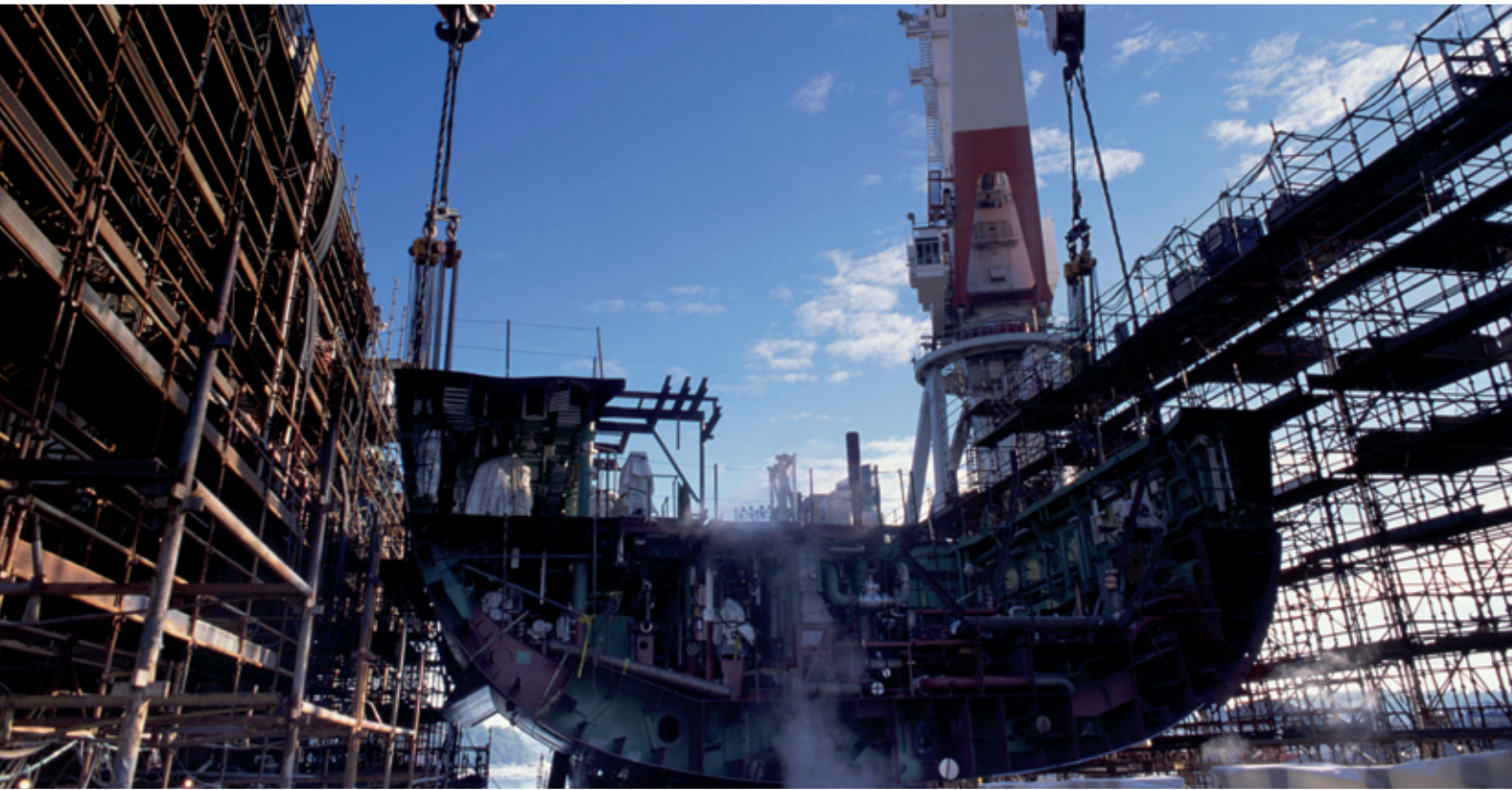


EXPLORER™ 500 INCREASES PRODUCTION AND CUTS COSTS FOR SADRA



USER:

SADRA Iran Marine Industrial Co.

CONTACT INFORMATION:

www.sadragroup.com

HARDWARE:

EXPLORER 500

EXPLORER Bluetooth handset

Founded in 1968 as a small ship yard in Bushehr, north-west of the Persian Gulf, SADRA has quickly and continually expanded its business to the offshore business and has now established itself as the leading ship building and ship repair-company in Iran. In addition, SADRA is involved with production for the oil, gas and petrol industry, as well as infrastructural civil construction with emphasis on the local Iranian market, Asia and the Middle East. SADRA's rapid development and growth is caused mainly by its commitment to continuous improvement in engineering, project management and construction skills. Its strong ties to markets and companies across the globe now continue to evoke further needs for sophisticated communication technologies, and for that Thrane & Thrane is the answer.



“EXPLORER 500 is true value for money. And the numerous services and global satellite coverage of BGAN make it a perfect choice for communication on high priority site locations, regardless of physical boundary.”

SADRA Island Yard Telecommunication and Navigation Manager

Challenge:

SADRA Island Yard is an artificially developed production island of over 340,000 square meters, situated in the south western part of Iran, 500 meters from Bushehr Port and connected to the Persian Gulf via a natural channel. This island is a pivotal production center accessible from shore and equipped with advanced machinery and recent technology for managing oil and gas projects. As production has increased, SADRA needed to find a way for the island to always be at peak performance and online with the world at all times. So far, VSAT communication had proved too costly and lacking in user friendliness. Only few people among the personnel could operate advanced systems – and that posed a challenge. Thus, a user friendly terminal supporting a reliable flow of data and voice communication was needed.

Solution:

The island onsite Telecommunication and Navigation Manager suggested BGAN as a flexible alternative to VSAT, and SADRA then turned to the EXPLORER 500 terminal from Thrane & Thrane. The terminal was tested for ease of setup, file transfer, voice quality, network access, and Internet speed. Furthermore, SADRA analysed both working methodology and performance, and the results were both striking and exciting for SADRA. The BGAN solution proved extremely powerful and cost-effective as it projected a low monthly charge for limited data usage, along with a minute rate for clear voice communication. Furthermore, anyone could figure out how to operate it. In short, SADRA got economy, standard and premium services in one simple solution.

Why BGAN:

The BGAN EXPLORER 500 solution from Thrane & Thrane was chosen for its simplicity of use, robustness, yet light weight design, and most importantly for its features, which greatly outshine those of VSAT. Both data and voice quality are reliable and more than up to the expected standards. EXPLORER 500 is true value for money. And the numerous services and the global satellite coverage of BGAN make it a perfect choice for communication on high priority site locations, regardless of physical boundary.

Pay-off:

With the power of BGAN and the EXPLORER 500, SADRA is now able to always deliver projects on time. Having a solution that is tailored for the island location and size of operation, easy to setup and carry along if necessary, all communication needs are met – at all times. Furthermore, SADRA now has a solution that has proved itself accessible for even the non-technical staff at the site. The experience with EXPLORER 500 greatly exceeds SADRA's expectations and everyone in the company is looking forward to trying out the EXPLORER 700 terminal on any upcoming locations. So far SADRA has got prime service, support and usability for worldwide communication and optimization of production from BGAN and the EXPLORER 500.

Distributor:

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