D-LINK E. EUROPE

InfiNet wireless

D-Link

D-Link offers its channel and solutions integration partners in Eastern Europe the ability to offer multi-site Enterprise wireless networking with InfiNet Wireless

Challenges

- To enable SME and Enterprise businesses to connect wide-area networking applications where leased-line availability is scarce;
- To offer distribution and channel partners to ability to sell D-Link Enterprise data networking solutions end-to-end to customers who want to adopt IP technologies across multiple sites;
- To overcome the sales obstacles of multi-site IP networking technologies where leased-line availability or high costs become a barrier to deployment;
- High-reliability and uptime requirement for constant information and communications flow between customer locations for IP, Ethernet, Storage area networking and VoIP traffic;
- Efficient, low-cost solution with rapid deployment required.

Business Benefits

- Cost effective, high bandwidth link with unrivalled price-performance ratio;
- High reliability and throughput across difficult non-line-of sight terrain and for difficult environmental conditions;
- Enables D-Link business partners to offer an end-to-end multisite IP networking solution rapidly and without reliance upon broadband or leased-line availability;
- Easily integrated into standards-based IP networking equipment and fully supports D-Link applications and equipment across an IP solutions backbone.

Introduction

In Europe, some of the new and largest growth markets for business networking products are within the recent Accession States to the EU – countries such as Hungary, Czech Republic, Poland, Bulgaria and Romania - together with the potential candidate countries in the Balkans and Turkey. In many of these countries, overall investment in private Enterprise, SME, Education and local government sectors have been accompanied by necessary adjacent investment in networking and communications infrastructures.

The legacy infrastructure which is in place in Western Europe simply doesn't exist in many of these markets due to historical reasons, making it an ideal opportunity for IP-based networking vendors and service providers to employ "leapfrog technologies", essentially skipping a generation and moving directly to the most modern triple play offerings, including voice-over-IP, video, Ethernet to the home and VDSL – the types of advanced networking which are dubbed "Next Generation Metro". However, conversely, a lack of legacy fixed-line infrastructure does prove a problem when needing to deploy these state-of-the-art networks and communications technologies over a wide-area network (WAN), since leased-line and broadband infrastructure is often not readily available, driving up prices and lead-times for delivery and often causing a roadblock to deploying multisite Enterprise IP networking into these environments.

D-Link's partnership with InfiNet Wireless in Eastern Europe

From an early stage, D-Link's Eastern European team in Hungary recognized that a potential lack of leased-line availability through the region could indeed cause an issue for its partners when bidding to deploy multi-site enterprise and SME networks. In 2008, D-Link Europe had decided to enter into the enterprise and business solutions arena to challenge the dominance of existing incumbent players such as Cisco in the midmarket and service provider networking segment. Their offer of leading edge, high performance technologies in the enterprise LAN, WAN, Wireless and Security segments pose a strong competitive threat to the incumbent players, whilst in addition being positioned as highly price-attractive solutions to their target market segments.

Having identified a need for a multi-site point-to-point and point-to-multipoint solution for its partners, D-Link began testing a number of solutions available to the market, initially across their own internal multisite IP infrastructure. These included a number of technologies, including microwave and free-space optics. D-Link finally decided on InfiNet Wireless's InfiLINK and InfiMAN series of products, and found the system to be easy and quick to install, highly reliable in terms of link integrity and atmospheric/climate stability and consistent in terms of bandwidth throughput.

Technical Benefits

- A consistent and reliable high speed link between sites, capable of carrying bandwidth intensive and low-latency traffic (e.g. for IP Telephony);
- To be able to support a complete range of advanced services to end users across wireless technology, covering basic connectivity to more advanced services such as VoIP, IP CCTV Surveillance, Business Continuity services and advanced data services including Premium WAN, MPLS IP VPN, Managed Security, Co-location and QinQ ;
- Stability and reliability of the link across a difficult terrain and through inclement weather conditions;
- A low-cost, high performance solution with rapid deployment and minimal customer resource (1 engineer) required to install and commission the solution;
- InfiLINK's OFDM technology provides high spectral efficiency, better resiliency to RF interference and supports improved transmission in non-line-of-sight (NLOS) applications.

Following successful trials, D-Link introduced Infinet Wireless's InfiLINK and InfiMAN products into its portfolio offering to its distributors and systems integration partners, further adding InfiNet's high-capacity 2x2 series of MIMO products in 2009. InfiNet's philosophy of offering marketing-leading technology at strongly competitive pricing levels fits perfectly with the business marketing ethos and offering of D-Link's Business Solutions portfolio, and with both sets of products integrating seamlessly from day one, the systems integrator and partner base of D-Link could sell and deploy InfiNet's wireless backhaul products in full confidence that they would interoperate without any major problems. The wireless backhaul technology is also proving popular in the local government and security sectors, and combined with IP Surveillance solutions it offers a cost-effective and rapid entry mechanism to public and enterprise surveillance, with the additional benefit that the wireless technology can also be used simultaneously to provide a public Wi-Fi offering where appropriate.

In Hungary alone, D-Link's partner base has already deployed InfiNet wireless solution into at least 4 service provider/Wireless-ISP networks offering end-user Wi-Fi and high-capacity Cable/ETTH (Ethernet to the Home) connectivity, as well as providing campus services to a number of medium and large enterprise networks. D-Link is now partnering with InfiNet Wireless to offer InfiNet's point-to-point and point-to-multipoint wireless solutions across its entire Eastern European region, and the joint proposition of the two companies extends beyond just their respective product portfolios to offer partners and customers support, training and integration services.

About InfiNet

Established in 1993, InfiNet Wireless is one of the largest privately owned Fixed Broadband Wireless Access (FBWA) development and manufacturing companies in the world. With more than 15 years of intense customer based research and product development, InfiNet's range of wireless connectivity solutions are the preferred choice of global communication corporations and governments who require uncompromising connectivity. To date, InfiNet Wireless has forged a solid foundation in fixed wireless installations, and currently has over 70,000 deployments from the plains of Siberia to the depths of the Sahara and have been successfully deployed in over 35 countries. Its philosophy of providing the most flexible, reliable, cost-attractive and innovative solutions in the industry has helped it to reach the market leader position for Wireless solutions in Russia and Central & Northern Asia, and is the benchmark of carrier grade multiservice broadband wireless access systems.

About D-Link

Celebrating 21 years of "building networks for people," D-Link has grown into a billion dollar global designer, developer and manufacturer of networking, broadband, digital electronics and voice and data communications products. D-Link is responsible for 21% of all LAN switching ports worldwide and is one of the top two suppliers of Ethernet switching in the world, and the largest in the consumer and small- to medium-sized business (SMB) segments. The company's solutions are ideal for digital home, small- to medium-sized business (SMB) and enterprise environments. D-Link was recently included in BusinessWeek Magazine's 'Info Tech 100', a listing of the world's best Information Technology companies.

In Europe, D-Link has 20 offices and is headquartered in London. The region is strategically critical for the company and represents one third of its global revenues. For more information, visit www.dlink.co.uk

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