

CACHEBOX helps Teledata ICT stand out from the ISP crowd

Teledata ICT

Based in Ghana, Teledata ICT Limited is a licensed ISP and part of the EID Holding Group. The company was established in 2004 to assist small-to-medium sized Ghanaian businesses with their communication needs.

On top of its primary ISP function, it provides other value-added services including domain name registration, email, web hosting and wide area network (WAN) connectivity.

Challenge

The business needed to save bandwidth, in order to offer better value to its customers and to attract new business. **CACHEBOX** offered Teledata a cost-effective and caching-focussed appliance.

Teledata was using a Netcache 1200 to manage its caching but it was difficult to configure and, as the product has now been phased out, the lack of future manufacturer support was a real concern. The high cost of bandwidth in Ghana, with internet accessed via a SAT3 undersea fibre cable, was also an issue.

On top of all the technical problems, Teledata ICT also operates in a highly competitive market, with more than 25 other firms in Ghana offering ISP services. As customers demanded a faster service, Teledata ICT's Managing Director Gregory EID knew something had to be done.

"We needed a way to differentiate ourselves from our competitors," he explained. "We already knew caching was one of the best ways to do that, we just needed a new, cost-effective, solution."

Solution

Gregory purchased and installed a **CACHEBOX210** in his network. With more than 70% of Teledata's internet traffic comprising port 80 traffic cached locally, Gregory immediately saw big bandwidth savings which have lowered his costs and improved the service he could offer to his existing customers.

"There was a significant improvement in the reliability and quality of our service. We also advertised our caching capability to potential customers," added Gregory. "It helped us stand out in the market place and win more business, a lot more business."

On the back of this, Teledata's customer base has grown to 30,000 users, and the **CACHEBOX210** has now been replaced with a failover clustered pair of **CACHEBOX230** units to handle the remarkable increase in users and traffic, delivering a healthy 40% bandwidth savings.

Working with ApplianSys

"I chose to use a **CACHEBOX** from ApplianSys because the company has a strong focus on web caching solutions," said Gregory. "Quite simply, the **CACHEBOX** is the ideal solution for ISPs operating where internet bandwidth is in short supply or expensive."

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