



Fuhwa Trust Achieves Greater Efficiency in Services with AscenLink[®]

● Business Background

Founded in 1938, the company has been a strong force in the transport industry for over 63 years. Over the years, the Founded in 1997, Fuhwa Trust was one of the pioneers in bond investment services. Under the leadership of experienced management, along with a strong professional staff, Fuhwa Trust has achieved success in short time, with expert and ethical business practices. Fuhwa Trust emphasizes the importance of both product development and innovative services, by providing strategic and customized services to its clients. As a result, it has become a leading brokerage in the equity and bond markets.

● Business Challenges

As a leading Integrated Financial Services provider, Fuhwa Trust aims at receiving the maximum return with every investment. The same principle was applied when general manager, Mr. Lin, joined the company in 2002. Mr. Lin, a former manager of a large semi-conductor manufacturer, focused on the importance of network services in the financial field. He felt that most networks today aimed to offer safe, reliable and fast service. However, networks should be customized when dealing with financial service sectors to meet the different needs of every company. With Mr. Lin's rich manufacturing experience, he felt the need to integrate the current IT and network infrastructures in order to maximize efficiency and performance.

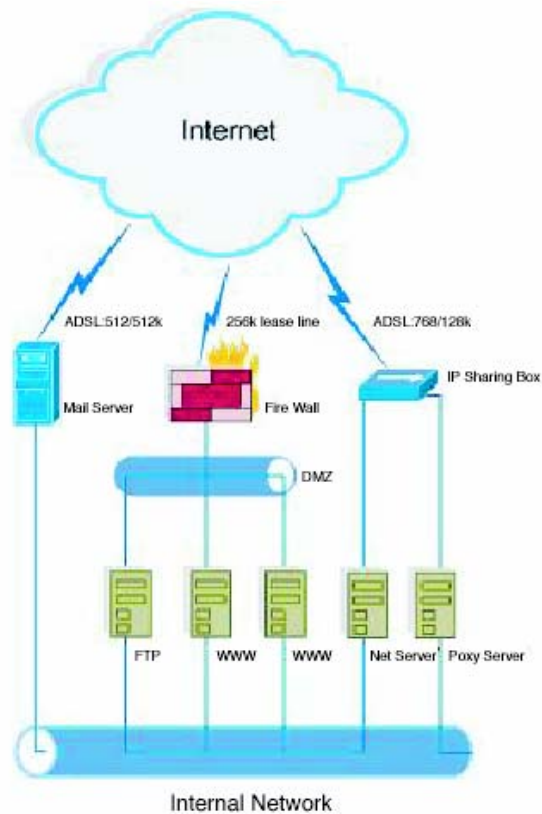
Analysis showed the company was too dependent on the network and the following problems needed to be solved:

Challenge 1

Failover Protection:

Fuhwa Trust's network had three ISP connections: one 256K ISDN and two ADSL. The ADSL lines are less reliable and often disconnect. When an ADSL fails, the other two lines cannot provide immediate backup support. The current solution is to have a MIS personnel manually redirect the data on the failed link over to the other healthy links. The lack of backup support puts a high risk on the company's everyday operations and result in losses such as higher operation cost and time.





Challenge 2

Unbalanced WAN Resource Sharing:

Even though there are three ISP connections in the company, the bandwidth does not seem enough because every line has its own usage purpose and the bandwidth is not maximized during busy and idle hours. For example, the connection used for mail server is often congested and the connection for employees' internet usage is usually unfilled. As a result, the bandwidth is not allocated efficiently to maximize the network's performance.

Challenge 3

Security Issues:

Under normal conditions, a WAN with three ISP connections needs to establish three separate firewalls to protect the network. However, the company only setup one firewall for the connection used for the company website and ebusiness operations due to the high cost. The other two lines only use simple Linux internal firewall. The overall network still has security loop holes, which has caught the attention of the management since the company suffered a virus attack early this year.

Challenge 4

Management Difficulties:

Fuhwa Trust has found it difficult to manage a WAN with three ISP connections. For example, bandwidth allocation, usage behaviour management and other network management issues are impossible to achieve. Also, the MIS personnel cannot detect a disconnection immediately, but usually needs to be notified when an employee



experiences the disconnection. As a result, the fail over measures are often performed at a later time, making it harder for the MIS department to manage the network.

● Solution

Why AscenLink®?

In order to solve the above problems, Fuhwa Trust's MIS department tested and compared many products over a two-month period. In the end, AscenLink was chosen because of its competitive price, reliable functions, and prompt customer services.

Benefit

1. Solves Failover Problem:

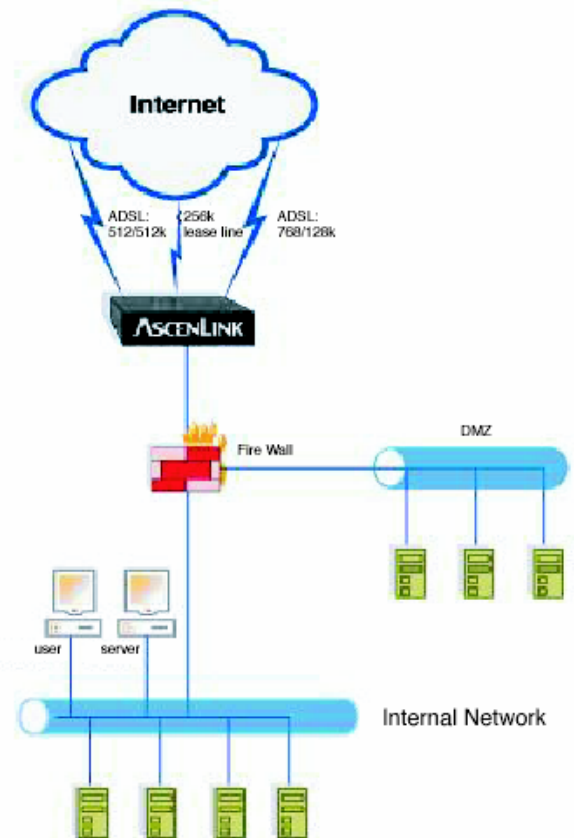
The former system required manual configurations by MIS in the event of a failed link to redirect the data. With AscenLink's Auto-Routing and Multihoming features, inbound and outbound loadbalance can be achieved and the network is guaranteed to never disconnect.

2. Efficient Bandwidth Management:

AscenLink has features to efficiently manage the network. For example, during busy hours, the inbound bandwidth can be set higher, and during afternoon hours, the bandwidth for employee usage can be increased accordingly. This will maximize the efficiency of the network and lower the operation cost.

3. Understand Network Behaviour:

Due to difficulties in network management and the lack of network analysis software, Fuhwa Trust often felt it was necessary to increase the ISDN from 256K to T1 because employees often complained about a slow network and lack of bandwidth available. While the MIS department debated over whether such an upgrade was necessary, the tested AscenLink and found AscenLink's network analysis feature to be highly useful. After analyzing the network using AscenLink, it was found that only 70% of the total bandwidth was being used. The department immediately realized that getting a T1 connection was unnecessary and the company was fortunate that the cost of the IT infrastructure did not increase.



● Return on Investment

By incorporating AscenLink into its network structure, Fuhwa Trust was able to successfully solve its problems and overcome the bottlenecks.

1. Auto-Routing

The lack of failover measures in the previous network was high risk for the company and time consuming for the MIS. AscenLink's Auto-Routing feature will automatically redirect data over to other links in the event of a disconnection, and ensure the connectivity of the network.

2. Bandwidth Management and Load-Balance

After realizing only 70% of the total bandwidth was being used, Fuhwa Trust avoided the cost of setting up a T1 connection. (T1 cost = 4,411 USD/per month) By using AscenLink, the three ISP connections could be managed as one virtual connection, making it easier to manage the network.

3. High Security without the Cost of Firewalls

By using AscenLink to manage the three ISP connections, the WAN has one outbound port. Therefore, the original firewall can be moved to that port and the entire network would be protected, saving the company the cost of setting up other firewalls. (High level firewall cost = 23,529 USD/per firewall)

4. User-friendly Interface

Ascenlink eliminates the cost and inconvenience of manual management with its easy-to-use interface, so that MIS personnel can easily manage the network and the cost of the department can also be lowered.

