmatched expertise in every local market,” said Punit Garg, president and CEO, Reliance Globalcom. “We have more than 20 years of experience in this specific service provision, and backed by expansions to our global Ethernet VPLS, IP MPLS and IP VPN network offerings, we have witnessed a significant increase in our customer base and profitability in 2010.”

No single provider can adequately secure high-bandwidth connectivity between all emerging and established international markets. While partnering with local providers to extend service offerings to match global Enterprise requirements has been a tactic aggressively pursued by many international carriers recently, Reliance Globalcom's Hybrid VNO approach has been founded on this reality since 1988 by utilizing processes and systems specifically designed to support the management of these multivendor global networks. Some specific examples of this core competency, process differentiators include:

- Management of third party circuits, with more than 700 service provider partners globally
- Incentivized, year-on-year network optimization for multi-carrier solutions
- Globally consistent SLAs, regardless of underlying carrier
- Business focused on managed services, not owned bandwidth optimization
- Extensive, transparent and fully integrated network-agnostic reporting portals and tools

Reliance Globalcom's established heritage in this complex network design approach has significantly contributed to positive mid-year financial results and strong growth in global managed network contract wins.

Reliance Globalcom reported the following on 30 September 2009:

- Reliance Globalcom business revenue grew by 20% on a quarter-on-quarter basis; EBITDA has grown by 16% and EBIT by 30% on quarter-on-quarter basis.

Strong New Business Momentum through Trusted Consultation and Network Agility:

Reliance Globalcom's customer base has expanded significantly, with several new multi-million dollar contracts signed. These wins are based on the completion of a detailed network capability and requirement consultation and the provision of high-bandwidth, scalable solutions matched to meet the customers' evolving business needs. **The Qatar Foundation** educational institute as well as a number of other global organizations are now benefiting from these advantages:

- **Süd-Chemie:** The listed, specialty chemicals manufacturer headquartered in Munich signed a multi-million dollar, five year contract with Reliance Globalcom, to consolidate more than 100

different local IP VPN and MPLS solution providers' billing, fault identification and contract management services into a single, transparent point of management. This includes Managed Internet Access and Remote Access Services to connect 74 office and manufacturing sites across 20 countries worldwide. [More details...](#)

- **Richco:** The global manufacturer of plastic fasteners and engineered component solutions required real-time access to critical data, enhanced visibility to remote systems and improved collaboration between their global offices and manufacturing facilities located in the U.K., the U.S. and China. Reliance Globalcom designed a fully-managed, fully-meshed [Enterprise Global Ethernet](#) solution. [More details](#)

Continued Organic Growth through Existing Customer Renewals and Service Expansions:

Contract renewals with existing customers were also strong, with major Enterprise customers looking to further increase their efficiency and reduce the total cost of ownership of their networks. Major contract extensions with Reliance Globalcom for managed network services were made by **Bavaria**, a leading global brewing company; **CFS**, a leading food processing and packaging operator; and by **Molex**, a leading one-source supplier of interconnect products. Additional companies include:

- **Amplifon:** The world leader in the distribution of hearing systems now has approximately 1,500 sites across Europe connected via a Hybrid MPLS and IP Sec network. The solution has increased flexibility and significantly reduced costs.
- **SGS:** The world's leading inspection, verification, testing and certification company, re-signed a five year agreement with Reliance Globalcom for a fully redundant Hybrid network using Ethernet Layer 2, MPLS, VPLS and IPSec technologies to connect 745 sites in 102 countries across six continents. [More details...](#)
- **United Biscuits:** The leading European manufacturer of biscuits and snacks, completed a three-year contract extension worth over £1.3 million. Reliance Globalcom delivered up to three times the existing primary bandwidth and enhanced resilience via Ethernet, while increasing connectivity by up to 400 percent at remote sites via an improved MPLS network design utilizing multiple carriers. [More details...](#)
- **Stena Line:** The international transport and travel service company, signed a new two-year deal, worth over USD \$3.5 million resulting in Reliance Globalcom delivering an integrated MPLS and Ethernet Hybrid network with the capability to transmit the high-bandwidth CCTV footage. It can also be easily scaled to support video-conferencing, voice-over-IP (VoIP). [More details...](#)
- **Amer Sports:** The Finnish sports equipment manufacturer, which owns Wilson, Atomic, and Suunto brands, signed a 4-year multi-million deal connecting over 70 sites across 26 countries, including France, Romania, Mexico, China and the U.S. [More Details...](#)

Supporting Quotes:

Dr. Walter Grüner, CIO, Süd-Chemie

"We have seen our global network costs reduced by 20 percent, as Reliance Globalcom's flexible, Hybrid VNO sourcing means we no longer have to negotiate and manage contracts with the multiple, in-country carrier and service providers and can concentrate on our key business deliverables."

David T. Bryan, Director of Global Information Technology, Richco, Inc.

"Reliance Globalcom made our transition from an IP VPN to a VPLS network painless and we're seeing significant improvement in the efficiency of communications with our operations in Xiamen, China."

Stefan Schnydrig, CIO, SGS

"Reliance Globalcom manages more than 1,000 circuits from more than 100 different local, regional and global carriers within our network. As a single point of contact for any network related issues, Reliance Globalcom provides the flexibility to scale our operations rapidly, and ensures we are cost competitive in every market."

Clifford Burroughs, Group IS Director, United Biscuits

“Reliance Globalcom in effect completed a wholesale upgrade of our business critical wide area network providing the resilience, performance and flexibility to meet the ever greater demand for new networked enabled services for the Enterprise.”

Hans Björkberg, IT Director, Stena Line

“We knew that by installing the CCTV system and providing a fully secure, reliable and redundant network to transmit the footage, we would be able to reduce costs. The final solution surpassed our expectations and we have enjoyed considerable cost savings over the more staff-intensive alternatives!”

Alain Petit, Director IT Infrastructure, Amer Sports

“Reliance Globalcom has been a trusted partner of ours for many years, and have constantly proved their deep understanding of all of the global markets in which we operate. We receive reliable, responsive fault management and network consultation, and genuine transparency in reporting, which matches our high standards of delivery of our customers’ requirements.”

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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