



DRASTIC

**Communications
Solutions
Anywhere**

Introduction

- ▶ **DRASTIC is an acronym for “Disaster Relief And Strategic Telecommunications Infrastructure Company”**

The expanding need for Broadband Internet in difficult and demanding environments for both Disaster Relief and International Development has been incentive enough for seasoned professionals to come together and form DRASTIC.

Drastic situations need DRASTIC responses.

The following pages introduce the two prime and two supporting areas of our work:

- ① **Disaster Relief**
- ② **International Development, especially in rural areas of the Least Developed Countries.**
- ③ **Training in technical and business skills: capacity building.**
- ④ **Developing viable business models for telecommunications enterprises in developing countries**

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Telecommunications for Disaster Relief (TDR)



Sumatra: "26th December 2004 — A day we won't forget"

- ▶ When disaster strikes, as it does with seemingly increased frequency, the world's relief and rescue agencies swing into action.

Within a few days, equipment and supplies are arriving from all over the world and the race is on to rescue survivors and to make sure they stay alive.

A whole family of UN agencies, Red Cross and Red Crescent also arrive, and sometimes a number of foreign military forces weigh in too.

Too often, confusion reigns. There is duplication and overlap. Arranging for the right supplies, and the right skills to get to the right place is a nightmare. Collaboration and cooperation is less than effective. The wrong things arrive in the wrong place. Huge effort and massive resources fail to have their full impact. Sometimes lives which could have been saved are lost, and suffering is prolonged.

DRASTIC has the capability to rapidly deploy high performance, Internet connectivity via satellite almost anywhere on the surface of the earth. A typical 'Internet Café' installation can support fifty or more simultaneous computer users and a number of international direct dial phone lines. They also act as a gathering point, catalyzing essential cooperation.

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Telecommunications for Disaster Relief (TDR)



*Banda Aceh, 2005: Internet café established for UN and NGO workers**

Specialist communications knowledge and real field experience is needed to be able to deploy reliable, high performance and cost-effective communications in the wake of disasters.

- **DRASTIC has designed a single technology platform that delivers a scalable, consistent, predictable quality of service almost anywhere. We have also negotiated bandwidth from the top global suppliers. We know what we are getting and how it will perform.**
- **DRASTIC engineers all the power generation, supply and storage to enable uninterrupted service, irrespective of city power availability. Lightning protection is integral to our implementations.**
- **We thoroughly understand wireless networking and can distribute Internet connectivity to key points across a city, from a single satellite connection (depending on topography.)**
- **As required, we can pre-build rapid deployment kits, from boxed equipment, through trailer mounted kits to 40ft containers.**
- **Our practice will be to have implementation teams stay on site for a period to ensure operators are fully trained and systems are working well. ◀**

** Prior to formation of DRASTIC: This project was done through PACTEC*

2

Telecommunications in Development



Low levels of access to communications are especially prevalent in rural Africa

- There is quite a lot of evidence that “teledensity” (the level of access to telephones and Internet) is linked to wealth and general development. Where there are more connections to the rest of the world, the exchange of information and trading possibilities catalyze the development process.

When used at the heart of community development projects, especially in rural areas, the provision of cost-effective and reliable communications can be amazingly transformational.

DRASTIC believes that a well specified and implemented satellite based Internet connection can be an important component of a holistic development project, with benefits for:

- Education and distance education
- Health and HIV programs
- Telemedicine
- Micro-enterprise
- Agriculture
- E-government (transparency & accountability)

Good communications can speed the achievement of the UN’s Millennium Development goals.

3

National Training: Technical & Business



Hands-on training in VSAT installation

- ▶ **Transformational development requires that new practices and skills are quickly replicated, and so DRASTIC believe in training indigenous people in both the technical and business skills necessary for the success of communications based enterprises.**

DRASTIC have worked with the Global VSAT Forum (GVF) on the development of courses to teach both technical and business skills. Our training will qualify for their industry recognized certification. We are working with academic institutions to be able to extend the range and depth of qualification we can offer, and to extend the recognition of qualifications.

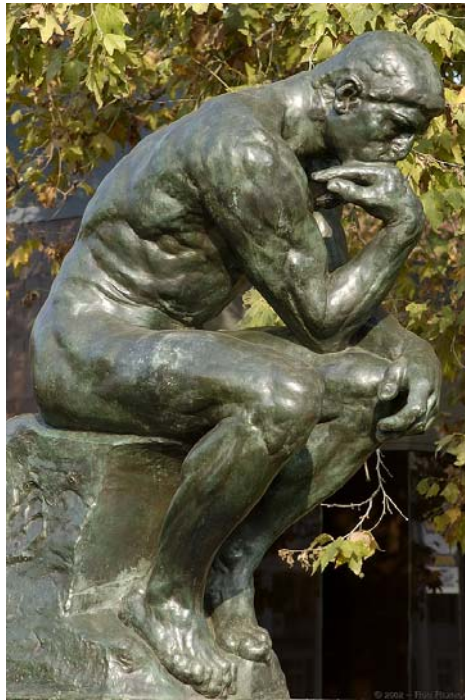
The main curriculum subjects will be:

- **VSAT system design, installation and maintenance.**
- **Wireless network system design, installation and maintenance.**
- **Power management (generation, storage, voltage stabilization, lightning protection, etc.)**
- **Business management for telecommunications enterprises**

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Developing sustainable & replicable Business models



Rodin's
"the Thinker"

- ▶ The "Digital Divide" has survived many a plot and scheme to end it. Many conferences speakers have presented and many experts have written on the causes and solutions. Funding has been provided by many governments and donors for various interventions—most with limited impact.

DRASTIC believes that unless we can develop business models for telecommunications based enterprises which are fully viable, without subsidy, within the constraints of the indigenous marketplace, widespread adoption and resultant transformation will be illusive.

DRASTIC intends to work with the telecommunications industry, local governments and other interested parties to try and develop, pioneer and hone business models which will work in practice. We have some unique perspectives and experience to bring to bear in this endeavor, and have formed some interesting partnerships with those who have succeeded at similar projects before.

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