

SG Bank uses PAV for Financial Services



SG Bank runs two PAV SkyNet 100 Mbps Fast Ethernet systems for its Financial Services

In today's fast expanding business environment, fast network connections are essential to success. It is not unusual for businesses to operate from a variety of different locations and buildings, however connecting all of these different sites can be problematic as the investment bank SG found out.

SG is the corporate and investment banking division of the Société Générale Group, and has its UK head office in the city. It needed to link two other offices, one in St. Katherine's Docks and another in Goodman's yard opposite the Docklands Light Railway station. In both cases it was impossible to form a direct link through underground cabling. St. Katherine's Dock is an area steeped in history, which is protected by the Port of London authority, which meant that in the short term they were unable to have the cobbled pavements dug up to lay new cable. The location of the Goodman's Yard office was also problematic, due to the railway tracks that run between itself and the head office. Fibre optic cables, for the moment at least, are not an option for connecting these two out-station locations with the head office.

A microwave radio solution, which was also another possible option, threw out a different set of obstacles, including that of cost and long negotiations associated with the purchase of a radio spectrum license and the unsightly rooftop installation of radio dishes. It was felt that the all-optical wireless system from PAV Data Systems was by far the fastest, most cost effective and least obtrusive solution and in September 1998 PAV installed the first 100 Mb/s PAV SkyNet System for SG with great success.

One of SG's concerns was that they might have to sacrifice speed and quality of connection. Head office staff was used to receiving 100 Mb/s of information to their desks via LAN and they wanted to make sure that staff at the other two sites would benefit from a similar service. However since PAV systems can operate at an impressive speed of up to 622 Mb/s, they are actually faster and more cost effective than other solutions.

The connections benefit from high-bandwidth capacity, which means that the all-important financial data can be transferred between locations without delay.

The connection has proved robust and reliable. Needing only a clear line of sight between buildings, PAV systems connect and operate within the infrared light band, transmitting a beam through open space rather than glass. SG has back-up alternative systems, but to date the PAV connection has never failed, a fact of which PAV is extremely proud.

Chris Emerson, Director for PAV said, "We are delighted that the system has effectively provided the solution SG needed to connect their sites. PAV is ideally equipped to provide broadband connectivity solutions for companies in such a position and we have thousands of similar systems deployed worldwide."

Impressed with the efficiency of the PAV system, the relationship between PAV and SG has continued to grow. In September 2000, SG placed an order for the second SkyNet system, again offering 100 Mb/s connectivity. The SkyNet systems can be further enhanced as the data transfer needs of the bank grow, as they are easily scalable to meet customer's broadband requirements. Rachel Barley, Telecom Analyst at SG says of the PAV System, "We found ourselves facing an obstacle because direct fibre optic cable was not an option - then we turned to PAV. PAV's infrared solution covered all our needs and the systems were rapidly deployed in a matter of days."

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