

Full name: Linx Telecomunicações Ltda. **Start of operation in Brazil:** August, 2003 **Full time staff:** 30 (May, 2009) **Strategic alliances:** Huawei, D-Link e Draytek **Certifications:** PCI

Reference customers: Bobs, Brookfield, Burger King, Cinemark, Ellus, Kopenhagen, Luigi Bertolli, Siciliano, Starbucks, Taco, Ticketmaster, Track & Field **Source:** All data was researched by this publication

Operadora de redes com serviços de valor agregado, a Linx Telecom tem como diferencial competitivo importante uma especialização muito forte no varejo de confecções (redes com mais de cinco lojas). Atualmente, o segmento tem uma forte identificação com os shopping centers.

Outro diferencial é o suporte de dois datacenters de classe mundial para garantir altos níveis de disponibilidade. Ao invés de cada loja ser conectada à matriz da empresa, que ainda é o lugar comum no mercado, no caso da Linx Telecom todas as comunicações passam pelos dois datacenters, o que garante níveis de serviços muito maiores. Em caso de pane num deles, o outro datacenter assume tudo automaticamente.

As ofertas da Linx Telecom também atendem todas as necessidades de um estabelecimento comercial. O básico é a transferência eletrônica de fundos, hoje obrigatória por lei, que a Linx Telecom também presta em regime terceirizado com altos níveis de disponibilidade. Mas há também serviços de e-mail, VoIP a custos zero, entre outros. □

ACTING AREAS	2007		2008	
	Value US\$ million	Share (%)	Value US\$ million	Share (%)
Hardware	0	0	0	0
Software	0	0	0	0
IT Services	11,6	100	13,6	100
- Hw Maintenance	0	0	0	0
- Project Services	0	0	0	0
- Outsourcing	11,6	100	13,6	100
BPO	0	0	0	0
Mng Consulting	0	0	0	0
Others	0	0	0	0
TOTAL	11,6	100	13,6	100

All data was estimated by this publication

Operating value added services networks, Linx Telecom has an important competitive differential: a high specialization on clothing retail shops, mainly chain networks with over 5 shops. At present, the segment is strongly identified with shopping centers.

Another differential is a support from two world class datacenters, assuring high availability levels. Instead of each shop being connected to company headquarters, a

procedure still very common in the market, Linx Telecom customers have all communications going through the two datacenters, and that assures much higher service levels. In case one of them breaks down, the other one has been prepared to take over automatically.

The offers of Linx Telecom also answer all the needs of a commercial establishment. Basically, it's the electronic money transference, which is now demanded by law, a service that Linx Telecom also supplies under an outsourcing model with high availability levels. And there are also message services, VoIP at zero cost and other. □