

# UNI DEVICE CORPORATION & SINGTEL

SingTel is Uni Device Corporation's IP VPN partner of choice for reliable service in the Asia Pacific

We asked Mr. Kenji Komatsu, from the Computer Operation Department of Uni Device Corporation, about his experience working with a telecom carrier from Singapore, as well as his thoughts on SingTel's services such as pricing, network speed and support system.

## > About Uni Device Corporation

### Q1. Can you tell us about Uni Device Corporation?

Uni Device Corporation (UDC) is a trading house that sells semiconductors made by Samsung Electronics, a major South Korean electronics manufacturer, to various Japanese manufacturers.

Japanese manufacturers have their own local plants in Indonesia, Thailand and Malaysia. Samsung Electronics also has plants in Southeast Asia. These manufactured goods can be shipped from any plant from the Southeast Asian branch of Samsung Electronics to a Southeast Asian base of the Japanese manufacturers. In order to handle such goods and commercial distributions, UDC has established a regional base in Singapore.

## > Business and Communications Objectives

### Q1. What were the main business and communications objectives of Uni Device Corporation?

UDC had three main objectives. They were –

1. UDC needed to monitor the Singapore base inventory status and sales status in real time, from the headquarters in Tokyo, Japan.

## Executive Summary

### > Customer Name

Uni Device Corporation

### > Industry

Electronics and Manufacturing

### > Business Challenge

- Existing network was not able to manage vast quantities of data to ensure real time inventory monitoring
- Transfer of data between headquarters and regional hubs was not secure
- Needed a secure and reliable network connection between regional hubs and headquarters in Japan

### > SingTel Solution

- SingTel ConnectPlus Internet Protocol Virtual Private Network (IP VPN)

### > Business Value

- A robust, scalable and cost-effective enterprise-class IP network across Asia Pacific allowing for fast connections between regional hubs and headquarters in Japan
- Improved manageability, accountability and service due to consolidation with one service provider



**The choice for our telecom carrier was based on the value added services they were able to provide for business development in the Southeast Asian region, such as price, network speed, and a reliable support system.**

Mr. Kenji Komatsu, Computer Operation Department, Uni Device Corporation

2. There was a need to have clear understanding of the accounting for the subsidiaries in Singapore and around the region at the end of each fiscal year.
3. A consolidated network topology between Singapore and Tokyo was needed to be able to effectively monitor the information of the sales management system in real time.

There were four sites, namely Osaka, Nagoya, Singapore and Shanghai between which we needed to establish a strong communications link in order to oversee business objectives. This included telephone lines, conference facilities and a unified communications platform.

**Q2. Prior to the introduction of SingTel, how did you exchange information between your Tokyo headquarters and Singapore?**

UDC used a domestic telecommunications carrier for IP VPN services, but only within Japan. We did not have a network connection overseas and were unable to develop a unified communications infrastructure with our overseas subsidiaries. In addition, inventory status and sales information were exchanged via emails, through Excel files. This was extremely insecure. We needed a more secure and efficient way to exchange information with our subsidiaries.

## > The SingTel Solution

**Q1. Which SingTel solution is Uni Device Corporation using?**

Currently, UDC is using SingTel's ConnectPlus Internet Protocol Virtual Private Network (IP VPN) domestically for the offices in Tokyo, Osaka, and Nagoya. The domestic network was set up by a Japanese telecom company recommended by SingTel. In addition, UDC is developing an international IP VPN connection between Singapore and our headquarters in Tokyo, Japan.

**Q2. With the move towards international IP VPN, what were your selection criteria for choosing the right service provider?**

UDC had the following 3 criteria:

- **Price:** We wanted to have both domestic and international IP VPN at the same cost of existing domestic IP VPN.
- **Speed:** We needed to have a guarantee of 10MB connection speed.
- **Support:** We needed a reliable support system during system failures.

Though UDC weighed solutions provided by several other telecom carriers based on the above-mentioned criteria, SingTel was generally superior to others.

UDC has been using domestic IP VPN for many years, but was looking for a cost-effective IP VPN solution for an international connection. Ideally, we wanted both an international and a domestic service at the same cost as the existing domestic IP VPN. SingTel was able to set up such a network within our budget.

In addition, SingTel had a support system in place, which directly notifies the Country Director of SingTel Japan of any communication failure lasting more than five hours. There is no other telecom carrier that clearly states such a commitment. This in itself is a very high dedication to customer service and exactly what UDC was looking for.

## > Value Added by SingTel

**Q1. What improvements have you seen in your enterprise network since the implementation of SingTel's IP VPN solution?**

- a) **Increased ability to manage network and business expansions in Southeast Asia.**

SingTel has a strong regional presence in Southeast Asia with many strong partnerships.

Uni Device has a vision to expand the business to East Asia and Southeast Asia, such as China and the Philippines. SingTel's strong partnerships with telecom carriers in the

region provide an easy means to expand into these markets.

SingTel was not only able to provide excellent support with network expansion in 'open countries' such as Japan, South Korea and Hong Kong, where most of the telecom companies are privatised, but 'closed countries' as well. In countries such as Indonesia, Vietnam, Thailand, and the Philippines, where telecom services are still provided by government-run enterprises, it is typically difficult to navigate through the many regulations and challenges encountered in network installations. SingTel's extensive partnerships and good working relations in these countries were a great advantage in providing a one-stop service to UDC. UDC was able to effectively gain an advantage with a secure and reliable communications infrastructure.

**b) Ability to work with several partners at once and provide a unified service.**

The SingTel partnership has yielded many advantages. SingTel was able to provide us with support when dealing with Systems Integrators (SIs) in Singapore. They were able to interface with their partners and provide a complete solution for UDC in Singapore.

**Q2. How has the SingTel solution contributed to your business operations?**

SingTel IP VPN has contributed greatly to our business operations. We are now able to have complete access to sales information and data from our subsidiaries. This helps to provide greater visibility of our operations.

In addition, any problems we may have with our overseas subsidiaries are resolved quickly and efficiently. Through SingTel's network of partners, problems are escalated to the right people and they are able to help us navigate through international telecommunications policies smoothly and efficiently.

## › Future Prospects and Expectations of SingTel

**Q1. Please share your thoughts and feelings on the experience with SingTel and our IP VPN service.**

Initially, we faced a number of problems with the network, especially in terms of stability. However, SingTel was able to assure us at each stage and through every problem. Today, we have a stable network throughout the region. We are now looking at how we can make the network more efficient and improve on total costs of operations.

**Q2. Can you tell us the future plans for your company's international IP VPN?**

In December 2006, UDC opened the IP VPN connection between Japan and Singapore. The second phase of the operations involved the integration of the systems in Tokyo

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**Mr. Kenji Komatsu**, Computer Operation Department,  
Uni Device Corporation

and Singapore. This means that the headquarters in Tokyo will be able to read the inventory status and accounts in Singapore in real time. In addition, UDC is also planning the expansion of IP VPN into our Shanghai branch.

SingTel has provided UDC with high level of technological capabilities, customer support and information for our business and we look forward to a long-term business relationship.

## > About SingTel

SingTel is Asia's leading communications group with operations and investments around the world. With significant operations in Singapore and Australia (through wholly-owned subsidiary SingTel Optus), the Group provides a comprehensive portfolio of services that include voice and data services over fixed, wireless and Internet platforms for both the corporate and consumer markets. SingTel's network includes 37 offices in 19 countries and territories throughout Asia Pacific, Europe and the United States. For more information, please go to [www.singtel.com](http://www.singtel.com) and [www.optus.com.au](http://www.optus.com.au).

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