



# Case Study — Singapore

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## Customer Profile

Boasting a remarkable telecom infrastructure with universally available Broadband Internet connectivity, Singapore is one of the world's most prosperous countries and a world leader in the use of the Internet. Singapore's national telecom company, SingTel is a well known internationally recognized Global 200 company with over USD \$8.4 billion in annual revenue, more than 19,000 employees and in excess of 136 million consumer and enterprise subscribers.

## The Challenge

SingNet, the fully owned Internet provider subsidiary of SingTel, faced the challenge of implementing government mandated content restrictions, and at the same time creating a family friendly Value Added Service (VAS) for its subscribers. The implementation of this service had to seamlessly integrate within existing business-critical infrastructures across multiple departments and ensure there were no additional burdens or workload placed on the technical, managerial or data center staff.

## The BluePrint Data Solution

The BluePrint Data solution implemented a fully managed, "in line", service that both fulfills the government mandated requirements while also providing a Value Added family friendly internet service. Subscribers that elect the VAS are allowed to create profiles for their children that provide protection from content they believe is inappropriate while allowing full Internet access for the parents. This fully network based system requires no software installation on the end users systems, yet allows differing levels of internet filtering based on the subscriber, or their children's, credentials.

## The Results

Implemented in 2005, the BluePrint Data solution successfully fulfilled the governmental requirements, created additional revenue through the new VAS, allowed unique filtering levels for every child (while allowing parents full Internet Access), and required no additional SingTel employee job responsibilities.



## SingTel

SingTel is Asia's leading communications group with operations and investments in more than **20 countries** and territories around the world.

## Consumers

Singtel provides fixed and wireless voice and data communications services to about **136 million consumer and enterprise subscribers in Australia, Bangladesh, India, Indonesia, the Philippines, Singapore, and Thailand**.

## Results

- ◆ Fulfilled **Government Requirements**
- ◆ Created **additional revenue and VAS**
- ◆ Provided **unique Internet filtering levels** for each child
- ◆ Allowed **parents full unfiltered Internet access**
- ◆ Required **no additional job responsibilities for SingTel employees.**

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