



SUCCESS
STORY

Henkel enables key IT initiatives with an objective-based and cost optimized WAN

KEY FACTS

INDUSTRY

- Chemicals & Cosmetics

COMPANY

- Over 400 sites worldwide
- 47,000 employees
- Sales: €15,605 million

CHALLENGE

- Guarantee SAP, Citrix and videoconferencing performance anytime
- Support migration to a consolidated private cloud
- Reduce operational complexity

CHOOSING IPANEMA

- Objective-based application performance management
- Dynamic WAN Selection to manage the hybrid MPLS + Internet network
- WAN Governance to align the WAN with the business objectives
- Full Visibility including high-level dashboards and technical reports

OBSERVED BENEFITS

- IT transformations are easily managed
- Network costs are optimized
- End-users experience is guaranteed

COMPANY

Henkel operates worldwide with leading brands and technologies in three business areas: Laundry & Home Care, Beauty Care and Adhesive Technologies.

Founded in 1876, Henkel holds global leading market positions both in the consumer and industrial businesses with well-known brands such as Persil, Schwarzkopf and Loctite.

Headquartered in Düsseldorf, Henkel has 47,000 employees worldwide and is one of the most internationally aligned German-based companies in the global marketplace.

CHALLENGE

Faced with the increasing complexity of its operating environment (more and more users, applications and systems to operate), Henkel had to support business efficiency by guaranteeing Quality of Experience to end-users.

Their main business goal is to maintain the group's leadership position by anticipating market trends and meeting customers' expectations.

Driven by improving efficiency, Henkel's IT department had to:

- Support the increased use of standardized IT based processes,
- Consolidate and simplify the IT infrastructure,
- Reduce operating costs,
- Migrate the applications into a unified private cloud hosted by IBM.

Henkel's WAN links 400 sites and has to guarantee the Quality of Experience to the 47,000 employees worldwide. Controlling the increasing complexity and the new uses is crucial to delivering the best performance to the top critical applications like: SAP, Citrix, Lotus Notes, VoIP and Video conferencing.

The IT team's key strategy was to reduce to only one global service provider with committed SLAs on the delivered performance.

Henkel's objectives were to:

- Fully leverage the hybrid network (MPLS and Internet),
- Control the application performance with meaningful KPIs,
- Anticipate incidents and solve them proactively with efficient troubleshooting,
- Optimize the network costs.

CHOOSING IPANEMA

Henkel's network team built an ambitious RFP for a fully unified WAN. AT&T was selected to provide an SLA driven hybrid network with MPLS and Internet.



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.

Enterprises can use Ipanema as a product through an international network of certified channel partners, and as a service through Managed Service Providers and telecom operators' managed services. For SMBs, Ipanema is available as a service through Ipanema's AppsWork™ authorized partners network.

With Ipanema's Application Quality Score KPIs, Henkel can now successfully meet their application SLAs. Ipanema's solutions used include Application Visibility, WAN Optimization, Dynamic WAN Selection, QoS and Control.

OBSERVED BENEFITS

IT transformations are easily managed

With Ipanema, Henkel's IT team is now able to easily deploy new IT transformations without impacting the company's productivity. Deploying telepresence and the growing adoption of cloud computing and SaaS applications by the business units are no longer problematic.

The IT department can now confidently accompany the company's growth in emerging markets like China and dynamically adapt to changes.

The Ipanema solution allows Henkel to easily align the application and network performance with their business objectives.

"Our hybrid network delivers its promises. It allows us to cost effectively benefit from the best of MPLS and Internet. The objective-based application performance management strongly reduces complexity and enables us to dynamically guarantee the applications' performance to the end-users anytime," **Frank Meyer, Technical Project Lead, Henkel.**

The network costs are optimized

Henkel's network now provides the required quality and at the right cost. Ipanema makes sure the top critical applications always receive the optimal performance under all circumstances. No need to increase the bandwidth capacity, the network is rightsized to guarantee top critical application performance. If during peak hours, the network is fully or over used, low criticality and recreational applications (which are globally tolerated as per Henkel's company culture) are kept under control while highly critical applications always obtain what is required to maintain user productivity. In conclusion, Henkel takes full advantage of both the hybrid network's performance and the quality of MPLS with a lower cost and larger capacity for Internet.

"During our WAN RFP process, it became clear that only a provider delivering application performance management services using Ipanema was able to reach our performance and cost expectations," **Frank Meyer, Technical Project Lead, Henkel.**

The end-users' experience is guaranteed

With application performance visibility and real-time reporting, Henkel's IT team is more proactive and can see and resolve problems on the network before they impact the end-users. The helpdesk calls are greatly reduced and the end-users no longer complain. To proactively manage the application performance, Henkel's IT team benefits from a real-time high-level application performance dashboard and drill-down reports.

In Henkel's network a total of 180 physical Ipanema ip|engines have been deployed on Platinum and Gold sites. The 140 additional tele|engines on Silver sites allow Henkel to cost efficiently manage their global WAN without deploying physical equipment everywhere.

Henkel's network sites with AT&T different levels of commitment:

■ Platinum Sites (dual MPLS)	13
■ Gold Sites (Hybrid MPLS + Internet)	220
■ Silver Sites (single MPLS or Internet)	140
■ Bronze Sites (Henkel chosen lines)	70