



## Satellite Network Solutions for the Financial Industry

The **high reliability and ubiquitous coverage** characteristics of satellite communication networks make this technology an ideal choice for selected IP connectivity and access services.



This is particularly relevant to the banking and financial industry, which is under pressure to provide reliable connectivity to branches, ATM service points and point-of-sale locations.

In addition, the flexible costing and business models possible for satellite access networks, explain why more and more banking and financial organisations select satellite networks to complement and expand existing terrestrial communication networks.

### Benefits and Advantages

#### ***Swift Deployment***

Satellite access services require the minimum onsite infrastructure and don't require any long-distance terrestrial plant infrastructure. This enables banking corporations to swiftly deploy services to meet the growing market demand.

#### ***Business Continuity***

Satellite access networks can be implemented to meet very high availability requirements to remote locations. Integrated with terrestrial networks satellite access services can enable 99.9995% availability.

#### ***Cost Effective***

Applied within the correct business model and leveraging the unique advantages of the satellite architecture, IP access services can be provided at extremely attractive cost levels.

#### ***Market Growth***

Satellite by nature is the ideal technology to implement broadcast services, as demonstrated by the very successful DStv service. Leveraging this advantage, financial corporations can provide in-branch communication and advertising services to improve customer service and extend brand loyalty.

#### ***Dependable Access Services***

The ubiquitous coverage of satellite networks empower banking organisations to provide dependable IP communication access to any location anywhere. Guaranteed quality-of-service levels at all times eliminate the access risks associated with congested 3G networks or limited 3G data coverage.

# Financial Satellite Access Applications

## ATM Connectivity

Automatic Teller Machines (ATMs) require dependable connectivity to ensure maximum uptime and customer satisfaction. Located in shopping malls, petrol stations, remote locations, shops and stand-alone points, ATM services are a demanding application that can effectively be serviced with a satellite access network.



Satellite networks are ideal for connectivity to a large number of remote sites using limited data volumes and ATMs are an ideal example of such a network. In addition, satellite networks can provide connectivity at guaranteed quality-of-service levels to ensure high uptime and customer service.

## Business Continuity



Today most, if not all, financial services provided at a branch location require access to the central server infrastructure located at head office. Due to the high bandwidth demand, it is preferable that the primary branch access services be provided with fibre and other terrestrial technologies. However, all communication networks have a risk of failure and when the primary access service to the branch fails, then all services fails. Implementing redundant terrestrial networks is often not financially feasible.

Satellite, on the other hand, is a very flexible communication medium and the network architecture can enable very attractive and powerful business models. One specific advantage is to provision high speed data access bandwidth that is instantly available to any branch office located anywhere in the country. This fundamental advantage of satellite networks is an excellent option to provide effective branch back-up services to ensure business continuity in the event of a primary link failure.

## Mobile & Tactical Deployments



Satellite access services provide a very effective alternative to implement reliable connectivity to mobile ATM vehicles or even to branches under construction.

Vehicles equipped with automatic antenna deployment systems can be used to support mobile ATM services or provide back-up services to fixed locations.

## Reference Networks

Q-KON has supported a number of leading financial organisations to unlock the business benefits and service advantages of satellite access networks for their organisations. These include the following leading brands in the African financial services industry;



Contact Q-KON or your Service Provider regarding your requirements or tailor-made solutions.

www.qkon.com  
enquiries@qkon.com  
Phone: +27 12 665 0052

