

Branch Office Case Study



R&R Ice Cream

Europe's largest private-label ice cream maker

R&R Ice Cream Assures Global Branch Productivity and Improves Performance by 40%.

R&R Ice Cream is Europe's largest ice cream manufacturer for take home products. With production plants in the United Kingdom, Germany, France and Poland, R&R makes a wide range of ice cream treats under popular brands such as FAB, Smarties, and Skinny Cow. Although the company's roots go back to 1932, today R&R is a modern multinational organization with a commitment to leading-edge technology.

Problem

Productivity Assurance – long wait times when accessing web-based applications and file copies, with no visibility into the cause of the problem.

"Previously, to accommodate another merger, we had implemented a small MPLS network to join five sites in the UK," explains Jonathan Aldred, Group IT Infrastructure Manager, R&R. "We experienced issues with bandwidth congestion and had no visibility into what was causing the problem." With additional people using the same network infrastructure, the network links were congested. The saturated links affected the clarity of voice communications, and employees routinely complained of long wait times for file copies and to access Web-based applications and the Internet. R&R needed a solution that would provide real performance assurance for the entire network based on a more granular level of user and application profiling, and allow them to ensure that VoIP and other business-critical traffic maintained a high quality of service for the users, while restricting the amount of bandwidth used for recreational Internet traffic.

Edge Solution

Implemented profile driven policies to prioritize business critical applications, and restrict recreational Internet traffic.

The Exinda Edge solution provided visibility into application usage through the SLA Performance Dashboard. Viewing real-time network performance data allowed R&R to create policies to prioritize the business critical applications such as VoIP and ERP, and to restrict recreational Internet traffic to areas such as social networking, IM, and P2P sites. By prioritizing VoIP and ERP, the performance and quality of the user experience was increased, resulting in fewer support calls related to bandwidth congestion.

Edge Snap Shot

INDUSTRY

Food and Manufacturing

PROBLEM

Multiple offices creating bandwidth congestion, resulting in long wait times when accessing web-based applications and file copies, with no visibility into the cause of the problem.

SOLUTION

- Exinda Edge Branch Office
- Implemented dynamic policies to prioritize and assure VoIP and ERP applications

RESULTS

- Reduced web application traffic by 40%
- Reduced file sharing traffic by 40%
- Reduced weekly support calls

"I was pleased that I could deploy the Exinda devices from day one alongside the MPLS installations. Without Exinda, I don't think our implementation of the MPLS network would have gone as smoothly."

– Jonathan Aldred, R&R Ice Cream

About Exinda

Exinda is a proven global supplier of next-generation WAN Optimization and Application Acceleration products. The company has helped over 2,500 organizations in over 80 countries worldwide improve the end user experience, manage application performance, manage congestion over the WAN and reduce network operating costs for the IT executive. For more information, please visit <http://www.exinda.com>.

10 Reasons to Embrace Exinda Edge

- 1 Agile **Application Packs**
- 2 Precision **User Profiling**
- 3 Cloud **Edge Caching**
- 4 SLA **Performance Dashboard**
- 5 Zero-Footprint **Virtual Appliance**
- 6 3-Point **WAN Optimization**
- 7 Lunch-Break **Implementation**
- 8 Branch **Value Packaging**
- 9 Collaboration **Quality Sensors**
- 10 Logical **Application Containment**

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Edge Benefits

Simple and quick installation of the solution allowed R&R to easily create policies and see optimization results almost immediately.

With sites in many different locations, the solution needed to be installed and configured quickly. The easy to use Exinda Edge appliances could be installed quickly and provide instant visibility into network activity in order to identify user and application profiles, find performance bottlenecks and control, cache and contain network traffic. R&R initially deployed the Exinda appliances at sites in the UK and later rolled out globally.

As a result of the having Exinda appliances in each location, R&R saw the following results:

- Reduced congestion complaints by 10-15 support calls a week
 - Reduced application traffic by 40% and file sharing traffic by 40%
 - Accelerated Active Directory replication, Microsoft updates and Antivirus updates
 - Restricted recreational Internet traffic (social networking, IM and P2P)
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Summary

Since deploying Exinda Edge R&R Ice Cream has expanded its use further as the company has grown.

Initially, 6800 models were installed at the 2x main head office locations and 4800 models at the 5x production sites. This equipment was installed at the same time as a new MPLS network. "I was pleased that I could deploy the Exinda devices from day one alongside the MPLS installations," Jonathan Aldred recalls. "Without Exinda, I don't think our implementation of the MPLS network would have gone as smoothly." 2800 models were later deployed to smaller sites in Poland and the UK and more 4800 models were added as the company grew and acquired new businesses.

R&R have recently replaced all their devices with the latest Exinda hardware platform and now have a total of 12 devices deployed across their WAN including 2x 8860's, 7x 4861's, 3x 2860's.

R&R uses Service Delivery Point (SDP), Exinda's global management interface, to centrally manage all Exinda appliances and run consolidated reports. With 360 degree visibility into the MPLS network, R&R created profile based policies to prioritize business critical traffic which resulted in dramatically improved application response affecting the entire end user experience.

"Exinda stands out in the market as a solution architected specifically for the needs of a branch network environment. The solution's integration with Active Directory gave us a unique level of insight into our network and allowed us to create optimization policies to dramatically improve productivity and application user experience across our environment." – R&R Ice Cream