



Anil Dhirubhai Ambani Group

Contacts:

Suzanne Panoplos  
Engage PR for Reliance Globalcom  
+1 510-748-8200 x221  
[spanoplos@engagepr.com](mailto:spanoplos@engagepr.com)

K.C. Du Fay  
Reliance Globalcom  
+1 415-901-2321  
[kdufay@relianceglobalcom.com](mailto:kdufay@relianceglobalcom.com)

### **Reliance Globalcom Launches Enterprise Global Ethernet Service with VPLS Capabilities to 17 Countries**

Enterprises can now compete effectively on a global scale by using fully-managed, high-speed, flexible and secure Ethernet services when entering emerging markets

**LONDON – May 13, 2009** – [Reliance Globalcom](http://www.relianceglobalcom.com), a leading global provider of managed network and communication services for multinational enterprises, carriers and consumers, announced today that it has extended its [Enterprise Global Ethernet](#) services to 17 countries, more than any other service offering of its kind. The Enterprise Global Ethernet service leverages Reliance Globalcom's assets to expand the reach of its wide area point-to-point and fully-meshed offerings, thereby addressing customer demand for such services in additional countries. Reliance Globalcom's offering helps customers compete effectively on a global scale by providing speed and flexibility when entering emerging markets, network agility in response to fluctuating business dynamics and secure connectivity with the world's key business centers.

Additionally, Reliance Globalcom's Ethernet services reach 36 countries through a combination of owned-assets and strategic carrier alliances, and encompass Reliance Communications' 176 points of presence (PoPs) across all major Indian cities. Building on these strengths, Reliance Globalcom's fully-meshed, fully-managed Enterprise Global Ethernet network serves China, France, Germany, India, Japan, Singapore, Spain, the United Arab Emirates (UAE), the United Kingdom (U.K.), the United States (U.S.) and several additional enterprise destinations worldwide.

"Reliance Globalcom's connectivity to the world's business centers – locations like Paris, London, Frankfurt, Hong Kong and the U.S. – becomes more meaningful when you consider we can expand that reach to include new markets that are driving the globalization of our economy today," said Dr. Kamran Sistanizadeh, chief technology officer, Reliance Globalcom. "More multinationals are coming onboard with sites in China, Qatar, India, and the UAE. Reliance Globalcom offers these companies the latency and performance advantages of VPLS, and ease and flexibility for site configuration management."

The Enterprise Global Ethernet offering from Reliance Globalcom presents many advantages for both existing customers and enterprises around the world. Key benefits include:

- A fully-managed service with end-to-end performance SLAs

- Global reach into high-demand destinations in both developed and developing countries, enabling customers with the agility to capitalize on high-growth opportunities, rapidly increasing talent pools and cost-savings in emerging markets
- Significantly improved performance and speed for mid-size to large enterprises
- Business critical support for bandwidth intensive and latency sensitive enterprise applications such as video conferencing, CRM, ERP, storage and disaster recovery – as well as content delivery initiatives.

Reliance Globalcom operates an Ethernet network that employs VPLS over a MPLS platform. With fully-meshed services to more countries than any other service provider, Reliance Globalcom is able to meet the reach and performance demands of customers worldwide. Its managed Enterprise Global Ethernet offering is backed by leading service level agreements (SLAs) that ensure the lowest latencies, lowest packet loss and lowest jitter. The Company's fully managed infrastructure is further extended through its 65,000 kilometers (km) of undersea cable assets, more than 21 network-to-network interface (NNI) agreements with key partners and more than 750 carrier relationships in developing and emerging markets around the world ensure that application and performance continue to be delivered to meet business needs.

Various analysts and independent reports have predicted that Ethernet-based services delivered over MPLS networks will dominate WAN services due to their simplicity, scalability, flexibility and economy. According to an independent report about carrier Ethernet services in Europe published by Forrester Research in September 2008, "The market for VPLS-based services will take off... Forrester expects VPLS-based services delivered over MPLS networks to become the dominant means of delivery for Ethernet services over the next 24 months." (*Ethernet Services Take Europe by Storm*, Forrester Research, Inc., September 2008).

Reliance Globalcom continues to lead the way in matching best-in-class networking with the unique needs of individual business operations. Customers worldwide rely on its consultative approach to network solutions using MPLS, Ethernet or hybrid designs.

### **Enterprise Global Ethernet Availability**

17 Countries: Bahrain, Canada, China, France, Germany, India, Japan, Netherlands, Qatar, Saudi Arabia, Singapore, South Korea, Spain, Taiwan, UAE, U.K., U.S.

48 Cities: Al-Khobar, Amsterdam, Ashburn, Atlanta, Boston, Chennai, Chicago, Dallas, Dayton, Denver, Doha, Dubai, Frankfurt, Ft. Collins, Hong Kong, Houston, Indianapolis, Jeddah, London, Longmont, Los Angeles, Madrid, Manama, McLean, Miami, Miamisburg, Mumbai, New York, Newark, Palo Alto, Paris, Philadelphia, Providence, Reston, San Diego, San Francisco, San Jose, Seattle, Seoul, Singapore, Sunnyvale, Stamford, Taipei, Tokyo, Toronto, Vienna, Washington D.C., Wilmington.

### **About Reliance Globalcom**

Reliance Globalcom, a division of Reliance Communications, spearheads the Global Telecom operations of India's largest Integrated Telecom Service Provider. Reliance Globalcom brings together the synergies of Reliance Communications Global Business encompassing Enterprise Services, Capacity Sales, Managed Services and a highly successful bouquet of Retail products & services comprising of Global Voice, Internet Solutions and Value Added Services. The company serves over 1400 enterprises, 200 carriers and 2 million retail customers in 163 countries across 6 continents.

Reliance Globalcom owns the worlds largest private undersea cable system spanning 65,000 kilometers (km) seamlessly integrated with Reliance Communications over 175,000 rkms of domestic optic fiber provides a robust Global Service Delivery Platform connecting 40 key business markets in India, the Middle East, Asia, Europe, and the U.S. With its recent acquisition of eWave World, a pioneer in the global WiMAX space, Reliance Globalcom has the capability to launch 4G services in over 50 countries. It has also acquired Vanco Group, enabling the company to provide managed services to over 230 countries and territories across the globe. For further information, please visit [www.relianceglobalcom.com](http://www.relianceglobalcom.com)

### **About Reliance Communications**

Reliance Communications Limited founded by the late Shri Dhirubhai H Ambani (1932-2002) is the flagship company of the Reliance Anil Dhirubhai Ambani Group. The Reliance Anil Dhirubhai Ambani Group currently has a net worth in excess of Rs. 63,000 crore (US\$ 14 billion), cash flows of Rs. 12,000 crore (US\$ 3 billion), net profit of Rs. 8,000 crore (US\$ 2 billion) and zero net debt.

Reliance Communications is India's foremost and truly integrated telecommunications service provider. The Company, with a customer base of over 77 million including over 2 million individual overseas retail customers, ranks among the Top 10 Telecom companies in the world by number of customers in a single country. Reliance Communications corporate clientele includes 2,100 Indian and multinational corporations, and over 800 global, regional and domestic carriers.

Reliance Communications has established a pan-India, next generation, integrated (wireless and wireline), convergent (voice, data and video) digital network that is capable of supporting best-of-class services spanning the entire communications value chain, covering over 20,000 towns and 450,000 villages. Reliance Communications owns and operates the world's largest next generation IP enabled connectivity infrastructure, comprising over 175,000 kilometers of fibre optic cable systems in India, USA, Europe, Middle East and the Asia Pacific region.

# # #