



## CASE STUDY



## Unified Communications at Gemalto: Awarded Top Marks

Results of an internal survey carried out in 2012 on Gemalto employees using the Microsoft Lync application with the Ipanema solution

### AT A GLANCE

#### BUSINESS SECTOR

- Digital Security

#### THE COMPANY

- Present in 43 countries
- 10,000 employees
- 2012 revenues of €2.2 billion

#### CHALLENGES

- Secure the deployment and facilitate the management of Microsoft Lync
- Maximize Microsoft Lync's adoption by Gemalto's employees
- Reduce telecommunications and IT costs

#### WHY CHOOSE IPANEMA

- Application Performance management by objectives
- An e-Qual managed service with unparalleled features

#### PROVEN BENEFITS

- Guaranteed MS Lync as well as critical applications' performance with management by objectives
- Best possible user experience delivered with a dynamic hybrid network (MPLS + Internet)
- Perfect visibility on usage and performance of critical applications with high level reports and dashboards
- Reduced telecom charges by using MS Lync throughout the company at the same time as controlling IT costs associated with increasing bandwidth

### THE COMPANY

Gemalto is a world leader in digital security with business revenues of €2.2 billion. The company operates in 43 different countries and employs over 10,000 professionals in 83 offices and 13 research and development centers.

Gemalto answers enterprises growing needs for personal mobile services, secure online payments, authentication for access to cloud services, identity verification and protecting privacy, efficient eHealth and eGovernment services, urban transportation ticketing, and secure machine-to-machine (M2M) applications.

Gemalto configures and personalizes embedded software and secure product solutions. The company continues to thrive alongside the growing number of clients that use its solutions for interacting with a wireless digital world.

### CHALLENGES

Gemalto uses two of its data centers located near Paris, to control the company's e information system, which manages the applications that its 10,000 employees, spanning over 90 sites across the globe, use every day.

Applications running over the network include those that relate directly to the company's business activities like ERP, financial consolidation, Product Life Management (PLM) application software and services, and critical applications like Microsoft Lync used to maximize company productivity and reduce phone charges.

*"Gemalto is growing fast and in order to reduce telecoms charges we had to be able to offer our clients a unified communications solution with excellent performance. We decided on the combination of Microsoft Lync and Ipanema operated by e-Qual"* shares **Jérôme Brun, IT Worldwide Infrastructure Manager.**

Choosing Microsoft Lync was a natural progression from Microsoft Office Communicator which we had used for several years.

#### Secure the deployment and facilitate the management of Microsoft Lync

Unified communication flows take varied forms with dynamic traffic models. This is why it is important to understand and respect the characteristics specific to each application running over the network and deliver performance levels required by users while ensuring that the unified communication flows do not negatively impact other applications.

#### Maximize Microsoft Lync's adoption by Gemalto's employees

To make sure all Gemalto's employees adopt Microsoft Lync, it is important to deliver an excellent Quality of Experience. Nevertheless, guaranteeing the performance of MS Lync, is more difficult than ever due to; the diversity of applications running over the



Ipanema provides enterprises with a direct connection between application performance and their business requirements.

With Ipanema Technologies, enterprises understand which applications use the network and automatically deliver guaranteed performance to each user. Enterprises can support their strategic IT transformations (like cloud computing and Unified Communications) and control Internet growth while reducing their IT expenses. Ipanema's customers range from mid-sized companies to enterprises with 1,000s of sites.



e-Equal suggests suitable solutions that optimize business infrastructures and reduce operational costs. e-Equal identifies business needs thanks to top quality technical expertise combined with day - to - day experience on the ground. e-Equal sits as an intermediary between telecoms operators and systems manufacturers and publishers - a **privileged position** allowing e-Equal to offer targeted services.

network, the number of company sites, and the complexity of the network combining MPLS and Internet accesses.

### Reduce telecommunications and IT costs

Because outsourcing audio conferencing facilities are expensive and the fact that the company operates in countries with high telephone charges (South America and Asia in particular) Gemalto had to find a way to reduce its telecom bill.

### PROVEN BENEFITS

Gemalto chose the solution offered by Ipanema and operated by e-Equal to guarantee the rollout of MS Lync across all the company's sites and guarantee service delivery to clients. With Ipanema, Gemalto now benefits from:

- **Guaranteed MS Lync as well as critical applications' performance with management by objectives;**

UC real-time flows (like voice) as well as other business applications are protected against less critical applications.

With dynamic bandwidth allocation according to the business objectives, Microsoft Lync is the most widely used application (according to an internal survey carried out in 2012). MS Lync manages 3 million minutes per month of collaboration (IM, audio, document sharing/screen sharing) and 21,000 audio and videoconferences per month with the highest level of quality.

- **Best possible user experience delivered with a dynamic hybrid network (MPLS + Internet);**

With Ipanema, the best path is dynamically selected over a hybrid network according to the application requirements, business criticality and the network traffic. With this, Gemalto's hybrid network unifies MPLS and Internet bandwidth, turning the internet into a reliable and predictable network using more resources at an affordable cost.

*"Thanks to Ipanema, MS Lync's and other business applications performances are guaranteed anytime,anywhere."* **Philippe Faure, Chief Information Officer, Gemalto.**

- **Perfect visibility on usage and performance of critical applications with high level reports and dashboards;**

The IT department has complete visibility on applications usage, behavior and performance in real-time. Any problems can be identified and resolved before they impact end users. MS Lync is now standard in the company and end user satisfaction is assured.

- **Reduced telecom charges by using MS Lync throughout the company at the same time as controlling IT costs associated with increasing bandwidth.**

*"Thanks to Ipanema we have been able to quickly rollout Microsoft Lync while protecting other business applications performance. By guaranteeing excellent end-users experience, we strongly maximized Microsoft Lync adoption and reduced our telecommunications costs."* **Jérôme Brun, IT Worldwide Infrastructure Manager.**