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Amer Sports global network with Reliance Globalcom goes to extra time
Leading sports equipment manufacturer scores improved network efficiency via a 4-year contract extension

LONDON, 25th January 2010 – [Reliance Globalcom](#), the leading global provider of managed network and communication services for multinational enterprises, carriers and consumers, today announced a 4-year extension of its global network management, design and provisioning contract with [Amer Sports](#). The Finnish sports equipment manufacturer, which owns the Salomon, Wilson, Atomic, Suunto, Precor, Arc'Teryx and Mavic brands, will realise improved bandwidth capacity at reduced cost by utilising multiple, local carriers, across its geographically diverse global operations.

Reliance Globalcom has been working with Amer Sports since 2006, providing a Hybrid VNO procured, MPLS network connecting over 70 sites across 26 countries, including France, Romania, Mexico, China and the US. Following an RFP, Amer Sports signed a new, 4-year, multi-million Euro contract extension, with Reliance Globalcom to increase the scalability and effectiveness of the company's international network by seamlessly integrating a series of new MPLS providers across Northern Europe and Asia into their global network. Reliance Globalcom's consultative global network review process and vendor independent flexibility also enabled considerable savings to be recognised via hardware upgrades in multiple geographies.

Amer Sports will directly benefit from lower costs, optimised latency and unmatched local market understanding and provisioning through the use of best-of-breed local providers. In addition the highest level of service assurance will be delivered via Reliance Globalcom's global service level performance guarantees - regardless of the underlying carrier. This approach was especially effective in emerging markets like China where utilisation of new local carriers resulted in significant cost reductions and management efficiencies.

Reliance Globalcom also improved the latency of the 'always on' back-up circuit capability allowing Amer Sports to 'off load' 'less critical' Internet browsing and email traffic from the primary circuit, and offering higher service levels to critical traffic. The Hybrid VNO approach means that dual carrier redundancy can be utilized to increase security and reliability while increasing overall network availability.

"Reliance Globalcom has been a trusted partner of ours for many years, and have constantly proved their deep understanding of all of the global markets in which we operate", explains Alain Petit, Director IT Infrastructure, Amer Sports. "We receive reliable, responsive fault management and network consultation, and genuine transparency in reporting which matches our high standards of delivery of our customers' requirements."

"The extension of our existing working relationship with Amer Sports has demonstrated Reliance Globalcom's ability to provide, cost efficient, best fit technologies, through local providers," explained Eric Havette, General Manager Southern Europe for Reliance Globalcom. "Our heritage and established processes managing multi-carrier networks will continue to provide service assurance and fully consolidated network support for Amer Sports as they expand their business globally."

About Amer Sports Corporation

Amer Sports (www.amersports.com) is the world's leading sports equipment company with internationally recognized brands including Salomon, Wilson, Precor, Atomic, Suunto, Mavic and Arc'teryx. All Amer Sports companies develop and manufacture technically advanced products that improve the performance of active sports participants. The Group's business is balanced by its broad portfolio of sports and presence in all major markets. Amer Sports' shares have been listed on the Helsinki Stock Exchange since 1977.

About Reliance Globalcom

Reliance Globalcom, a division of Reliance Communications, spearheads the Global Telecom operations of India's largest Integrated Telecom Service Provider. Reliance Globalcom brings together the synergies of Reliance Communications' Global Business encompassing Enterprise Services, Capacity Sales, Managed Services and a highly successful bouquet of Retail products and services comprising of Global Voice, Internet Solutions and Value Added Services. The company serves over 2,100 enterprises, 200 carriers and 2.2 million retail customers in 163 countries across 6 continents.

Reliance Globalcom owns the world's largest private undersea cable system spanning 65,000 Kilometers seamlessly integrated with Reliance Communications' domestic optic fiber running over 190,000 Kilometers, providing a robust Global Service Delivery Platform connecting 40 key business markets in India, USA, Europe, the Middle East, and the Asia Pacific region. With its recent acquisition of eWave World (now Reliance WiMAX World), a pioneer in the global WiMAX space, Reliance Globalcom has the capability to launch 4G services in over 50 countries. It has also acquired the Vanco Group (now Reliance Vanco Group), enabling the company to provide managed services to over 230 countries and territories across the globe. For further information, please visit www.relianceglobalcom.com.

About Reliance Communications

Reliance Communications Limited founded by the late Shri Dhirubhai H Ambani (1932-2002) is the flagship company of the Reliance Anil Dhirubhai Ambani Group. The Reliance Anil Dhirubhai Ambani Group currently has a net worth in excess of Rs. 64,000 crore (US\$ 13.6 billion), cash flows of Rs. 13,000 crore (US\$ 2.8 billion), net profit of Rs. 8,400 crore (US\$ 1.8 billion).

Reliance Communications is India's foremost and truly integrated telecommunications service provider. The Company, with a customer base of 100 million including over 2.5 million individual overseas retail customers, ranks among the Top 5 Telecom companies in the world by number of customers in a single country. Reliance Communications corporate clientele includes 2,100 Indian and multinational corporations, and over 800 global, regional and domestic carriers.

Reliance Communications has established a pan-India, next generation, integrated (wireless and wireline), convergent (voice, data and video) digital network that is capable of supporting best-of-class services spanning the entire communications value chain, covering over 24,000 towns and 600,000 villages. Reliance Communications owns and operates the world's largest next generation IP enabled connectivity infrastructure, comprising over 190,000 kilometers of fibre optic cable systems in India, USA, Europe, Middle East and the Asia Pacific region.

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