



Satisfying Market Demand

Sierra Wireless **3G Embedded Modules** Provide **Ventus** Customers with Flexible and Secure **Remote Management Solutions**

Solution Summary

Industry

Financial Services, Banking

Customer

Ventus Networks (Ventus) telecommunications and engineering company provides advanced, fully managed end-to-end encrypted connectivity through global fixed wire and wireless private networks

Challenge

How to satisfy client needs to remotely operate ATMs and kiosks in diverse commercial retail locations, seasonal venues, and at temporary events

Solution

Sierra Wireless 3G Embedded Modules

Ventus VFN 2000 Routers

Ventus secure wireless data network

Results

- Greater ROI resulting from reduced operational costs
- Improved management of remote devices and enhanced safety
- Ability to communicate at fastest speeds using 3G wireless broadband
- Faster time to market



Profile

Ventus Networks (Ventus) is a Level 1 PCI-DSS compliant, carrier-agnostic telecommunications and engineering company. Ventus provides advanced, fully managed end-to-end encrypted connectivity through global fixed wire and wireless private networks. Specializing in design engineering and completely managed implementations, Ventus specifically addresses issues affecting the financial services, ATM, kiosk, security, and self-service markets.

This customer-centric communication solution sets a new standard for transaction-oriented connectivity. The Ventus approach provides a collaborative environment for exchanging ideas, maximizing resources, generating new revenue streams, and creating a seamless transition from outdated, increasingly costly, and difficult to support legacy platforms.

Ventus' proprietary technology and software applications offer cutting edge functionality backed by superior service before, during, and after installation from a designated team of innovative network engineers and customer support professionals. Ventus partners with banks, credit unions, ATM, kiosk and security providers, manufacturers, and processors to deliver fast, reliable data transfer services wherever and whenever needed. Ventus' mission is to provide high-performance, innovative, dependable, scalable, and secure networks that meet client expectations for return on investment (ROI).

Challenge

Ventus Networks operates an extensive fault tolerant redundant network, capable of transmitting and switching legacy and current communication protocols (e.g., SNA, BIP, 3270, Async, Bisync, TCP/IP) over Frame Relay/MPLS, ISDN/POTs, Broadband Cable/DSL, VPNs, 1G Ethernet, and 3G Wireless channels. With the growth of "off-premise" self-service devices, the Ventus team identified a business need to develop solutions for their clients to operate ATMs and kiosks in diverse commercial retail locations, seasonal venues, and temporary events.

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"The quality of workmanship of [Sierra Wireless] embedded modules and reliability of connectivity allows Ventus to offer a superior product and service to our clientele."

The primary challenges were: providing the mobility, flexibility, scalability, security, and speed-to-market demanded by these market segments. Historically, deploying data transfer capabilities to new or temporary locations required merchants and event organizers to plan 60 to 90 days in advance for terrestrial (dial-up or frame relay) service. This process is time consuming and expensive – in terms of the circuit/line costs, installation fees, labor costs to manage the cumbersome process, and disconnect fees when service is no longer needed. Wireless solutions are deployed within days, relocated and re-configured with “over-the-air” changes, and are ideally suited for either continuous or on-demand use.

Ventus Networks responded to the demand for easier and faster installations by developing a secure wireless CDMA/GPRS/HSDPA data network, specifically designed to transport sensitive financial, confidential, and security-oriented data. These services are complemented by their 3G wireless routers, rich with features including protocol conversion, firewalls, and battery back-up, small footprint, and encryption. These routers function as data transport devices and have full interoperability with other routers and servers. Ventus' VFN routers are pre-configured for easy installation and instant connectivity. Routers and networks are monitored 24x7x365 by live, in-house help desk and engineering teams.

After early experimentation with network availability and cellular connectivity options, 3G technology – with its significant opportunities for increased speed, broadband applications, and high level of seamless reliability – is currently Ventus' wireless technology of choice. Ventus provides one-stop, comprehensively managed wireless connectivity through turnkey and custom solutions.

Solution

Ventus Networks sought a mature partner with proven 3G experience. After researching and testing potential cellular solutions, the company selected the Sierra Wireless 3G CDMA and HSDPA embedded modules for their superior quality and reliability.

Ventus Networks collaborated with the Sierra Wireless professional services team for integration assistance and time-to-market support. Sierra Wireless, with more than 14 years experience integrating its wireless modules into partner products, helped coordinate the people, technology, equipment, and licenses required for advanced testing with the Ventus platform. “Sierra Wireless created an easy path for

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us with its skilled team of engineers. They offered the flexibility we required,” said Tina Iverson, Vice President of Business Development at Ventus Networks. “The quality of workmanship of the embedded module and reliability of connectivity allows Ventus to offer a superior product and service to our clientele.”

Ventus' VFN 2000 series routers, equipped with the Sierra Wireless embedded 3G module, enhances the reliability and convenience of Ventus' financial transaction routing solutions by providing data functionality, GPS tracking, and secure network connections. The cellular solution is ideal for venues where mobility and on-demand type solutions are preferred (e.g., stadiums, tradeshow, and outdoor events).



The cellular routing solution also offers remote monitoring and management of hardware and system health to provide valuable statistics of device availability, reports, and on-line status through a secure web-based portal. Proactive monitoring and supervision, automated real-time alerts, and web-based access help alleviate and resolve potential network issues quickly. In contrast, terrestrial lines require technicians to travel for scheduled or emergency maintenance, which is often the first step in the long telecommunication repair process. From a business perspective, wireless networks reduce the installation process by 50-70 percent (compared with landline deployments). It is more efficient in terms of management and reduces overhead costs.

Results

The Ventus Networks VFN 2000 series routers are currently certified with Verizon Wireless and Sprint and will be running on the AT&T network by Q4.

“Any company transmitting data from Point A to Point B can use our routers with the Sierra Wireless embedded module as the communication source,” explained Iverson. “We foresee using cellular connectivity in other verticals requiring machine-to-machine or kiosk-related transactions as Ventus Networks expands its business offerings.”

“With the Sierra Wireless embedded modules, Ventus can easily move to ‘next generation’ technologies. We have the flexibility to move from one solution to the next as emerging technologies arise. **With Sierra Wireless as a partner, we are able to set the standard for connectivity and help our customers meet their needs while gaining a competitive edge in the marketplace.**”

Some of the combined benefits of Sierra Wireless' 3G modules and the Ventus VFN routers are:

- Greater ROI resulting from reduced operational costs
- Completely managed and monitored services with contracted service level agreements
- Remote access to Ventus' robust, custom written Network Monitoring System using 3G wireless technology
- Multiple carrier accessibility through a single provider
- Opportunity to communicate at fastest speeds available using 3G broadband data transfer
- Flexible, mobile, scalable solutions
- Speed-to-Market – usually within 48 hours
- Fault tolerant network solutions to meet business requirements

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