

# SPWEEKLY

THE SERVICE PROVIDERS NEWSWEEKLY

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'Universal Remote Control' Provides



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## Fatpipe's Router Clustering Improves Customer Satisfaction and Increases Sales for Service Providers

**A** new WAN technology that provides redundancy, additional speed and security of IP traffic, from Fatpipe Networks Inc., is gaining momentum in popularity among US companies that deploy mission critical applications over their wide area networks.

Service Providers, ASPs and resellers of data and voice lines are using this new technology - Router Clustering from FatPipe Networks -- as a value add to their current offerings, generating additional revenue and improving customer satisfaction all in one swoop.

Be sure to read about the advantages and simple steps you can take to increase your sales and extend service to current customers as well as penetrate competitors' clientele.

FatPipe delivers a leading edge technology enabling it's users to obtain low cost, highly redundant and fast Internet/WAN access, allowing the users to implement Intranets, Thin Client, Virtual Private Networks (VPNs), and other web based applications.

FatPipe's core technology involves patent-



**Fatpipe Networks, CEO & President, Dr. Ragula Bhaskar**

ed methods of transmitting data over multiple lines using point-to-point frame relay, the Internet, or a combination of both, regardless of the type of router/modem technology in use and without any cooperation from the Internet Service Provider. FatPipe technology bonds any combination of T3, T1, DSL, Cable, ISDN and/or Wireless connections to achieve aggregate speed and redundancy. (Full story - page 39)

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## A LEADING EDGE TECHNOLOGY FOR INTRANET/WAN

### Router Clustering Improves Customer Satisfaction and Increases Sales for Service Providers

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# FATPIPE NETWORKS CAN HELP YOU GROW!



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FatPipe's core technology involves patented methods of transmitting data over multiple lines using point-to-point frame relay, the Internet, or a combination of both, regardless of the type of router/modem technology in use and without any cooperation from the Internet Service Provider. FatPipe technology bonds any combination of T3, T1, DSL, Cable, ISDN and/or Wireless connections to achieve aggregate speed and redundancy.

All FatPipe devices can intelligently sense the status of services (ISP, backbone, line, router, etc.), and reroute IP packets automatically when failures occur. Dynamic load balancing and route control features help give control of a network back to the network administrator, without the BGP programming.

"FatPipe created the product category Router-Clustering: the unilateral bonding of multiple, disparate routers into one *fatpipe* at the customer premises site, providing end users with high reliability and redundancy of WAN

access, and also aggregate speed," said Dr. Bhaskar, promising more exciting innovative products in future.

FatPipe has developed strategic partnerships and alliances with major data carriers as well as technology companies to provide high levels of WAN security and fault tolerance to clients.

FatPipe's unique technology saves its customers' money by giving them the choice to back up their main connection with any other type of connection. FatPipe devices accomplish redundancy by bonding multiple connections from the same or separate ISPs and backbones, without the need for ISP cooperation or setting up proprietary hardware or software at the ISP site(s). For example, a customer can back up a T1 connection with a wireless, cable or DSL for the fraction of the cost to lease another T1. Also, companies can bond multiple "low end" connections to achieve the desired speed they want at a lower cost or companies can back up their expensive frame network with a public line, not needing to build another frame to achieve redundancy or additional speed.

FatPipe technology provides highly redundant, reliable and high-speed Internet access for the deployment of mission critical applications over a wide area network.

#### HOW TO USE FATPIPE AS A VALUE ADD TO YOUR CURRENT OFFERINGS

A Service Provider would deploy FatPipe which would involve any type of customer that uses mission critical web applications. FatPipe's customer base is very diverse in terms of industry, but concentrated in finance, health-care, and educational organizations. For FatPipe clients, a lost WAN connection due to router, ISP, server, backbone or line failure is more than an issue of inconvenience; it's an issue of cost resulting in lost productivity, lost revenue, and in some cases a liability.

ISPs and resellers of data and voice lines can use FatPipe technology to address the main concerns customers have about WAN infrastructures: Speed (bandwidth), redundancy, high availability, and security, by implementing FatPipe devices into their customers' networks.

FatPipe technology can help SPs sell lines to current clients and penetrate their competitors' markets by bonding a line or multiple lines with a competitor's line(s), without the need of the other parties' cooperation (unlike BGP programming).

FatPipe technology provides a relatively easy-to-implement, cost effective and efficient solution to

the common interruptions of Internet services resulting in WAN downtime.

FatPipe devices provide several other features that benefit the customer, such as load balancing methods for inbound and outbound traffic, additional security for data transmissions, and greater bandwidth capability by aggregating two or more lines through the FatPipe device.

FatPipe products enable Service Providers to make additional revenue because we complement their product offerings and enhance their ability to penetrate new and existing accounts. FatPipe products provide additional revenue opportunity in a number of ways, mainly by selling FatPipe units and selling additional data lines. The net result: FatPipe enables Service Providers to uncover new business, penetrate their competitors market, and win back old business expanding current business through a combination of product offerings between the service provider and FatPipe.

#### HOW TO USE FATPIPE TO GENERATE ADDITIONAL REVENUE AND INCREASE SALES

**SPs Can Sell FatPipe to their current customer and their competitor's customers**

Sell additional lines to the competitor's customers without displac-

ing their current provider. No BGP programming or cooperation or ISP is needed

Sell a managed VPN solution to the competitor's customer who already has a VPN service from others. Your VPN service provides backup as well as increased speed

Sell more lines to existing customers for speed, last mile redundancy and reliability of their WANs or to provide managed services

Sell additional lines to your existing customers from different POPs to provide reliability, redundancy and speed

Sell multiple data lines at multiple locations

For cost conscious customers, sell multiple DSL or T1s and FatPipe will bond the speeds to provide a high-speed connection

For Frame customers, sell a VPN solution (managed or CPE based) as a back-up to their frame network

FatPipe products allow this by providing redundancy for disaster recovery, reliability to the 6 9's, and line aggregation without the need for complex BGP or NNI programming, class C addresses or provider cooperation.

"FatPipe's devices can be looked at as business continuity insurance where we take a proactive approach to minimizing the



amount of pain felt by organizations due to the loss of connectivity," concluded Dr. Bhaskar.

Dr. Ragula Bhaskar (pictured above) and Sanchaita Datta founded FatPipe Networks in 1989, under the name Ragula Systems. Originally a consulting firm, Ragula Systems evolved into a manufacturer of Router Clustering and data compression products Company, doing business as FatPipe Networks.

**Price tag:** From \$4,500 to \$25,000

Based in Salt Lake City, FatPipe is a venture capital funded company that markets its products worldwide through a network of authorized distributors and dealers.

For more information please visit <http://www.fatpipeinc.com>