



## El Al and SITA

### Working together to securely offload lower-priority network traffic onto the Internet

With SITA's help, El Al now offloads non-mission critical network traffic onto the Internet. In the process, the airline is cutting its communications costs, increasing the bandwidth available on its private networks, and gaining improved redundancy for all its network traffic.

#### El Al

El Al was established as Israel's national carrier in 1948, and has since grown into a prestigious international airline. It flies direct to more than 40 destinations around the world, operates a fleet of 33 aircraft and carries around 3.2 million passengers a year. El Al is the leading airline in the cargo market in Israel and is active in the charter flight market through its subsidiary, Sun D'Or.

Financially, EL Al has seen steadily improving results over the past four years, showing a profit of US\$ 33.1 million in 2004 on a record turnover of US\$ 1.4 billion from passenger and cargo traffic. Ranked by IATA as one of the world's three most efficient air carriers, El Al's goal is to meet its passengers' requirements on time, every time. It is among the first airlines in the world to offer fast Internet service on flights.

#### The business issue – and solution

El Al came to SITA with a specific issue: it could see that its bandwidth needs were going to increase sharply – particularly with the future implementation of new applications such as Enterprise Resource Planning (ERP) – but that it wouldn't have the budget to match. Indeed, quite the opposite: like other airlines, El Al is seeking to cut communication costs, not expand spending.

## EI Al and SITA

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Using the Internet for non-mission critical traffic addressed the airline's concerns about costs, but EI Al was only interested in this as an option if a number of issues – including security and quality of service – could be successfully resolved.

"At EI Al, security is one of our top priorities," says Itzik Cohen, Infrastructure & Communications Director at the airline. "So that's one of the reasons why we partnered with SITA to manage our network traffic, both over private networks and over the Internet. We needed to be as sure of our network security as we are about security in every other area of our business – and to be confident we could continue to offer the same high levels of service to our customers."

"We understood just how important it was for EI Al to keep its network traffic secure, whether it was being carried over private or public networks," says Brijdeep Sahi, SITA SC's Vice President of Marketing. "And our Internet Offload solutions offer just that: complete security at all times – as well as reduced costs, increased bandwidth and extended network-path redundancy, allowing EI Al to maintain and even improve its very high service levels."

As part of a three-year deal, SITA provided EI Al with a router-based Internet Offload solution complemented by ISS (Internet Security Systems) firewalls. The solution was implemented across four sites in April 2005 (Tel Aviv, Paris, Charles De Gaulle and Marseilles) and now covers over a dozen sites – with 61 sites in total expected to benefit from the Internet offload solution.

"With Internet Offload, all our mission-critical traffic continues to be carried over private networks," says EI Al's Itzik Cohen, "but our non-mission critical traffic – such as e-mail and file-sharing – is now securely encrypted and travels over the Internet."

Offloading traffic onto the Internet also improves network redundancy – in the case of Internet or Intranet failure, backup for each connection can be made over the other, with routing decisions made by the Internet Offload device on the basis of parameters set by EI Al.

Within just a few months of first implementing Internet Offload, EI Al is already reaping the benefits, with almost unlimited bandwidth now available for offloaded network traffic.

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### SITA's Internet Offload solutions

At SITA we offer a number of ways of offloading network traffic onto the Internet, depending both on customer requirements and on the different technical options available.

In essence, however, each of our Internet Offload solutions allows low-priority or other specified traffic to be offloaded from a private VPN (usually but not necessarily IP VPN) onto an alternative network path (the Internet, via an IPSec tunnel) or vice-versa.

Our Internet Offload solutions are non-proprietary, with the definition of ‘private networks’ encompassing not just our own IP VPN, but also any other equivalent non-SITA VPN service; and the solutions themselves assuming any kind of access to the Internet (i.e. being ‘Internet-agnostic’).

Technical features include:

- **Variable routing criteria** – routing traffic either to IP VPN or the Internet based on application criteria.
- **Rerouting on path failure** – offering a backup solution from either path (IP VPN or Internet).
- **Dynamic path selection and rerouting on performance threshold** – ensuring traffic is always routed via the path with best performance.
- **Application acceleration** – ensuring optimal application performance on all paths (IP VPN and Internet) if there are latency issues.
- **IPSec** – guaranteeing secure communication between end points across the Internet
- **Firewall** – ensuring protection against viruses and network attacks.
- **The enabling of local Internet browsing** – taking Internet traffic away from different regional gateways and freeing up Intranet bandwidth.
- **Compression** – freeing up IP VPN bandwidth.



“It’s a great example of how we fulfil our goal – as a co-operative, of helping our customers drive down costs.”

Brijdeep Sahi, Vice President, Marketing, SITA SC



For further information, please contact SITA:

e-mail:  
[network@sita.aero](mailto:network@sita.aero)

Asia Pacific  
11 Loyang Way, Singapore,  
508723, Republic of Singapore

Latin America and Caribbean  
Jaime Balmes 8, Mezzanine 10,  
Los Morales Polanco,  
11510 Mexico, D.F, Mexico

Middle East and Africa  
Bachoura, Khandak El-Ghamik,  
Daoud Ammoun Street,  
SITA building, PO Box 11-6524,  
Beirut, Lebanon

North America  
3100 Cumberland Boulevard,  
Suite 200, Atlanta, GA 30339,  
USA

Northern Europe  
26, Chemin de Joinville,  
P.O. Box 31,  
1216 Cointrin, Geneva,  
Switzerland

Southern and Eastern Europe  
Via Nicaragua 10, 00040,  
Pomezia, Rome, Italy

[www.sita.aero](http://www.sita.aero)

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### Benefits

By working with SITA, EI Al now has increased bandwidth and improved redundancy. The Internet Offload solution implemented at EI Al:

- Delivers flexible, cost effective and secure communications within budget.
- Securely increases communications capacity without increasing costs.
- Maximizes end-to-end service availability through cost-effective load balancing and path redundancy.
- Matches business application performance and bandwidth requirements with adequate and cost-effective transport options, thus maximizing EI Al's business processes.
- Simplifies operational management.
- Offers defined Quality of Service (QoS) for mission-critical applications.

“It’s a privilege and a pleasure to work with EI Al on this project,” says SITA’s Brijdeep Sahi. “It’s a great example of how we fulfil our goal – as a cooperative, set up and wholly owned by our air transport community members – of helping our customers drive down costs as well as managing complexity on their behalf.”

For more information on EI Al please visit [www.elal.co.il](http://www.elal.co.il). For further information on SITA’s Internet Offload solutions please visit [www.sita.aero](http://www.sita.aero).

### SITA SC

SITA SC is an innovative, commercially-managed not-for-profit organization, set up and wholly-owned by the air transport community. We are the only global Communication Services Integrator committed to the travel and transportation industry (TTI), providing consultancy in the design, deployment and management of complex communications solutions and reliably implementing, integrating and managing communication services.

Local, globally, we deliver solutions and services to the TTI and to international organizations and governments over the world’s most extensive communication network. As a community of 600 airline and GDS members and 2,000 customers, we support the TTI in driving down costs, removing complexity and improving operational performance. As a co-operative, any profit we generate is returned to our member customers.