



UK Corporates get MobileAccess

Brand has been awarded with a major contract from BT to supply its Apollo solution to the BT Cellnet Corporate Business Portfolio. BT and BT Cellnet are new strategic channels for Brand's Apollo products. This means that as well as Brand's direct sales to corporates, Apollo will now also be sold as a BT product, badged as MobileAccess and targeted initially at BT's corporate customers who have a requirement for LAN access via GSM.

Brand's existing success will now be built upon by adding the resource and skills that BT will bring to the partnership. BT's focus on the market, coupled with Brand's strong product set, will undoubtedly make Brand the UK leaders in extending the LAN to the mobile worker.

The MobileAccess proposition makes so much sense for corporates. The unique spoofing techniques reduce on-line charges to such an extent that the system pays for itself within months. The solution can be rolled out within weeks, giving immediate benefits and an early payback. Also the remote users can feel that they are no longer isolated, being given truly resilient access to email, intranet, database and file servers whether at customer premises or whilst abroad in a hotel.

Michael Reilly, BT's General Manager, Portfolio, Strategy and Planning, stated: "Data services are high on the agenda of our customers, and we have responded by offering such a simple yet feature-rich product set that they can benefit from quickly. Mobile Access will grow into a complete portfolio of remote access services based on Brand technology."

Unisys utilises benefits of Mobile Data

Unisys has recently equipped all UK Customer Service engineers with Brand's Apollo Solution. The engineers are using Apollo to access the Unisys Corporate Mobile Workbench (CMW) host application via GSM data, giving the engineers high speed, robust and most importantly cost-effective connectivity in real time and whilst mobile. The contract was won against stiff competition from various networks, technologies and remote access providers, and is the result of a strong partnership between Brand and Unisys to deliver a solution that really delivers benefits to Unisys and their customers.

"remote users can feel that they are no longer isolated"

Unisys have for some time identified the tangible benefits of mobile data for their engineers, and they have had a clear strategy to harness the benefits that real-time mobile LAN access gives. However, it was only by working with Brand that they were able to realise the true performance of GSM Data, because it is only Brand's Apollo Solution that can extend Unisys' LAN environment out to those mobile workers in a fully effective manner. Apollo has turned a low-bandwidth, intermittent and expensive GSM service into a fast, virtually on-line and low-cost communications solution that Unisys can depend on.

The Apollo Solution consists of software for each engineer's portable PC, and an Access Server as the communications hub between the GSM network and the Unisys LAN. Apollo seamlessly extends the Unisys LAN environment to the mobile user by using the unique combination of spoofing, resilient call recovery, security and compression. Apollo does not replace the existing Unisys CMW application, it merely extends it out from the LAN to the mobile engineer. Together Apollo and CMW add up to a virtual LAN connection for each and every engineer, and they deliver a totally satisfying and high-performance system. After a long period of searching, the Unisys engineers are now finally enjoying the extra gains in productivity that come from reliable mobile LAN access.



The Unisys Brand Relationship is now set to grow even stronger, as Unisys look at other areas of the business that could benefit from Apollo, including ISDN users (eg. at home) and all of the other engineers across Europe who could benefit from the harmonies of Brand's standardised system on GSM.

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Networking with Brand Communications

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Brand on a Mission

Brand certainly lit a fuse at the recent Networks Telecom 99 exhibition, as their bombproof mobile data products had a truly explosive response from the thousands of visitors that attended the show. The theme of the stand, 'The Mission is Now Possible', clearly conveyed the message that remote working and mobile working are no longer the domain of spy movies and techno buffs. Brand has made mobile data simple and attractive, and the fact that Brand had the only stand dedicated to the subject says everything. The sheer number of visitors to the stand showed that remote access is fundamental to so many businesses, and Brand was delighted to be at the NEC, Birmingham to help.



At the show Brand cut through the hype to demonstrate real solutions from customers such as Unisys, strong partnerships with networks such as BT Cellnet and Inmarsat, and industry-wide recognition from the Mobile Data Association. There were also live demonstrations of every aspect of doing business remotely.

Orange high-speed GSM data

In addition, Brand announced that it was the first company in the world to deliver high speed mobile data in partnership with Orange. Together Brand and Orange will take the speed of GSM to 28.8Kb/s full duplex and 43.2Kb/s Asymmetric, many times faster than existing mobile data services and when combined with Brand's compression, it becomes a high performance wireless network. One of the very first Nokia high-speed data cards in the world was on display, alongside one of the fastest Indy cars in the world.



All in all, Brand showed that it could bring speed, simplicity and reliability to remote working. The message is clear; The Mission is Now Possible with Mobile Data from Brand Communications.

Apollo serves the community

For many years Britain's mobile libraries have been serving rural communities, but have themselves been isolated from the centrally held information that they need access to.

“more
Mobile Data
projects are
now a reality
thanks to
Brand”

Now, councils across the UK are equipping their remote and mobile libraries with Apollo from Brand. It is extending the council's entire IT environment directly to PCs in each library van, giving users the ability to reserve books, search for obscure titles and access the internet's wealth of information. By virtue of its spoofing, compression and call resilience, Apollo makes GSM a viable and cost-effective way of making the link from the council to the community.

This is only one example of many initiatives in local government where Brand is involved, delivering tangible benefits to people who need them.

Putting out the flames with Mobile Data

Lincolnshire Fire Service has a reputation for being at the forefront of technology, so in 1999 when they decided to abandon PMR in favour of GSM for all mobile communications the industry watched with interest. Brand played a key part, by providing a full messaging and data solution that every mobile appliance now uses. Now the system has been operational for some months, the operational benefits and significant cost-savings have satisfied the industry that it was the right move.



Lincolnshire Fire has deployed Brand's Apollo Access Server as its hub for all real-time messaging and data from the emergency crews and the officers. Apollo's unique status messaging facility means that an operative can send immediate updates from the field with a single key press from any standard mobile phone. Examples include 'attending incident' and 'standby', and there are many more tailored to Lincolnshire Fire's needs. Apollo does the clever work back at base by converting the status signal into a format that the command and control system needs to see. It all

adds up to a simple and seamless way for accurate updating, with no expensive equipment or running costs to have to budget for. The scope is endless; access to building plans on-line, incident reports transferred electronically, database access from the fire ground, all from a single solution from Brand.

Lincolnshire Fire's new communication system has been a total success, with satisfied crews, very low operational costs, a future-proofed system, and many admirers within the fire service and the telecommunications industry too. Brand's long-term commitment to fire services continues, and we will give you another 'status update' in the next edition!

Worldwide networks update

Esat Digifone, Ireland's premier GSM network, has recently launched a nationwide LAN access solution based on Brand's Apollo technology. Initially available to Digifone's CPN corporate customer base, it will seamlessly extend their office networks out to their mobile staff via the Digifone GSM network. This is another first for Digifone in the Irish market, and will help them to continue their unparalleled growth in data and value-added services.

Apollo will enhance Digifone's already successful DigiData service by reducing dial-up times to less than 6 seconds, improving reliability and performance, and reducing the cost of doing business on-line. Some major initiatives by Digifone in the coming months will ensure high uptake and a high level of satisfied data users.

Deirdre Cronnelly, Product Portfolio Manager, Esat Digifone said; "We are delighted to continue to lead the way technologically in bringing a useful, easy to use, value for money product to our customers. In bringing services such as 'Brand Apollo' to the Irish market, we are leading the way for our customers to benefit from advanced GSM services."

Brand's strong relationship with ESAT Digifone is the latest in a long line of partnerships with GSM networks. As always, Brand is delighted to be involved in helping networks around the world and their customers to harness the potential of GSM data.



A family of products

In case you are unfamiliar with Brand's range of products and services, here's a quick resume:

- A.) Apollo Emulator: the award-winning software for the mobile or home worker that provides simple and intuitive remote access to the company LAN or internet. It's spoofing and compression techniques reduce on-line costs whilst its call recovery features dramatically increase the performance of networks such as GSM.
- B.) Apollo Card: Brand's unsurpassed network card that's low cost to install and fast to pay back. It connects to ISDN, GSM, PSTN, X.25 or X.21, and facilitates a connection between two or more sites and/or mobile users.
- C.) Apollo Access Server: equally at home within GSM networks, PTTs or corporate networks, it is one of the most feature-rich and scalable remote access solutions available today. All the benefits of Apollo – spoofing, call resilience, security, push technology, management capabilities – are embraced by the server.
- D.) The Apollo family awaits a new offspring which will take the market by storm, watch this space as the announcement will be made very soon!
- E.) Managed services: Brand runs many customer services in-house and remotely manages networks and solutions. Brand's support desk has second-to-none knowledge of connectivity and systems, and Brand's FM services are now being actively used by forward-thinking companies across Europe.

Success after success

Brand's success at home and abroad continues. Major new alliances have been forged to ensure Brand remains at the pinnacle of the mobile data industry.

Brand's position as the world's leading supplier of data solutions to GSM networks has been reinforced with several new large-scale contracts across Europe and beyond. The system will extend the benefits of Apollo to GSM users in those countries, and will help to dramatically grow their active data user base.

Brand has also been active with corporates and businesses who want to harness the benefits of GSM and ISDN for their remote workers. Several flagship projects have been delivered recently, amounting to thousands of new satisfied teleworkers and equally happy IT departments!

Several truly innovative projects have taken place thanks to Apollo, including the 'communications carriage' on Virgin Trains, allowing business people to surf the internet and access email reliably via GSM. A new satellite service with Inmarsat's Global Area Network is soon to be announced too. Brand's managed service facility has helped several organisations to realise the benefits of outsourced remote access, an area of the business, which is sure to grow.

More on these next time, but if you have a project that Brand could help with don't wait – call the winning team today.

GSM - Staying one step ahead

As part of Brand's strategy to deliver the most advanced and future-proofed mobile data solutions, Brand has committed to a full development programme for the new GSM data services of HSCSD and GPRS within its Apollo range of products. So exactly what do these acronyms mean?

HSCSD (High Speed Circuit Switched Data) is a service based on existing GSM circuit data but combines multiple radio channels to achieve much higher data speeds. Also new codecs (modulation techniques) will see today's 9.6kb/s become 14.4kb/s. All in all it will mean data rates of up to 43,200 bits/sec. Apollo is fully compatible with HSCSD today, all we now have to do is wait for some of the GSM networks to roll it out this year and next!

GPRS (General Packet Radio Service) is a new GSM service which uses a packet-mode technique to transfer user data. Dependent upon the network, the user can enjoy data rates from 9000 bits/sec up to 150,000 bits/sec. Most GSM networks will begin to offer GPRS during 2000.

Apollo will shortly have a new interface for GPRS, to give users the same ease and reliability that they currently experience with Apollo on circuit-switched GSM. A number of unique value-added facilities will also be built in to ensure that Apollo remains the solution of choice for mobile data worldwide.

“Brand provides GSM LAN connectivity to more people than anyone else – worldwide.”

