

Reliance Globalcom mixes the carrier elements for a more efficient Süd-Chemie global network

Reliance Globalcom create a positive reaction with a fully managed data network for the specialty chemicals company in over 20 countries worldwide

Neu-Isenburg, GERMANY – 17. November 2009 – Reliance Globalcom, a leading global provider of managed network and communication services for multinational enterprises, carriers and consumers, signed a five year agreement with [Süd-Chemie](#). The contract sees Reliance Globalcom design, implement and manage a new global Wide-Area Network (WAN) for the German specialty chemicals manufacturer.

Süd-Chemie – the listed, Munich headquartered, innovative international producer – required an IP VPN and MPLS solution, including Managed Internet Access and Remote Access Services, connecting 74 office and manufacturing sites across 20 countries worldwide. These included challenging emerging market locations in Peru, Brazil, Mexico, Thailand and China as well as more established markets across Europe, US, South Africa, Australia and Singapore.

In September 2008 Süd-Chemie, approached Reliance Globalcom to investigate the cost and network management efficiencies that could be achieved by creating a globally outsourced network that would have the flexibility to provide best-of-breed in-country solutions, while also creating a consistent set of service level agreements (SLAs) and management processes. Reliance Globalcom completed a fully vendor-independent consultation of all the markets in which Süd-Chemie needed to operate, and presented a network design, which incorporated significant increases in bandwidth to most of the sites including the Munich headquarter and the hosting center, to enable increased redundancy and allow new high bandwidth IP applications to be shared internationally. In addition, Reliance Globalcom consolidated numerous local service providers in each market, under one single point of global management, maintaining the local service flexibility and cost advantages, but reducing network management expectations on local IT teams.

“Operating in the diverse international markets that we do, network availability and the highest service standards in each country are critical for us to maintain our credibility and service with our local customers and partners,” said Dr. Walter Grüner, CIO, Süd-Chemie. “It took us only 6 months from agreement to roll-out completion. Since then we have seen our global network costs reduced by 20%, 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. Having Reliance Globalcom as a single point of contact for all WAN services has really proved to be a huge benefit for us.”

Süd-Chemie realised significant business advantages by separating, standardizing and out- and re-sourcing the network management. Reliance Globalcom were in a unique position to provide an informed, consultative approach to network management through established relationships with over 700 carriers and service providers globally, which has meant Süd-Chemie benefited from a seamless integration of the new services into existing processes.

“We are very pleased that Süd-Chemie has been able to realise the real business value of our global network design expertise and local carrier relationships,” commented Jürgen Keller, Managing Director, Central Europe, Reliance Globalcom. “We have over 20 years of experience in designing multi-carrier, global networks, and the processes and expertise that this brings to our customers today cannot be found anywhere else in the market.”

About Süd-Chemie

Süd-Chemie is a highly-innovative, listed, specialty chemicals company headquartered in Munich. With its two divisions of Adsorbents and Catalysts, the Süd-Chemie Group, which has around 6,500 employees, generates total sales of almost 1.2 billion euros. Süd-Chemie holds an extremely strong position on global markets, almost 80 percent of Group sales being realised with customers outside Germany. It systematically builds upon the potential offered by fast-growing regions, notably in Southeast Asia and the Middle East. For further information, please visit www.sud-chemie.com

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 2.2 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 over 90 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 wire line), 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 fiber optic cable systems in India, USA, Europe, Middle East and the Asia Pacific region.