

GOING PLACES

EXECUTIVE SUMMARY

LGA and Cisco Systems share a long and fruitful relationship that has seen LGA grow from a tiny Singapore start-up into a full-fledged Internet Service Provider (ISP) with offices in the United Kingdom, Hong Kong and Malaysia. LGA is currently a major Cisco partner in

the Voice-over-IP (VoIP) space, selling Cisco's solutions to small and medium sized businesses (SMBs). LGA believes that Cisco has the best VoIP products and is looking forward to expanding its relationship with Cisco in the future.



WHY CISCO?

For Mr Ang, going with Cisco to deliver VoIP was an obvious and sensible decision. "There are not many good IP solutions in the market. We would rather work with Cisco than some unknown company. We prefer to sell a known brand than an unknown one. If they close shop, we will be left with no support and no upgrades. There is no danger of this with Cisco."

Cisco and LGA have had a long and very fruitful relationship. When LGA first started in 1995, all it had were two 19.2Kbps modems, a server and a Cisco router.

In 1999, LGA built its first data centre in a modest 1,000 sq ft facility. It was a complete Cisco shop and LGA built it without any external funding. In 2000,

THE RESULTS

LGA has implemented VoIP solutions for a number of companies in Singapore. One of them is Cuno Filtration, a US-based company with a regional office in Singapore. LGA helped them set up a communications channel between the Singapore regional office and the subsidiary in Shanghai.

The solution was a Cisco-based Virtual Private Network (VPN) and IP voice network using Cisco CallManager Express routers. This resulted in a single IP network converging the data and voice applications.

Said Mr Dennis Moh, the MIS Manager at Cuno Filtration, "This enabled us to have frequent communication with our subsidiary via conference calls,

