

AscenLink® Helps Airline Company with e-Business Transition and Expand Online Services

● Company Background

The company is a famous Taiwanese airline, which has expanded its business by offering services such as flight tracking, chartered flights, aviation photography, and more. Currently, it is focusing on domestic and international flights, and hopes to become a force in the international airline industry.

A message from the IT department

In the world of Internet and Intranet, a tiny error can jeopardize the entire corporation, especially in the airline industry. Our industry is basically a service industry, which makes it more imperative that the network is managed properly and efficiently. And AscenLink is the intelligent network provider that will allow easy network management for our MIS department.

● Challenges

Challenge 1

The head of the IT department joined the company 3 years ago, and has been a member in the company's transition to e-business. Like many other companies, they experienced many problems during this period, such as: training employees to use the newer system, and dealing with poor network hardware, which lead to management difficulties and inefficient services. Therefore, the challenge is to upgrade and integrate the existing network system, and increase the overall effectiveness of the airline's operations.

Challenge 2

In the initial e-business transition period, the IT department had to make sure important internal documents were electronic-ready, upgrade the mail server, and maintain stable connections with travel agencies. Due to the high cost of ISDN at the time and the lack of ADSL, IT workers had work hard to maintain the quality of the internal and external operations with multiple 9.6k dial up connections. As a result, the frequent disconnections or inability to connect to the network kept intense pressure on the IT team to keep the system operating smoothly.



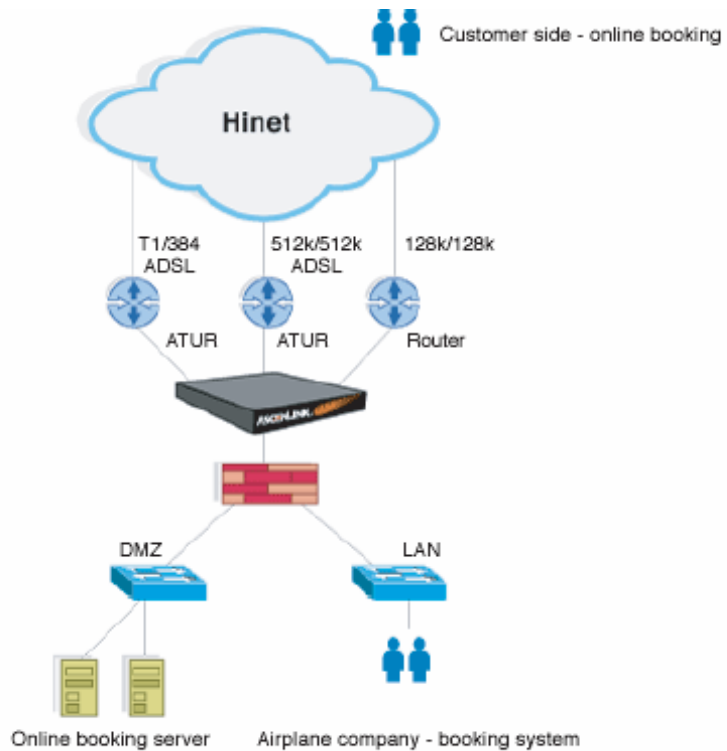
● **Solution**

Why AscenLink® ?

To solve the above problems, the company's IT department began researching related products. They found the international brands to be too expensive, except for AscenLink. After completing the test on AscenLink, they were impressed with its reliability and competitive price, and quickly approved its use in the network.

In reality, the company was actually uncertain of AscenLink's abilities in the beginning because of its price was much lower than other international known products. The manager was doubtful that such a product would not be able to match the functions and reliability of foreign brands. However, this only shows that AscenLink is an excellent product because after the company began using AscenLink, there have been no complaints about network disconnections, and the employees all agree that the network speed has improved.

Due to the industry's competitiveness, the company feels that it is necessary to ensure the stability of the network so that their clients receive quality services. After using AscenLink, the pressure and workload of the IT department has been decreased dramatically, proving that the purchase AscenLink was the correct choice.





- **Return on Investment**

- 1 Lower the Cost of Operation, Maximize the Performance:

For the service industry, providing the customer with the best service is the key to success. And from an IT perspective, backup support is (the most important) a concept that become more and more important, whether its manpower or hardware. It is obvious that manpower can be easily managed with different sets of policies?

However, when dealing with network problems, it is necessary to obtain products like AscenLink that has Multihoming feature, so that connections have failover support.

This feature can improve the internet services of airlines, especially with services such as online booking and flight information. Have a network that is multihomed and non-stop can improve the quality of such services and improve the overall sales figures. This makes airline company in high competitive advantage.

- 2 User-friendly Management Interface:

Most IT workers would agree that internet network is an unstable environment. This is because in the past, most networks used one feature to perform multiple functions. But the current trend is heading towards the direction of “one feature, one function”. AscenLink is a clear example of such trend as it offers multiple functions with one simple machine. It solves many management problems for companies and provides a secure and reliable network, which is ideal for companies that are concerned with the cost of operation.