

AscenLink® Successfully Provides e-Business and Delivery Services for a Transport Company

● Company Background

Founded in 1938, the company has been a strong force in the transport industry for over 63 years. Over the years, the company has followed a steady management philosophy and strived for fast, safe and friendly services. In the 21st century, changes have been made to simplify the work flow and improve the quality of services by incorporating IT techniques. The company has also formed partnerships with a Danish company (Maersk Line), Dutch company (TNT) and Japanese company, to raise its skills and professionalism to an international level.

● Challenges

Challenge 1

Since the founding of the company in 1938, the same process of transporting, storing, and delivering products has been used to serve customers. But the company also wishes to expand its services by offering various logistic services to its clients. The main challenge now is to design a network that can incorporate e-business and IT into the old system to provide complete and integrated solution to its clients.

Challenge 2

The company's IT center was created in 1983, 45 years after the company first begin operation. Now, there are over 48 offices in Taiwan, which all use a Frame Relay network structure to communicate with each other. The AS400 in each office communicates with the Taipei headquarter using the same method. In addition, the Internet flow, such as HTTP and FTP, are all managed from the Headquarter.

This type of network operations tend to result in insufficient bandwidth because the line used for frame relay at each point has a small amount of bandwidth. Therefore, the network is often slow and employees have trouble saving or transferring data. Specifically, most problems occur in the mail system. A large amount of bandwidth is used up by the mail system due to the fact that every station's AS400 needs to regularly query the headquarter's AS400, as well as the everyday exchange of business information. Therefore, inefficient allocation of bandwidth causes frequent congestion in the network.

The current problem faced by the MIS department is how to eliminate network congestion and create a reliable system.



● Solution

Why AscenLink®?

A message from the CEO

The current network is not simply a communication tool. It should be able to improve the services of the company and we should be constantly looking for ways to improve its efficiency and reduce its cost, in order to remain competitive.

Ascenlink is the best solution because it can provide a non-stop network that efficiently uses the maximum bandwidth.

Solution

Reconstructing the current Frame Relay network is not an easy task, and does not necessarily promise that all the employees will be able to adapt to the change easily. Therefore, Ascenlink suggested maintaining the current network, and add additional ADSL lines to increase the bandwidth capacity.

By combining the ISP connections through Ascenlink, the flow from MAIL, FTP, and HTTP is distributed to different ADSL connections. At the same time, the internal flow, such as communication between AS400 of different stations, continues to use the frame relay network. This solves the problem of insufficient bandwidth and provides a simple method for network management.

Before using AscenLink, the network is often congested during busy hours. The old solution to the problem was to increase the total bandwidth by bringing in more broadband connections, which were very costly. Now, with Ascenlink's multihoming feature, the cost of network operation can be significantly lowered. As well, the network can be managed more easily.

After using AscenLink, not only has the MIS department experienced AscenLink's power and effectiveness, but other employees have also noted an increase in network performance. There are no longer any delays when sending emails or transferring data from AS400 machines.

● Return on Investment

Through AscenLink, the cost of the network is lowered because it maximizes the use bandwidth.

The current rental fee for a T1 connection from Chung-Hwa Telecommunications is 4,411 USD /month. The fee for a 512K two-way ADSL is 88.2 USD / per month and 23.5 USD / per month for the phone line. For the purpose of increasing network bandwidth, using 3 ADSL connections offers more benefits than using a T1 connection. More specifically:

- 1 Network enjoys the same speed as a T1 connection, without worrying about network congestion.
- 2 Three connections can support one another, providing three times more reliability, and lowering the risk of failed connections.



3 The cost of operations is reduced:

Monthly savings with ADSL lines: 4,075.9 USD (T1 — ADSLX3)
 $4,411 \text{ USD (T1)} - 111.7 \text{ USD} \times 3 \text{ (ADSL)} = 4,075.9$



48 stations in total:
 $48 \times 4,075.9 = 195,643.2 \text{ USD}$



With AscenLink · the company saves 195,643.2 USD every month

● **Summary**

The company incorporated its E-commerce service model with AscenLink's network solution to provide complete transport services to its clients. It has become a leader in the transportation industry, and has presented new standards for other competitors. It hopes to continue to improve its transport and IT services to achieve international success.