

Bentley Walker

New Opteq Bandwidth and Subscriber Management Platform to Manage Satellite Communications

Bentley Walker is now Europe's largest re-seller of satellite internet equipment. They not only supply and install equipment but have a large number of subscribers to their own satellite internet service that was established in 1999 and which is growing fast.



Bentley Walker Ltd. provide a wide range of satellite broadband services catering for all types of applications from high-end Military, Enterprise, ISP and SME to Internet cafes and home users.

Challenge

To deliver highest quality satellite-based Internet access services to clients across Middle East, Africa and rest of world.

Solution

Opteq X10 bandwidth manager and Subscriber management module

Benefits

- Tiered SLAs
- Dynamic QoS
- Long-term and Real-time Reporting

With ever increasing demand for Internet access throughout the Middle East the need for modern, efficient communications systems, such as broadband satellite is paramount. Bentley Walker Satellite Internet services provide fast, reliable and affordable means of getting online throughout the Middle East, even in remote 'unwired' areas.

Wide-area networks become increasingly complex to manage as they grow and their performance harder to guarantee as links become more remote. This is especially so when the links are Satellite based that were not that prevalent as a business communication tool when standard TCP was developed. Opteq's unique solution combines the technologies required to deliver robust and secure, optimised communication bringing productivity to the remotest users.

Mr. Sean Brett, Opteq's European Business development manager said "Globalisation is driving the need for 1st world communications into the most remote areas of the planet and Bentley Walker are at the forefront in providing a most impressive and comprehensively managed satellite service throughout the world".

Growing the business whilst containing costs

Because of the unique ability of satellite communications service providers to deliver to extremely remote and unequipped locations, Bentley Walker are seeing a constant rise in the number of users and range of applications on their networks around the world. However Bentley Walker's need to meet this growth in demand, support more complex applications and provide improved customer service without unduly adding to the costs of the business. The challenge was to find new network devices to meet these needs.

The Solution

The Opteq solution offered them the opportunity to manage not only their growth in users with a centralised reseller and subscriber management platform but also with fully integrated bandwidth management and network support. Bentley Walker was able to replace two ageing units from their network (a bandwidth manager and a quota manager) and at the same time improve their quality of service. Bentley Walker deployed an Opteq X10 device with the bandwidth management and subscriber management combination. This solution bundles into a single fail-safe appliance offering layer 7 visibility, extensive reporting, best of breed bandwidth management inclusive of fair user policy, quota management and automated service delivery with an agent and end user web portal. Bentley Walker are able to optimise their WAN communications, reduce the number of support calls, make user provisioning easy whilst supplying all the tools needed to diagnose user problems quickly. A key focus for Bentley Walker was to empower their agents by offloading as much responsibility for their own clients to them as possible. Many of these everyday problems were solved by the web portal.

Mr. Anthony Walker, CEO of Bentley Walker said: "There is a wide choice of point solutions in the market but not only would one solution per requirement cost more but this would result in added business complexity with multiple vendors and increased numbers of potential problems. With an integrated solution, Opteq has replaced multiple units in our network, improved our network availability and responsiveness and has simplified our business as a result allowing us to grow affordably. It is fair to say that our network is running better now than it has ever done before freeing our agents and support staff to provide an ever improving service to our customers."

Opteq enables ISP's to:

- Manage Over Subscription
- Offer Premium Services
- Increase Customer Satisfaction
- Enforce User Policies
- Fair and equal access for all
- Centralized Reporting and Management
- Enhance Network Security
- Real time Network Traffic monitoring
- Remove or limit Illegal traffic type such as p2p at layer 7
- Comply with CALEA Legislation
- FUP enforcement and monitoring.
- Tiered Service provisioning
- Quota Service provisioning
- Service metering
- Integrated billing and Subscriber management
- API integration for dynamically managing and changing rules for thousands of users.



When looking into traffic management and various quota management solutions, Bentley Walker thoroughly researched the field. "We looked at the so-called market leaders, before selecting Opteq. We found Opteq easy to use and a breath of fresh air to work with" said Mr. Anthony Walker. "The fact that Opteq included into its product custom development to address the specific operational problems we face on a daily basis was another huge plus. We estimate that the solution will save us at least a 30% reduction in support calls by empowering agents to manage their customers themselves directly from the Opteq web portal without the need for them to contact our support directly".

The web portal has multilevel administrative capabilities. On a per-user basis detailed usage statics (both real time and historic), throughput speeds, package information, quota status and usage, contact page for sending support requests, ping and download tests for testing connectivity and much more can be provided.

Opteq's per user protocol decoding is another advantage - breaking down usage by protocol allows for easy troubleshooting. For example we can now see what combination of downloads, video and audio streaming, general browsing or p2p is causing any issues.

Additionally Bentley Walker is now in a position to offer customers at ground stations the option to purchase their own Opteq Wan Optimisation solution with all associated benefits and offer the option to terminate acceleration and compression capabilities within the Bentley Walker network core as a premium service. Ground stations can benefit from acceleration technologies to significantly increase their bandwidth speeds.

Using Technologies such as:

- TCP Protocol Optimization
- Latency Elimination
- File Transfer Acceleration
- Transaction Acceleration
- Compression
- VOIP optimisation
- Web Acceleration
- WAN Application Performance Optimization
- Packet Loss and Retransmission Reduction

Mr. Walker continued "We are using Opteq to prioritise various applications on the satellite backbone, to easily provision new customers and troubleshoot any queries and to offload many tasks to our agents via the web portal. This ensures maximum efficiency of the bandwidth we have and has reduced support calls significantly."

In Conclusion

Mr. Brett continued, "Bentley Walker has an exacting set of needs and an unyielding attitude to exemplary customer service. Opteq's solution has met their challenges and we look forward to continued mutual success with further deployments imminent".