

## Fastest, new kid in town connects to super global highway



FINTEL chairman Bob Lyon.

Photos by Anokh Kumar

Stories by Samantha Rina

JUST three years after setting up shop in Fiji, KIDANET has soared to such heights that consumer gravitate to.

The increasing and widespread interest it continues to generate speaks volumes of its service in the face of growing demand.

The enormity is such that the Internet service provider expanded its services to the western division.

While it may appear to offer an option for Internet users, KIDANET - a subsidiary of FINTEL, is not just another service provider.

"It is the most reliable," FINTEL chairman Bob Lyon said.

Driven by the ever changing, ever advancing world of technology, the products and services in the telecommunications industry is undergoing rapid changes, he said.

"Gone are the days where the market was driven by internal preferences of the service provider. Today, service providers are driven by what the people want.

"Customers do not really care how the company delivers the products. All they care about is that they get what they want, where and when they want them and that they work," Mr Lyon said at the launch of the company's expansion in Nadi last Friday.

The global trend has reached our shores as has been witnessed in the last ten years through the considerable development in Fiji's telecommunications industry, he said.

The trend has culminated in the deregulation of the industry which was signed in January 2008 - a move that changed the telecom landscape

in Fiji. "We all welcome this change. We in Fiji want to be part of this global trend. About 12 years ago, the board of FINTEL made a momentous decision to invest in the Southern Cross Submarine Cable which now gives us the bandwidth we need to keep abreast with the rest of the world," he said.

Without such investment, the people of Fiji would be deprived of the much needed bandwidth needed to enjoy the innovative products and services that were now available, Mr Lyon said.

FINTEL fully understood that people, organisations and networks were connecting at a phenomenal rate, he said. It was just a matter of time before this would skyrocket.

"The key element driving this change process is the explosive force of the Internet," he said.

Launched in April 2007, KIDANET is now the second largest Internet service provider in Fiji, Mr Lyon said.

In a bid to expand, KIDANET has realised the need to be at the cutting edge of services they offer.

"We need to respond to what the customers want. Today, I am glad to announce that we are taking another step forward to respond to customers demand and expectations. We are making available to the people of the west the better choice - the KIDANET experience," he said.

KIDANET will ensure their products, service delivery and customer care satisfactorily meet the consumers' expectations.

"I am told that with the bandwidth that we offer, our connection is one of the fastest if not the fastest in Fiji.

"We will endeavour to make installations as soon as we can.

We will pitch our customer care at the global benchmark. Equally important, our prices will be very competitive," Mr Lyons said.

KIDANET is steaming ahead and expansion to the west was naturally the next step, he said.

Despite the delay in launching their services in the west, the success of the venture was evident in the shorter time frame taken to meet the demands of the west. That is compared to their competitors, he said.

"We may have been delayed in our project but we believe that we have done it in a shorter time than those that were here before us," he said.

KIDANET is positioned as a premium Internet service provider catering well to varied demands of the corporate sector.

"We have many exciting packages to cater for any requirement, from our regular residential user to dedicated large scale corporate users. The reliability of the service has prompted many large companies to change to KIDANET. Some of our biggest customers include Vodafone, the government of Fiji - through ITC, - Post Fiji, and the Sheraton Hotel, to name a few. Many more are already signing up in the west," Mr Lyon said.

With the major investment from FINTEL, a state of the art wireless backhaul was established to provide customers in the west a direct connection to the Southern Cross cable and to the rest of the world, he said.

"Today the western part of Fiji is officially connected to the global superhighway. We are not stopping here. We plan to reach many places as possible and in record time. We also

endeavour to add other innovative services using the internet protocol," Mr Lyon said.

The expansion of services to the western division took years of hard work and more time than they had thought.

"But it's a very thorough roll-out and we've got our entire infrastructure which means it's a hundred per cent reliable so we're very happy with the end result.

"We've been operating in Suva for a couple of years but obviously, Suva is only a part of Fiji and the west is such an important part particularly with tourism and the need for fast Internet services.

"The competition and the choice are very important for businesses in the west," he said.

The decision to expand services to the west was in some way a result of the competition with TFL who owned Connect, Mr Lyon said.

"They're our main competitor, they've been around a lot longer than us but we believe that we're offering a choice that people will seriously consider.

"One of the strengths of FINTEL is our technology.

"I believe it's a very strong technical company and we're very confident in our product and that's where we think we have an edge on our competitors.

"FINTEL also is the custodian of the Southern Cross cables which is the absolute best means of communication in Fiji," he said.

KIDANET's connection with FINTEL means they can provide seriously reliable services and with virtually unlimited bandwidth, they have the capacity to grow as much as the market could take.

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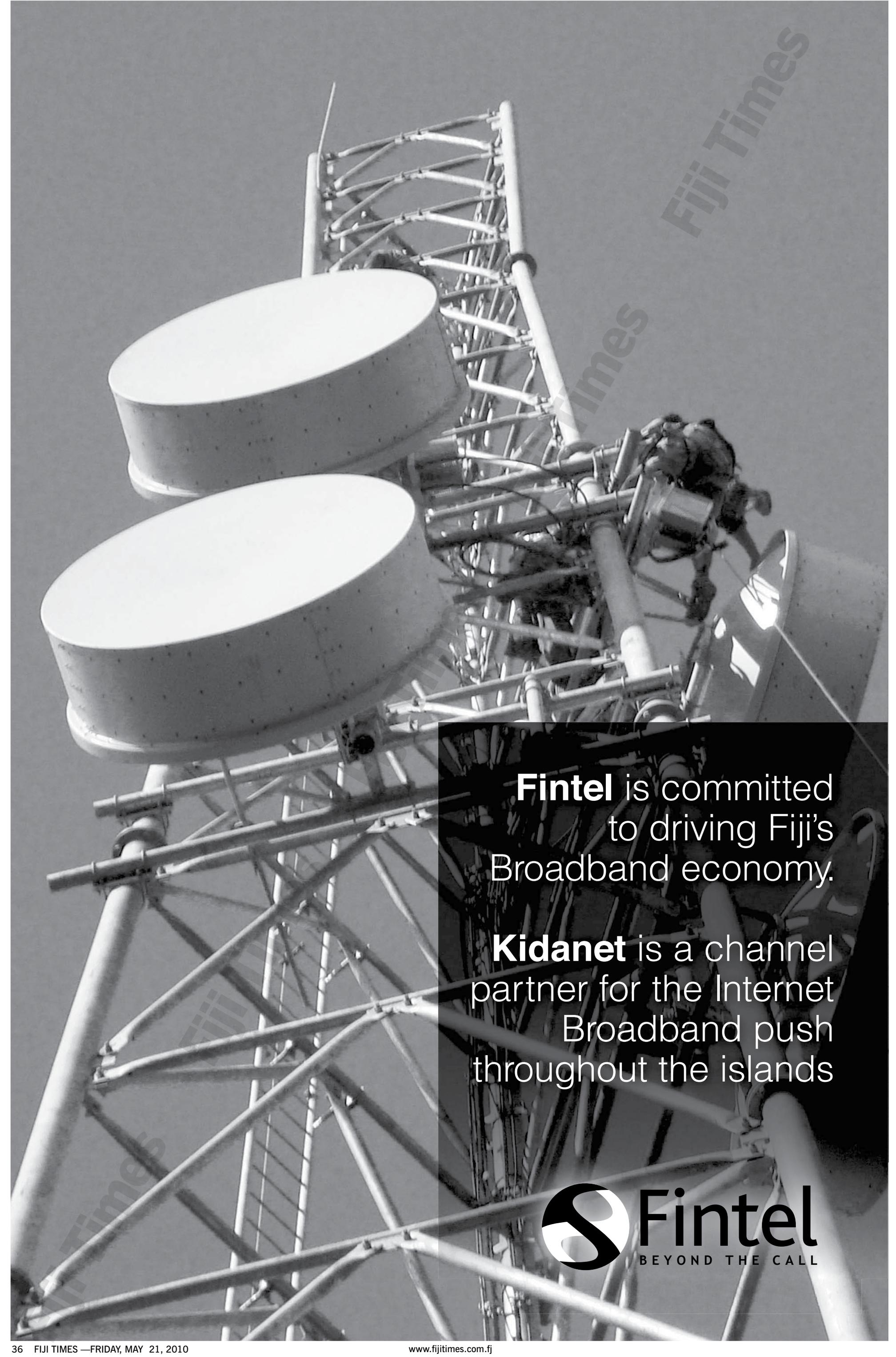
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partner for the Internet  
Broadband push  
throughout the islands

 **Fintel**  
BEYOND THE CALL

# Delayed but up to date

“We still believe it took us less time to arrive in the west compared to our competitors.”

**F**IFTEEN months of rough riding, a slight delay – and Voila! KIDANET finally commissioned its services to the west.

No one said anything about smooth sailing, but the pay off of hard work was evident at the launch of its services to the west – an event that lit up the Denarau Gold and Racquet Club in Nadi last week.

The message from KIDANET chief executive Jone Wesele was clear – despite the delay, the pace taken to achieve the mission they set out was way ahead of time it would take their main competitors to do the same.

Not one to pull his punches, he said: – “We were supposed to be here 15 months ago. Unfortunately, the inland establishments of routers is a very difficult process – we established base stations right through Monasavu and up to Lautoka and back to Nadi so that was a real challenge for us.

“There were some technical issues which we found very hard to refine but finally we came around to it and now we’re here and we’re here to stay.”

“We still believe it took us less time to arrive in the west compared to our competitors.

“Even though we had a bit of delay in our project, we still arrived here faster than our competitors.”

The decision to establish their services in the west was based on demand, Mr Wesele said.

“We have a lot of complaining customers from here who wanted the service so we decided we

should come. But because of the delay, other competitors beat us. We still believe that being the last internet service provider in Suva, we still managed to capture some of the biggest customers.

“So we have a service that customers really enjoy,” he said.

Mr Wesele said customer complaints prompted their expansion to the west.

The nature of complaints, he said were mainly about the service provided by competitors.

“They kept asking about when were coming over as the customer demands kept increasing.

Eventually, we had to address it so we decided to expand our services,” he said.

On the route of base stations from Suva to the western division, Mr Wesele said they had encountered technical problems which have since been rectified.

“This route is a self-healing route – there are two routes within that same area – if we have an IP problem with one, it self-heals,” he said.

In a span on a month, KIDANET received 76 customers – all corporate clients.

“We are getting more interest from customers and we’ve also received interest from Ba so hopefully within next month we’ll expand services to Ba,” he said.

The number of customers they can provide Internet services to is unlimited, Mr Wesele said.

“As soon as we get more customers in, we put up more equipment to suit the demand.

“When more customers come in, we do get a little bit of congestion so we buy other equipment to

cater for that. We have to keep maintaining the system to accommodate the numbers,” he said.

Mr Wesele said one of the main difficulties experienced in trying to establish service to the west was the setting up of base stations which involved land issues.

“Luckily for us we were not the ones going through it.

“It was FINTEL who had to negotiate these issues since they own the base stations.

“They had to talk to landowners and get consent which took time – thus the delay.

“But we have been working together most of the time,” he said.

Through KIDANET, he said Fiji was able to receive the latest Broadband Wireless access through a technology called WIMAX.

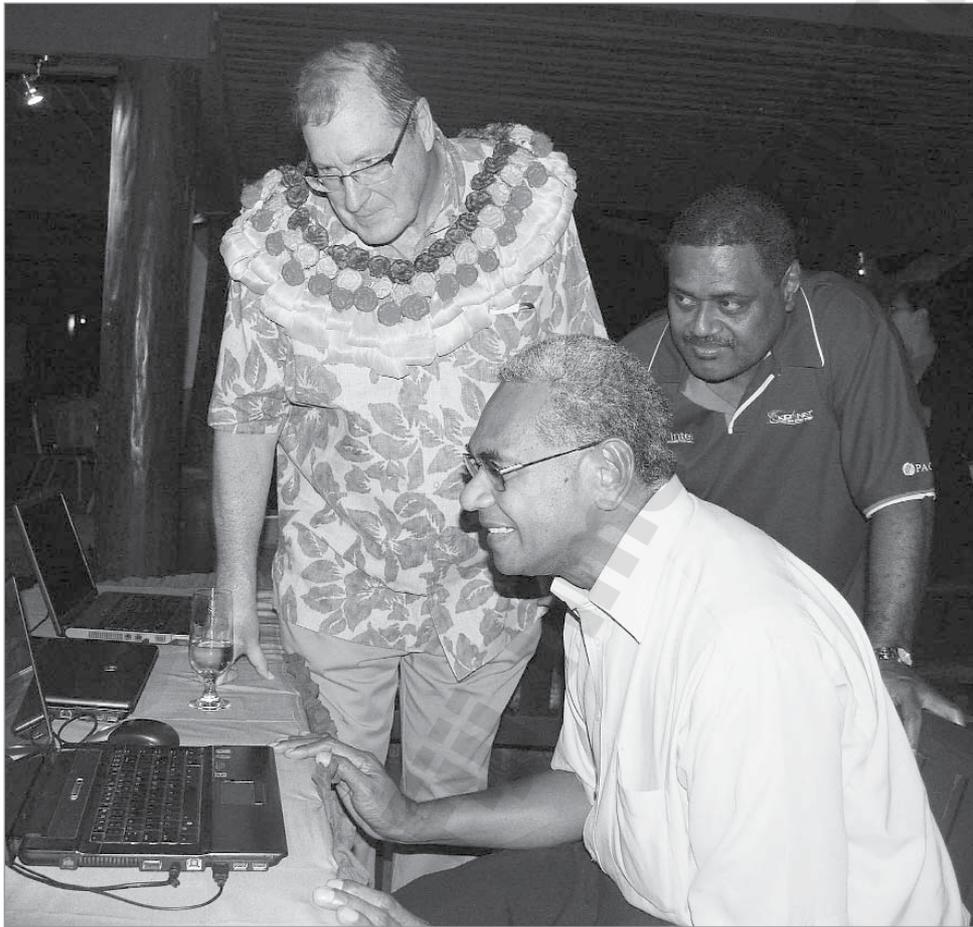
Current services provided by KIDANET include KidaTalk, hosting customer emails on their network, WIFI hotspot and enabling company offices or individuals in different locations to securely access a central network.

Future services which they hope to provide are video streaming, web hosting for major corporate clients, global roaming, video on demand, online storage/data warehouse and IP solution product providing a high-speed data networking solution that offers a cost effective means of interconnecting offices throughout Fiji.

To date, KIDANET has a total of 1600 customers. Seventy five per cent or 1200 are residential and 20 per cent or 350 are corporate customers.



KIDANET chief executive officer Jone Wesele



## Proud to Support the Launch of Kidanet in the West

Reinforcing our optimism and commitment to business in Fiji.



Top: FINTEL chairman Bob Lyon, KIDANET chief executive officer Jone Wesele and Nadi Town administrator Aisea Tuidraki celebrate the expansion and connection to parts of the Western Division. Left: Sonaisali managing director Aaron Mcgrath and friends.

ANZ is proud to once again reinforce our dedication to the business community in Fiji.

We hope our presence and support will give you an opportunity to experience our energy and commitment.

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# No short cuts to longevity & success

**M**ONTHS of constructing a radio system and numerous trials later, hard work and determination bore fruit when KIDANET successfully expanded its Internet services to the Western Division.

The team responsible for the west expansion project tested their radio systems as parent company FINTEL worked its way around base establishment issues.

Project manager Sairusi Naivaluwaqa said a year long wait ensued before they were able to embark on step two of the project.

"We waited for about a year for FINTEL to commission their backhaul link from Suva since we were using FINTEL as our backhaul to the west. The team was based in the Suva office and while we waited, we installed our own base stations - one for Nadi and one for Lautoka," he said.

Mr Naivaluwaqa said the setting up of base stations involved building and setting up the radio systems, amid continuous tests to ensure the equipment worked.

And because practice makes

perfect, more tests were carried out to ensure there was coverage where needed and Internet services were not disrupted.

"Once FINTEL was ready, we did a test with them.

"We did our part first in creating base stations then we waited for FINTEL to establish the link to Suva. Trials were conducted in February this year where we signed up some customers for the trial period," he said.

As is the case when customer base increases, hiccups occurred.

"With the growth in customers, demand increased. We had to increase our bandwidth from Suva to the west.

"Usually we give the west 20 megabytes to start off with. The project was finally completed early this month after we managed to achieve fast Internet and no customer complaints," he said.

Mr Naivaluwaqa said a few changes had to be made in the final month of preparations but everything worked out.

"Customers who now sign up with KIDANET in the west will be considered paying customers since the trial period is over," he said.



And because practice makes perfect, more tests were carried out to ensure there was coverage where needed and Internet services were not disrupted.



KIDANET West Link project manager Sairusi Naivaluwaqa (top right) with staff of KIDANET at the launch of KIDANET services to Nadi and Lautoka.



Naisoso Island Fiji managing director Bob Lowres (front) is all smiles. KIDANET manager commercial/marketing Philip Lee (back left) and Naisoso Island Fiji manager Spencer Lowres share in the moment.

# Break of dawn

The name KIDANET is derived from the Fijian word *kida* which means the break of dawn. It symbolises the dawn of a new Internet era in Fiji.

"It reminds us of the huge task we have - to shake up the industry and to give the customers a better choice," said KIDANET chief executive officer Jone Wesele said.

KIDANET is a wireless internet service provider incorporated as a company on November 1, 2006. Its commercial operation commenced on April 1, 2007.

Dynamic and culturally diverse to say the least, KIDANET aims to provide the best Internet services available and encourage Internet use.

Add to that its endeavour to grow nationally while offering an excellent work environment.

With the use of world-class technology, KIDANET pairs off with its Australian based partners Paclink - a leading South Pacific systems integrator, and Alvarion - the world's leader in wireless broadband solutions.

You can expect a stable and efficient infrastructure through the Breezemax plat-

form they employ to bring you up to date with the rest of the world. Breezemax is reportedly the most advanced commercial WiMAX solution available on the market used by over 150 operators in more than 30 countries the world over.

Whether your lifestyle is fixed, nomadic or portable, Breezemax services offers a clear path for communication.

That together with the OFDM radio technology is robust enough to hook you up even in sensitive, adverse channel conditions and non-line-of-sight links.

# Moving mountains to get to you



KIDANET West Link project manager Neil Kumar.

**T**ALK about moving mountains, KIDANET climbed most of them in their stride to reach parts of the Western Division.

Undeterred by the rugged terrain, the challenge paid off for the KIDANET team, after the launch of services to Nadi and Lautoka last week.

KIDANET west team leader Neil Kumar said although the rugged terrain had created difficulties in the establishment of Internet services for the west, it was worth looking back and reflecting on the sweat and sacrifice they put in to overcome the most difficult situations.

"Fiji's terrain is really rugged so moving to the west from Suva was hard because we found a lot of obstacles in terms of getting leases, building towers and getting proper equipment set up to provide the best service," he said.

The need to cut through certain parts of Viti Levu's interior to get to their destination was no easy feat.

"It's a good thing to have a mountainous landscape in Fiji because with cables, you cannot go everywhere. And we have many islands in the Mamanuca's and Yasawa's where we cannot run cables. Having built base stations, we can reach other places faster if they sign up as we also have high speed products," he said.

The launch of KIDANET Internet services to the Western Division was a big step which augured well for its west users.

"It's a big step and it's good for the people in the Western Division because they have a choice now to choose which service provider they prefer.

"And we also give trials for potential customers if they want to give us a trial before signing on. It is good for the consumers and also good for us. As the monopoly breaks, people get better products and cheaper rates," he said.

Mr Kumar said they had confidence in their products and had no reason to rely on signed contracts to secure their consumers.

"We believe in our service. We don't sign up contracts for our customers. There are no contractual agreements. If customers want to apply for our service they are free to do so. Our backbone is FINTEL which is a plus for KIDANET," he said.

Advertisements and awareness campaigns were being planned for residents and businesses in the Western Division.

"As we spread out to the west, major advertisements are in the pipeline and there are also plans to extend to other parts of Viti Levu and Vanua Levu," he said.

Communication equipment was extended from Vatuwaqa where the KIDANET communications center is based through to Monsasavu, Lololo and Sabeto from where links were then spread to Lautoka and Nadi.

"The links from Vatuwaqa to Sabeto are our backhaul link - the main link accessing our core network in Suva," he said.

Mr Kumar said KIDANET services were completely launched on April 1 with their full network.

"We have 76 corporate customers who have signed up in one month and we have yet to target residential customers so with that achievement of customers in one month, we can only expect response from the people to increase," he said.

The Nadi office employs two technical staff and three employees for the sales and marketing while two trainees are also on attachment duties. Plans are also in the pipeline to open office in Lautoka in a few months.



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## Frequently asked questions

**Is KIDANET as reliable as cable or dial-up?**

Yes. With KIDANET, you'll enjoy an always-on, always-secure connection that never ties up your phone line.

**How does KIDANET's speed compare to wireless, DSL, cable and dial-up connections.**

KIDANET lets you connect at broadband speeds of up to 2Mbps and customers are directly connected to the FINTEL gateway.

KIDANET also uses a technology (WiMAX), that is superior than others in the market. KIDANET service is comparable to DSL and better than other wireless and dial-up connections.

**Is it easy to set up my own KIDANET service?**

Yes! After you've chosen the KIDANET service plan that's right for you, you can set up KIDANET yourself in just minutes, with the instructions provided to access our service. Also we could assist you to connect to our service

**How secure is the connection?**

Your KIDANET connection is very secure. That's because KIDANET wireless technology uses Alvarion wireless equipment that support encryption.

The device authenticates using secured certificates which is embedded in the CPE and base station.

For Wi-Fi connection, users will be authenticated using HTTPS.

**How can I use my KIDANET connection in more than one place?**

With KIDANET, you can connect to the Internet in more than one location.

If you move location all you need is to inform us of your new location and we will install your CPE equipment to be connected to the nearest base station. With your WIFI enabled laptop, you should be able to access Internet at any Hotspots or Hot zones that Kidanet will provide for it's customers.

**How does KIDANET connect wirelessly?**

KIDANET uses state-of-the-art wireless technology to transmit signals to and from your modem on fully licensed and protected frequencies.

Your connection is always on and always secure.

**What issues could impact my ability to receive KIDANET signals?**

You must be within the KIDANET service area to receive a KIDANET signal. It is possible to be within the coverage area but not be able to receive a signal due to unusual geography or to be within the coverage area but not adequately receive signal due to unexpected circumstances.

**Are there any limits to bandwidth usage?**

Depending on the KIDANET service plan you sign up for, if you have exceeded the maximum data cap KIDANET offers several different service plans, each with throughputs and speeds designed to match your needs.

**What's an IP address?**

Every computer that communicates over the Internet is assigned an IP address that uniquely identifies the device and distinguishes it from other computers on the Internet.

Your connection is always on and always secure.

**What's the difference between a static and dynamic IP address?**

A static IP address is a number that's assigned to a computer by an Internet service provider to be its permanent address on the Internet.

Dynamic IP addressing, or DHCP, provides a different IP address each time you connect to the Internet.

Dynamic addresses are kept in a pool and are assigned on a first-come, first-served basis.

**What is BreezeMAX PRO?**

BreezeMAX PRO is part of the Alvarion wireless equipment system used by Kidanet. As the global trend towards wireless Internet technology continues, BreezeMAX PRO is the first of its kind to be released commercially as customer premises equipment (CPE).

Installation of the BreezeMAX PRO CPE gives KIDANET customers an advanced range of support services, including high broadband speeds and quality of service for voice and multimedia applications.

**What are the advantages of using BreezeMAX PRO CPE?**

Using the new WiMAX broadband interface chip developed by Intel, BreezeMAX PRO represents the latest in wireless technology.

The system provides non-line-of-site (NLOS) functionality at a high capacity, allowing for fewer base sites.

Its carrier class design requires minimal maintenance featuring network surveillance functions, monitoring, configuration and fault management.

With the reduced infrastructure needs and lower operating expenses offered by BreezeMAX PRO, users can offer multiple services to thousands of subscribers from a single base station.

**What are the installation benefits for BreezeMAX PRO?**

Installation of BreezeMAX PRO equipment is easy and affordable for only \$599, with seamless integration into existing BreezeMAX networks.

The adaptive modulation of the equipment maximizes bandwidth and link robustness even in harsh weather and the system also features automatic transfer power control (ATPC) to enable high performance with minimal interference.



Left to right: Darahak Patel, KIDANET West Link project manager Neil Kumar and Iliyaz Ali at Denarau Golf and Racquet club in Nadi celebrating the launch of services to parts of the Western Division.

# The sky's the limit

We've been listening to you too.

**K**IDANET is simply the fastest, most affordable and reliable Internet service available to Fiji's home users. It's also extremely flexible to your growth with the service.

**@Home**

As your needs and use of your service increase, we work with you to ensure it all happens smoothly.

There is no maintenance or additional work needed on your equipment after the initial install, either.

If you want to be moved to a faster speed plan, you simply contact us and we can upgrade your service automatically.

It couldn't be easier. One of the best parts

about KIDANET's service is that fact that there is no usage cap at all.

We've been listening to customers and this is what they want.

With KIDANET, you can watch online videos, surf the web non-stop and listen to Internet radio.

There is no limit to what you can do with super-speed Internet services from KIDANET.

Choose a speed from the service selections on the left menu, sign up and get going.

**@Work**

KIDANET's super-speed business Internet access plans are permanent, always-on Internet connections delivered wirelessly

through a cutting-edge, state-of-the-art network.

That network is continually monitored 24 hours per day, seven days per week, 365 days per year ensuring an enhanced experience over our competitors.

We've been listening to you, too. KIDANET's access plans for businesses all include the following:-

- 8.30am - 10pm customer monitoring and support through Fintel's network operations center
- High capacity connectivity to the Internet
- Primary and secondary domain name services
- Service level guarantees backed by rebates
- Email forwarding
- No usage caps/unlimited usage.

**@School**

KIDANET is ultimately about connecting people.

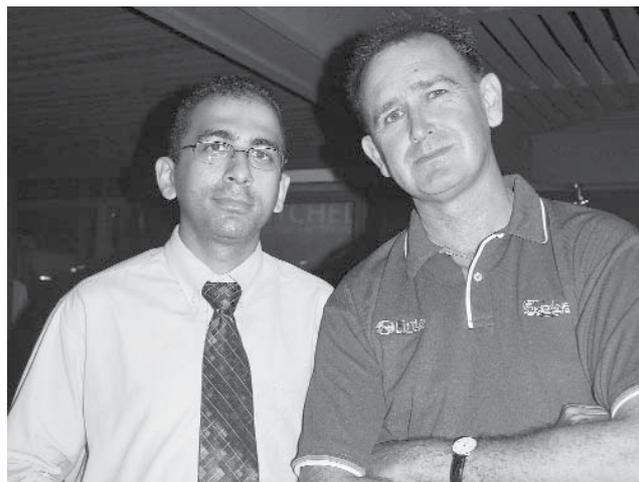
We are also very much about improving the livelihood and development of the people of Fiji.

That begins, in part, with the children and their education.

Education packages are geared towards getting schools connected, keeping them connected and helping them introduce the power of communications to their student body.

Based on our corporate packages but designed around the tighter budgets of educational institutions,

@School Internet packages are an important step in the growth of Fiji.



Left: Helen Lyon and Libby Lowres. Above: Rahul Solanki and Paclink chief executive officer Craig Martyn.

Calm down!  
We're here.



NOW IN NADI & LAUTOKA