TOPEX

Sierra Wireless 3G Embedded Modules Help TOPEX Provide Voice and Data Services for Today’s Mobile Workforce

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Solution Summary

Industry

Events, Security, SOHO, SMB

Customer

Topex, a telecommunications equipment manufacturer and Next Generation

Network (NGN) solution provider

Challenge

roviding low cost communication tools for enterprise, small business

Solution

Sierra Wireless 3G Embedded modules

TOPEX Bytton 3G voice/data router

Results

- Provides remote voice and data transmission capabilities
- Ensures cost reduction by converting fixed-to-mobile into mobile-to-mobile calls
- Enables 3G speeds and simulta neous voice and data
- Improves overall data transmis sion performance and security
- Provides portability with wireless access for seasonal and temporary usage

TOPEX, based in Bucharest, Romania, is a telecommunications equipment manufacturer and Next Generation Network (NGN) solution provider, offering a wide range of telecommunications applications. The company has over 18 years of experience in research, development, and manufacturing of both civil and military telecommunications devices. The company’s solutions bridge analog, digital and IP telephony systems in wired and wireless environments.

Business Challenge

TOPEX products address today’s business need for lower cost communication convergence, with the ability to exploit the internet and existing data networks with VoIP. All of the company’s products are developed in-house, with the goal of creating future-ready telecommunications equipment. Customers include large European cellular operators such as Vodafone Romania and Orange Romania, as well as Spain’s Xacom Communicaciones, a leader in the development, manufacturing, and distribution of value-added equipment for mobile communication.

TOPEX’s Bytton 3G voice and data router is a professional multitasking device that offers a voice line and internet access for local computer networks, cabled or wireless. The all-in-one voice and internet gateway allows secure, flexible, and mobile interconnection of desktop or notebook computers, printers, and other peripherals and provides two-way voice, data, and video transmission. The Bytton router can be used for many business applications: enterprise wireless VPN for remote point-of-presence; public WiFi hotspots in hotels, restaurants, and airports; in-vehicle internet access in trains and buses; wireless banking; custom video surveillance providing remote access to still photos or video streaming; and a variety of M2M wireless applications.

Because of the worldwide shift toward mobile office environments across industries, TOPEX’s Bytton router needed to be fully mobile and provide internet access in remote areas where alternative landline connection, such as cable or DSL, was not a viable option. Seasonal and temporary events, such as festivals, sporting competitions, trade shows, and exhibitions, also demanded a data transmission solution that was portable and quick to deploy, without the added cost of landline installation, setup and termination fees.

Solutions

Sensing a special interest in the HSDPA standard by global Mobile Operators, TOPEX collaborated with Sierra Wireless on the inclusion of the company’s 3G embedded modules in TOPEX’s Bytton router. The current Bytton router for HSUPA networks enables mobile data uplinks at speeds of up to 1.44 Mbps. Users can access the 3G broadband mobile data services at speeds of up to 7.2 Mbps across all 3G networks and enjoy enhanced services and a better communication experience.

“The Sierra Wireless modules perfectly match our needs,” said Constantin Dumitrescu, sales and marketing director at TOPEX. “This partnership fits our strategy of working together with leading suppliers. We are confident that this collaboration will bring new business opportunities and that together with the Sierra Wireless modules, we can provide our customers with products that meet the highest standards.”

Working within TOPEX’s Bytton routers, the Sierra Wireless embedded module provides high speed data functionality and secure network connections that enhance the reliability and convenience of TOPEX’s 3G voice and data solutions. And because wireless connectivity does not require any lead-time for landline installation, the cellular solution is ideal for seasonal and temporary events where fixed network connections aren’t feasible.

Being a plug-and-play device, TOPEX Bytton is also suitable for residential use;it is a compact, all-in-one box requiring no additional investment in equipment or software, which reduces networking equipment and operational costs for functionality such as voice interface and internet access, VPN, and firewall capabilities. Additionally, the device ensures cost reduction by converting fixed-to-mobile calls into mobile-to-mobile calls and by providing wireless internet access free of landline installation and service costs.

Results

The total sales growth of Bytton products since adding the Sierra Wireless 3G embedded modules has increased by 40 percent year-over-year. Since TOPEX began using the Sierra Wireless modules almost two years ago, TOPEX has invested both time and capital in technical development and in increasing the geographical reach of its Bytton router, and the company considers the Bytton router its pivotal product in 2007 and 2008. With 5789 Bytton solutions currently distributed worldwide, TOPEX plans to continue delivering state-of-the-art communications solutions to keep pace with technological innovation.

“We aim to tailor our offerings to meet the ever-increasing requirements of business environments and the telecommunications market,” said Dumitrescu. “We are committed to building strong relationships with our partners all over the world and to expanding our worldwide distribution network by offering business solutions tailored to each company’s specific activity.”

The TOPEX Bytton 3G voice and data router utilizing the Sierra Wireless 3G HSUPA embedded modules has resulted in the following benefits:

- Ensures cost reduction by converting fixed-to-mobile calls into mobile-to-mobile calls
- Satisfies needs of today’s mobile workforce by providing remote voice and data transmission capabilities
- Enables unprecedented 3G speeds and simultaneous voice and data opportunities
- Improves overall data transmission performance and security
- Provides portability with wireless access for seasonal and other temporary usage