

# 3COM WINS MULTIPLE MILLION- REAIS DEALS WITH BRAZIL'S EMPRESA DE TECNOLOGIA DA INFORMAÇÃO DO CEARÁ

## CUSTOMER NAME/LOCATION

Empresa de Tecnologia da  
Informação do Ceará (Etice - Ceará  
State Information Technology  
Company), Brazil

## 3COM SOLUTION COMPONENTS

H3C® switches  
TippingPoint® IPS

## ETICE to leverage 3Com's H3C enterprise networking and TippingPoint portfolios to build enhanced networking solutions to support several government agencies and millions of consumers

3Com Corporation has won a significant deal with Empresa de Tecnologia da Informação do Ceará (Etice - Ceará State Information Technology Company) for the Gigafor project, a venture designed to connect several state government agencies and bureaus with an enhanced gigabit Ethernet network.

Together with technology integration and service partner R2 Connect, 3Com will provide solutions from its high-performance H3C® enterprise networking portfolio and its powerful network-based TippingPoint® intrusion prevention systems, offering Etice a price-for-performance advantage that the customer believes will help reduce its costs by as much as 60 percent without compromising performance, security and reliability. With the new network build-out, the Gigafor project will represent one of the most advanced government networks in the region.

In addition to the Gigafor project, 3Com announced a separate deal with Etice for the Digital Belt project. This large metropolitan area network build-out based on optical fiber is slated to begin operation in July 2009. It will benefit approximately six million consumers in Ceará who previously did not have any type of digital access.

"The Gigafor network, coupled with 3Com's advanced H3C networking and TippingPoint security solutions will reduce Ceará's government network operating costs by more than half, a significant cost-advantage in a soft economy," said Fernando Carvalho, president, Etice. "3Com not only rapidly met our needs with Gigafor, but also the company exceeded our expectations with the Digital Belt project, an important one for us because it gives so many more consumers digital access. Given these innovative and bold deployments required very high-speed solutions, top-notch reliability, and interoperability with existing systems, we are very satisfied with 3Com. We made the right choice."

Etice selected 3Com based on a direct bidding process against major market competitors who operate in the region. In addition to offering lower cost H3C enterprise networking solutions, 3Com demonstrated clear advantages based on performance, capacity, and depth of portfolio with solutions that span from the data center to the edge of the network, differentiating the company's H3C and TippingPoint portfolios from the more expensive, but lower value alternatives.

"3Com's focus on customer service, coupled with our attention to the integration and interoperability needs of Etice, made this project a tremendous success," said Robert Ruiz, vice president and general manager for 3Com's Latin America region. "With strong local support services and our investment in a direct-touch partner model, 3Com is continuing to win sizeable deals over competitors despite the highly competitive nature of today's bidding environment."

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