



Shell Services International

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Shell Services is a group of accounting, information technology (IT) and procurement companies within the petroleum giant Royal Dutch/Shell Group. Although much of its business comes from other group affiliates, Shell Services draws an increasing portion of sales from outside companies in more than 100 different countries. The group's offerings include management consulting and IT consulting services, including information management, e-business, enterprise resource planning, supply-chain management, data warehouse software, training and infrastructure services.

The Problem

Shell services are committed to ensuring that all company employees receive the training they need to be effective and are kept informed about company goals, performance and vision. However, sending video across multiple countries, especially in far-flung locations such as Africa and Asia, was not possible using the traditional terrestrial IT infrastructure in place. Getting information to the desktop in small quantities (such as audio and graphics) may well be possible, simply by using the intranet or even the Internet. But for truly effective training sessions, it is widely recognized that good quality video is needed and so Shell Services turned to CyberStar for a business television (BTV) network.



The Business Need

- Cost-effective means of delivering uniform employee training and corporate communications to location on all five continents.

Shell Services has more than 100 locations around the world to which it needs to deliver large files of video programming, and it wanted a company that could not only provide equipment and services, but could also offer them advice on network layout and systems engineering.

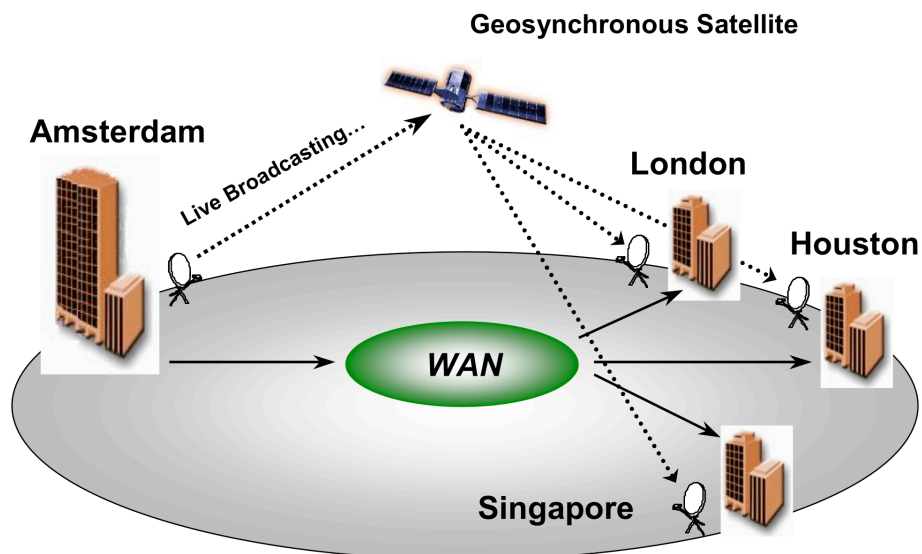
The Solution:

In 1996, Shell Services International committed to a strategic, high-value communications tool by deploying a CyberStar satellite data network to transmit BTV. This network now offers live broadcast-quality programming to Royal Dutch/Shell employees around the world, including hard-to-reach places in locations with poor local infrastructure such as Africa and Asia. This television service is delivered from Europe and enables Shell to address issues such as change management, financial results and product launches in a uniform and consistent manner to all employees.

Network

Shell Services satellite communications infrastructure currently delivers video and audio from one central data location to 119 different countries by using an overlay very small aperture terminal (VSAT) network on its terrestrial WAN. By using the power of satellites, CyberStar is able to deliver data of any kind, including voice, video and Internet access, to any location on Earth that has a clear line of site to the sky. The multicast ability of satellites allows Shell to send single transmissions of data that are simultaneously received by all Shell locations through a simple rooftop dish, or VSAT, at each site. CyberStar's global satellite/fiber network ensures that even the most remote locations are able to receive the information Shell needs to distribute.

Shell Service International's Network



Why CyberStar Beat out the Competitors?

- Global capacity.
- One vendor solution.
- Cost-effective delivery.
- Client saw the network design as superior in quality of service (QoS).
- Capability to expand the service at short notice.
- Ability to offer support in many countries.
- Experience at implementing these networks.
- Ability to work with the client and advise it on sound practices for satellite delivery of multicast in a cost-effective manner.
- Scalability of network.