

BATEC Connects the Shops in Expansive Al Hawaj Group

Bahrain



Customer

Bahrain-based Al Hawaj Group specialises in fashion products, cosmetics and perfumes, among other luxury items. Al Hawaj stores feature designer cosmetics from Helena Rubinstein, Shiseido, Christian Dior and Chanel, along with more economical brands such as Sisley, Max Factor and Bourjois. The stores are located in the most prominent shopping malls and retail districts in Bahrain – Seef Mall, Al A'ali Mall, Bab Al Bahrain, Muharraq, Riffa, Salmaniya and Yateem Centre. The shops have an impressive reputation and are known for their helpful, well-informed salespeople.

From a business perspective, Al Hawaj is a market leader and one of the largest retail corporations in Bahrain. The group has expanded rapidly across the country and, since the resolution of border disputes, is now forming joint retail ventures with neighbouring Qatar.

Solution Provider

Established in 1984, Bahrain Advanced Technology Co. W.L.L. (BATEC) leads the market in providing data communications, telecommunication solutions and networking services in Bahrain. In partnership with other organisations, BATEC also supplies and services equipment throughout the Gulf region. BATEC provides professional, turnkey IT solution services, from hardware to network operating software, structured cabling, PC networking and integrated voice/data networks. The staff at BATEC has more than 150 years of combined experience in the design, planning and

implementation of corporate communications projects.

Three strategic business units complement BATEC's core business in data communications and telecommunications: They include IT consulting services, news and media services, and premises access control and monitoring.

The Situation and Challenge

With branches found throughout Bahrain, Al Hawaj needed to improve operational efficiencies and link all locations to its corporate headquarters in Salmaniya. To test the feasibility of such links, an initial project specified connecting headquarters to the data backup centre in Budaiya, which also hosts the residence of the Al Hawaj chairman. The ideal solution appeared to be a reliable, high-bandwidth wireless IP backbone that would support voice and data communications.

However, the Budaiya site is a low structure surrounded by multi-level residential buildings that create an obstructed line-of-sight. In addition, the data backup centre is nearly 8 km (5 miles) from the Salmaniya headquarters, requiring the longest link among the Al Hawaj branches.

Technical Requirements

Al Hawaj needed the connections from branch sites (including the data backup centre) to corporate headquarters to perform the following functions:

“The Motorola Point-to-Point Group has one of the most reliable, dependable and cost-effective NLoS Wireless systems. We are fully satisfied with its excellent and consistent performance. Plus, the tools provided by Motorola for site survey made the task easy.”

~ Rajendra Prabhu , IT Manager, Al Hawaj

- Access the ERP system located at HQ
- Back up the main company database, transferring approximately 10 GB of data daily
- Provide real-time monitoring and recording of CCTV cameras to the Budaiya site
- Share Internet access with the Budaiya site
- Establish VoIP connectivity between Budaiya and HQ
- Connect the chairman’s home office to the HQ LAN

Deployment Detail and Interoperability

BATEC determined that the Motorola Point-to-Point Wireless Ethernet bridge – 400 Series with antenna could reliably carry signals from Al Hawaj corporate headquarters to the data centre in Budaiya. At each location, BATEC technicians erected custom-made, pre-fabricated, 6-metre (20-foot) masts, which were used to mount the antennas for the PTP 400 Series bridge. Each mast is made up of two interlocking poles that can be adjusted individually as required.

During the GPS site survey, BATEC identified the appropriate building on which to mount the antenna at the Budaiya site, as well as the antenna direction, in order to obtain a near-line-of-sight. The Motorola PTP Link Estimator, a tool that can accurately predict how well the Motorola links will perform in a specific environment, was used to gauge height, distance and path-loss, ensuring a smooth, accurate deployment. In fact, the system was deployed within five hours.

The Results

Nightly, more than 10 GB of corporate server data are transferred to the remote backup centre at Budaiya, with 99.999% availability at 17.6 Mbps, leaving ample bandwidth for growth. The backup centre has full Internet access over the Motorola wireless bridge, as well as remote monitoring of its security video (both recorded and live) via the same link.

Most important for corporate productivity, the company’s ERP application performs flawlessly over the Motorola wireless network.

Why Motorola?

- The PTP 400 Series system delivers a highly reliable connection over substantial distances, even in non-line-of-sight conditions
- End-to-end IP capabilities seamlessly carry data, voice and video communications
- The Motorola PTP Link Estimator accurately evaluates performance before deployment
- Scalable bandwidth allows for ongoing corporate growth

About Motorola

Motorola is known around the world for innovation and leadership in wireless and broadband communications. Inspired by our vision of Seamless Mobility, the people of Motorola are committed to helping you get and stay connected simply and seamlessly to the people, information, and entertainment that you want and need. We do this by designing and delivering “must have” products, “must do” experiences and powerful networks – along with a full complement of support services. A Fortune 100 company with global presence and impact, Motorola had sales of US \$36.8 billion in 2005. For more information about our point-to-point products and services, visit our website at www.motorola.com/ptp.

At the time of this installation, the products deployed were the Orthogon Systems OS-Gemini point-to-point wireless Ethernet bridges. With Motorola’s acquisition of Orthogon Systems, the OS-Gemini products were renamed as the PTP 400 Series bridges. They are now part of Motorola’s **MOTOwi4™** portfolio of innovative wireless broadband solutions that create, complement and complete IP networks. Delivering IP coverage to virtually all spaces, the **MOTOwi4** portfolio includes Fixed Broadband, WiMAX, Mesh and Broadband-over-Powerline solutions for private and public networks.

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