Product Brochure

Singtel Algorithm Routing (Algo-Routing)

Power your edge-to-cloud Internet traffic with AI-driven routing

Experience high-performance connectivity with Singtel Algo-Routing, an intelligent WAN service that harnesses AI infrastructure to optimise Internet traffic routing for your SaaS applications across all your locations and to cloud workloads.

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Traffic routing challenges for enterprises

With more enterprises relying on cloud services and SaaS applications today, there is a critical need for efficient routing, especially in streamlining traffic flow from the edge to the cloud. This becomes even more challenging due to the inherent unpredictability of Internet connections, which operate on a best-effort basis.

Dynamic IP routing can rely on upstream providers, resulting in variable speeds and disruptions when accessing crucial cloud applications. Geographically distant network access points can also create latency and impact the user experience while managing traffic across multiple sites, and cloud workloads can strain existing Internet links. Meanwhile, increased bandwidth consumption due to inefficient routing can drive up enterprise costs.

Recognising these challenges, Singtel offers a solution to enhance customer traffic by leveraging our private backbone. Our AI-powered Algo-routing network optimises the pathway from edge to cloud, ensuring efficient and reliable connectivity.

How Singtel Algo-Routing works

At the heart of Algo-Routing lies a set of algorithms deployed across an extensive network, spanning 200 cities and 633 Points of Presence (POPs). These algorithms analyse network conditions in real-time, dynamically selecting the most optimal path for your workloads. This ensures consistent service levels even during peak demand and optimises Internet availability, latency, packet loss and more.

Algo-Routing's "smart routing" capabilities help with traffic prioritisation and intelligent network backbone selection to drive significant cost efficiencies. This allows you to use your existing Internet connections for last-mile connectivity while resolving middle-mile bottlenecks with Singtel's high-performance network.

Features

Dynamic routing
- Intelligent AI routing algorithms continuously evaluate real-time network conditions
- Dynamically adjusts routing and prioritises critical traffic
- Ensures consistent service levels for availability, latency, packet delivery and jitter

Site-to-cloud traffic optimisation
- Direct peering with multiple cloud providers
- Seamless integration and flexibility
- Avoids vendor lock-in across diverse cloud platforms

Site-to-site traffic optimisation
- Optimises site-to-site traffic to enhance data transfer speed and application performance
- Prioritises bandwidth usage and reduces latency between connected sites

Benefits

Improves user experience
- Routes selected SaaS traffic via an optimised path, boosting performance
- Provides optimal performance through global in-country gateways in close proximity to network access points

Delivers consistent performance & cost efficiency
- Prioritises traffic to public cloud and guarantees consistent performance
- Minimises overheads with subscriptions based on required bandwidth or selected applications

Ease of usage
- Easy deployment, monitoring, and management
- Round-the-clock support and CAPEX-light

Why Singtel?

Trusted partner with the right skillsets and people
An industry-recognised telco leader in Asia with a strong ecosystem of network providers. Provides strong consultancy and deployment capabilities with industry-certified networking and IT professionals.

Well-connected in Asia and around the globe
High-performance infrastructure with 428 points of presence in 362 cities, 30 cloud access gateways and global internet covering over 200 cities.

Trusted ICT partner with a proven track record
A proven track record in managing high-performance enterprise networks and deploying connectivity solutions to enterprise and public sector customers.

About Singtel

Singtel is a leading Asian communications technology group, operating next-generation connectivity, digital infrastructure and digital businesses including regional data centre arm Nxera and regional IT services arm NCS. The Group has presence in Asia, Australia and Africa and reaches over 780 million mobile customers in 21 countries.

 For consumers, Singtel delivers a complete and integrated suite of services, including mobile, broadband and TV. For enterprises, Singtel offers a complementary array of workforce mobility solutions, data hosting, cloud, network infrastructure, analytics and cyber security capabilities.

Singtel is dedicated to continuous innovation, harnessing technology to create new and exciting customer experiences, support enterprises in their digital transformation and shape a more sustainable, digital future.

For more information, visit **www.singtel.com**.

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