

# Cable & Wireless launches new global service in association with IBM

Submitted by: Kaizo (London)

Thursday, 5 November 1998

---

Cable & Wireless today announced that it is to launch a new global service called Cable & Wireless SNA Connect. The new service will enable multinational customers using applications based on IBM's Systems Network Architecture (SNA) technology to achieve network cost savings whilst migrating towards IP.

Cable & Wireless SNA Connect will provide a single vendor service that combines IBM's expertise in SNA with Cable & Wireless' expertise in WAN networking to provide a low risk solution for organisations' mission critical applications.

The service will use Frame Relay Access Devices and Routers to encapsulate a customer's SNA traffic into Frame Relay. This will enable customers to harness the benefits of Cable & Wireless Frame Relay™ service, providing multi protocol integration and a more cost effective network management solution than existing leased lines.

Commenting on the service, Kevin Dean, head of IT Sector New Business Development, Cable & Wireless Global Markets, said: "This is one of Cable & Wireless Global Markets' latest initiatives to deliver global solutions to multi-national customers.

Cable & Wireless SNA Connect service clearly positions Cable & Wireless as a major solution provider to the rapidly growing enterprise data market. There are over 75,000 customers currently using IBM's SNA technology, and today in excess of 60% of all data messages transmitted over wide-area networks pass through an SNA-enabled mainframe. There is therefore a huge market for a solution that will enable mainframe users to further reduce the overall networking costs and consolidate their legacy SNA networks with their existing frame relay data networks whilst offering a clear migration path to IP."

"This relationship between Cable & Wireless and IBM will help customers migrate their mission-critical business applications to a public frame relay network. Having developed SNA over twenty years ago, IBM is now taking the protocol to the next level with Cable & Wireless. This offer leverages IBM's SNA-IP migration expertise and networking products while drawing on Cable & Wireless' experience as one of the world's largest carriers of international traffic," said Jack Baney, Director, IBM Global Service Provider Partner Programme.

- END -

## About Cable & Wireless

Cable & Wireless is one of the world's leading providers of integrated communications and a major global carrier of communications traffic: Internet, data, voice and video. Its businesses around the world offer a range of services spanning interactive entertainment and information, broadband data, Internet access and broadcast television, as well as fixed and mobile voice. With 17 million customers in 70 countries, Cable & Wireless is one of the world's largest carriers of international traffic, provides mobile communications in more than

30 countries and operates the world's largest, most advanced cables fleet.

#### About IBM

IBM develops, manufactures and sells advanced information processing products, including computers and microelectronic technology, software, networking systems and information technology-related services. The company offers value through its worldwide sales and service units in North America, Europe/Middle East/Africa, Asia Pacific and Latin America by providing comprehensive and competitive product choices.

#### About IBM's Networking Hardware Division (NHD)

IBM's Networking Hardware Division (NHD) develops and manufactures industry-leading networking technologies and products, providing global end-to-end solutions for Token-Ring, Ethernet, Gigabit Ethernet, ATM, IP and SNA networks. Headquartered in Research Triangle Park, NC, IBM NHD also provides consulting, education, service and support worldwide to help customers achieve their business objectives.

#### About Cable & Wireless SNA Connect

Cable & Wireless SNA Connect is a high functionality service designed for multinational organisations with large mission critical SNA networks. The service is designed to replace an organisations existing leased line network with more flexible and cost effective Frame Relay circuits, thereby enabling an organisation to harness the benefits of Frame Relay without the risk associated with migrating legacy networks.

Stephanie Lodge      Tel: +44 (0) 171 315 4684  
Cable & Wireless      Fax: +44 (0) 171 315 6467  
Email: stephanie.lodge@bn.cwplc.com

Nick Giles              Tel: +44 (0) 171 580 8852  
Abacus                  Fax: +44 (0) 171 580 5035  
E-mail: nick.giles@abacuscomms.co.uk

Inge Lauble            Tel: +49 7034 15 3293  
IBM Networking Systems      Fax: + 49 7034 15 3328  
E-mail: lauble@de.ibm.com

Greg Mills              Tel: +44 (0) 1753 790 700  
Brodeur A Plus          Fax: +44 1753 790 701  
E-mail: gmills@brodeuraplus.com