



INTRODUCTION

SERVICE OFFERINGS

ACCESS OPTIONS

PROVISIONING

SERVICE LEVEL AGREEMENT (SLA)

KEY SEGMENT AREA

Your tomorrow starts here today

Business
Solutions



Today, Business is: increased productivity with innovation

StarHub pioneers in forward-looking technology innovations to enhance ability and connectivity.



Switched Ethernet (SW-E)



A Next-Generation Intelligent network, delivered over StarHub's MPLS backbone, is capable to deliver highly scalable, differentiated, end-to-end value-added IP services

over a single infrastructure with simple provisioning, configuration and management.

Your tomorrow starts here today

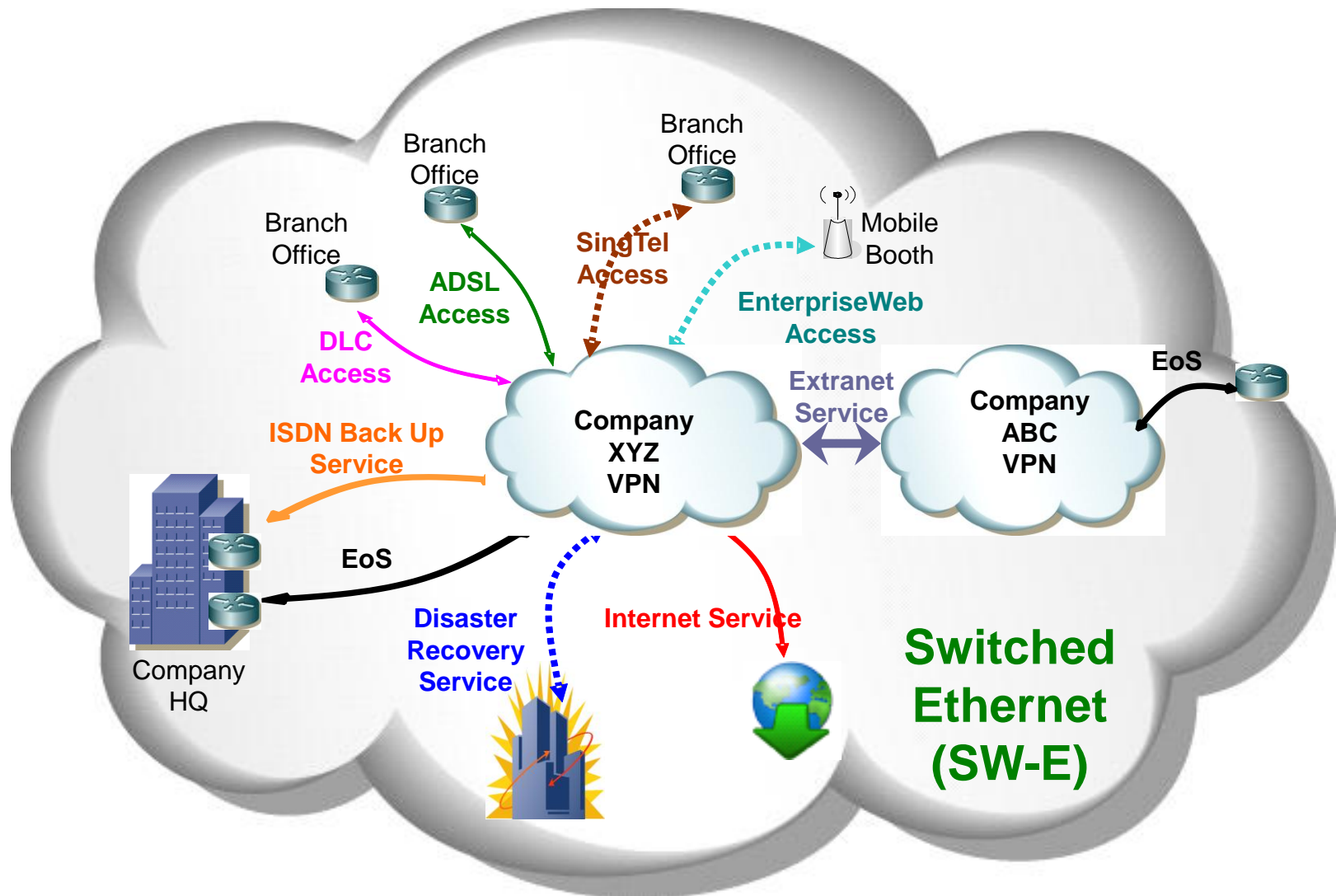
Switched Ethernet (SW-E)



- Support multiple service classes that enable a better way of transporting latency-sensitive applications like voice and video.
- Support seamless connectivity over any preferred access technologies.
- Provides highly efficient, economical, scalable, and secure communication over StarHub's private MPLS backbone network that guarantee Service Level Agreements

Your tomorrow starts here today

Introduction



Your tomorrow starts here today

Switched Ethernet (SW-E)

Intranet

Seamless, scalable and secured IP-based VPN connectivity between multiple branches.

Supports differentiation of traffic via multiple service classes

- Voice/Video Class
- Gold Class
- Silver Class
- Bronze Class

Internet

Direct connectivity to StarHub Internet Exchange (SiX) for high bandwidth Internet requirement.

Backup

Multiple access technologies to support customer's business continuity needs. Scalable and can be customized to exactly suit customer's backup requirement.

Switched Ethernet (SW-E)

Interconnect

Via ADSL and EnterpriseWeb

Enables different access technologies to connect into SW-E

Extends and increases mobility of corporate fixed data via interconnection with StarHub 3.5G mobile network.

Disaster Recovery

Improves business continuity by connecting data centers and other key sites in multiple redundant ways back to the corporate VPN.

Managed Router Service

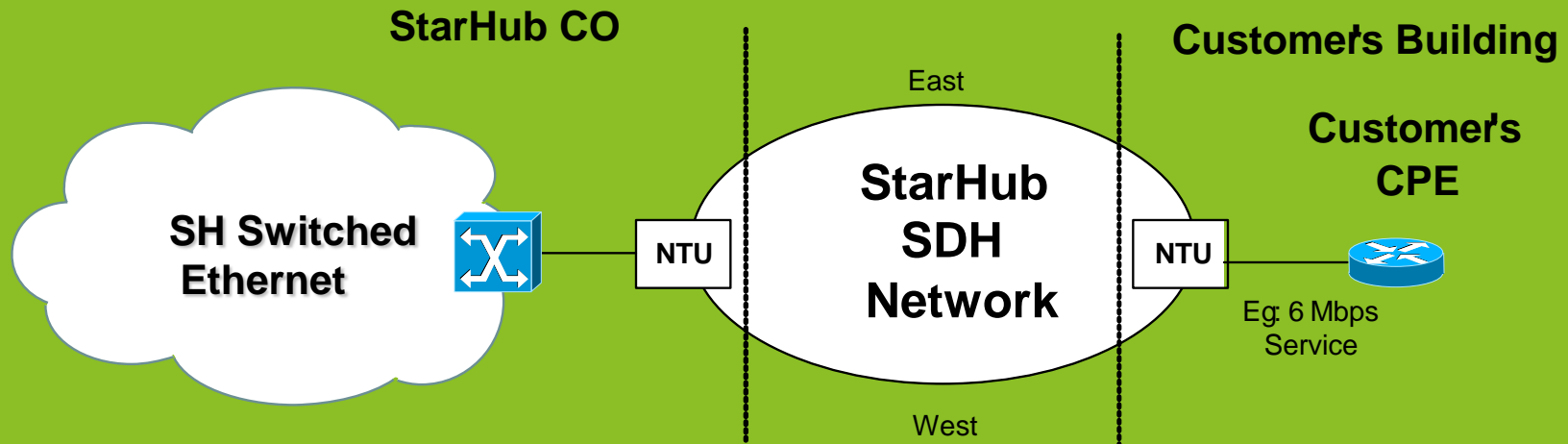
An optional service for customer to subscribe to SW-E's Managed Router where the router will be configured to suit each customer's customized configurations.

Customer can also have the option to configure the rented router by subscribing to SW-E's Router Maintenance scheme instead.

EoS

Utilizes Ethernet over SDH technology where customer is connected to StarHub's MPLS network via a resilient SDH network. With its built-in self-healing ring protection mechanism, StarHub's EoS access is more superior than its competitors especially when fibre cut is a very common threat to business continuity.

Supports electrical interface (FE/GE), fibre interface



Switched Ethernet (SW-E)



DLC

Serves customer via StarHub's Digital Leased Circuits for $n \times 64K$ bandwidth requirements.

Supports v.35 interface.

ADSL

Provides asymmetrical connection to SW-E via StarHub's premium ADSL network that is served via CAT6 cable or fibre instead of a typical CAT3 cable.

Supports RJ45 interface.

Your tomorrow starts here today

Switched Ethernet (SW-E)



EnterpriseWeb

Provides customer a wireless connectivity option to SW-E via StarHub 3.5G mobile network.

SingTel Access

Extends SW-E's reachability to all corners of Singapore.
Provides alternative connectivity options for customers.

NGN Access

Coming soon in Q2 2010.

Your tomorrow starts here today

Switched Ethernet (SW-E)



Provisioning Lead Time

StarHub Access:

(EoS, DLC, EnterpriseWeb, ADSL)

Up to 16 working days, subject to StarHub's resources check

SingTel Access:

18 working days, subject to SingTel's resources check

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Service Level Agreement

Switched Ethernet (SW-E)

Service Availability Guarantee

99.95% ✓

Cumulative Unavailable Time	Reduction in MRC
> 22 minutes	Multi-tier compensation up to 30% ✓
End-to-End: Inclusive of Access & Internet ✓	

Service Performance Guarantee

Destination	Monthly Average Latency
Singapore and US (West Coast)	250ms ✓

Your tomorrow starts here today

Switched Ethernet (SW-E)



Financial Industry

- Multi branches VPN connectivity.
- Multi ATM machines connectivity.

System Integrators (SI)

- Multi client connectivity to Application Server.
- One-Stop-Solution that offers seamless applications and communication integration.

Retailers

- Multi branches connectivity for POS application, stock & logistic management.

Your tomorrow starts here today

Switched Ethernet (SW-E)



Education Industry

- Schools VPN connection.
- Universities connecting to Research-based Databases.

Transportation Industry

- Public transport booking management.
- Bus arrival management at bus stops.

Advertising Industry

- Connection of electronic advertising boards to a centralized server for simultaneous advertisement broadcasting.

And Many Others... Endless Opportunities!

Your tomorrow starts here today

Today, Business is: being adaptable and flexible to changing market trends



StarHub delivers timely, industry-leading solutions that are reliable and of exceptional performance.

Your tomorrow starts here today.