

Dyband Case Study: Storm Internet Services

Storm Internet Services is a broadband access provider quickly moving to capitalize on the rapid market growth of wireless Internet connectivity. Storm's Jetstream wireless service has emerged as the fastest growing portion of the company's business in a little over one year. Corporate demand shows few signs of slowing, with bandwidth options currently available at 2 Mb/s and 5 Mb/s.

Storm also offers 56 Kb/s dial-up connections, ISDN and 1 Mb/s service through Northern Telecom modems. Co-location services provide business customers with access to Storm's multi-megabit backbone connections. Storm offers Web hosting services with a 15 MB Web page directory and 1 GB of free throughput each month. The company relies on a single leased ATM circuit and three T-1s for its bandwidth needs. The T-1s will be replaced by a single T-3 connection with available capacity of 45 Mb/s in mid-2000.

Real Time Statistics Needed

Wireless connectivity provides Storm's business customers with a highly cost-effective solution to their high bandwidth needs. Services can be easily upgraded without the need for additional phone lines, hardware or service truck rolls. But unlike dial-up, Frame Relay, or ISDN, there are no built in mechanisms to ensure that wireless customers receive only the bandwidth they pay for. Aggressive users can exceed their available bandwidth, potentially degrading services for other subscribers. Additional charges for customers who exceed total transfer limits are also difficult to enforce without robust real-time monitoring and performance statistics. Some management tools can monitor wireless data flows through standard SNMP mechanisms. But, they do not provide a feature rich set of real-time statistics or the controls to actively manage the wireless service, nor do they allow for effective capacity planning. As well, traditional management software suites cannot manage all broadband technologies from a single interface.

Bandwidth Expectations

Storm needed to ensure that its wireless service could support future customer growth. Customer bandwidth expectations had to be met and available capacity maintained at a level necessary to avoid bottlenecks and congestion. Storm also needed software capable of managing bandwidth across its wireless network as

well as the 1 Mb/s Nortel modems. At the same time, bandwidth would need to be managed across Storm's own internal Ethernet network in order to ensure that heavy usage from their MTO (Multi-Tenant Office) customers co-located at the company's central site could not congest the backbone connection to the Internet, adversely affecting Storm's wireless customers.

The Solution for Storm

Storm installed the Dyband software suite in early 2000 to better monitor wireless traffic and ensure that users receive the service they pay for. "We are expecting the number of clients on the wireless network to ramp up quite steeply through the year and what the Dyband product is going to do is allow us to properly manage that growth and plan for any capacity we might need to add over the long term," says Herb Hartwig, president of Storm Internet Services in Ottawa, Ontario. "We're not out there selling full T-1s at a full capacity and low price. The way we want to make sure we proceed is that if customers use more bandwidth or less bandwidth then that gets reflected in how much they pay."

With Dyband, Storm will be able to:

- Manage bandwidth usage across all its broadband and Ethernet networks;
- Monitor monthly wireless bandwidth transfers to ensure customers are billed for amounts that exceed a monthly cap;
- Gain greater traffic visibility and service management through performance monitoring, reporting and alerting;
- Collect an extensive array of statistics to support capacity analysis and planning, as well as billing and customer and technical services; and
- Automatically minimize periods of network congestion.

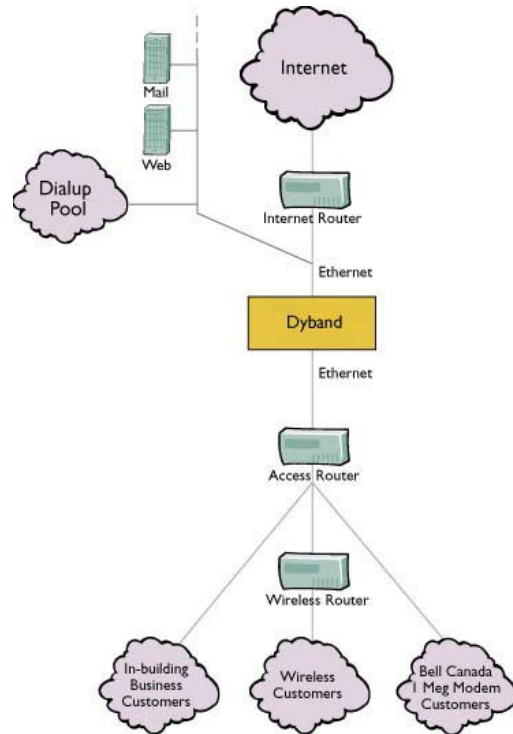


Dyband

Dyband is a scalable software solution for managing broadband services. It solves the growing problem of providing consistent high-speed Internet access service to subscribers, while enabling profitable service operation for providers by dynamically managing bandwidth consumption at multiple points in the distribution network, from the backbone to individual users. Dyband also enables unlimited service tiers across all broadband networks and provides comprehensive monitoring, reporting and alerting.

Dyband improves service profitability by utilizing existing broadband Internet connections more efficiently and enabling the addition of more subscribers per broadband connection, while equitably distributing bandwidth to subscribers, guaranteeing consistent, reliable service performance and customer satisfaction.

Unlike other broadband bandwidth management solutions that provide only basic functionality such as static bandwidth allocation, rate limits and prioritized traffic, Dyband dynamically manages bandwidth consumption according to changing individual and aggregate consumption patterns, predetermined service levels, traffic priorities and the changing second-by-second network load status – a combination of critical capabilities no other solution can offer.



Dyband monitors traffic across Storm's wireless network to ensure users receive the services they pay for.

For further information on Dyband, and how it can benefit your firm, contact us at
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