



BY GUARANTEEING MICROSOFT LYNC & SHAREPOINT PERFORMANCES, MAREL REDUCES TRAVEL COSTS

CASE STUDY

(Re)discover Simplicity™
to Guarantee Application Performance

ipanema
Technologies



COMPANY

Marel is the leading global provider of advanced equipment, systems and services to the fish, meat and poultry industries. Marel is a multinational company, with over 4,000 employees, offices in over 30 countries and manufacturing facilities in 16 locations worldwide.

CHALLENGES

Improve employee collaboration and reduce travel costs with Microsoft Lync

To reduce travel costs, improve employee collaboration and communication with customers, Marel decided to deploy on premise Microsoft Lync solution.

All the features of Microsoft Lync are used: desktop sharing, file sharing, video and voice.

Before using Microsoft Lync, Marel used OCS solutions (Microsoft Office Communications Server) and had strong performance issues on real time applications but also other business apps. They were looking for a solution allowing them to deliver excellent quality of experience to Microsoft Lync video and VoIP users without

impacting the performance of others business applications.

“We needed help with the implementation of Microsoft Lync to make sure we would no longer have performance issues as we did with OCS,” said **Rob Janssen, Manager Global Infrastructure & QRC at Marel.**

Increase SharePoint’s performance

In order to improve company efficiency and boost employee productivity, Marel decided to centralize all documents using SharePoint. The objective was to simplify how people interact with content processes and business data by client desktop applications, email and web browsers integration.

SharePoint is ‘Top critical’ for Marel’s productivity. To deliver the expected benefits, users have to be able to access the shared content when they need with no delays. As they also are often big data, the other business apps have to be protected against these bandwidth hungry flows.

Reduce Mean Time to Innocence (MTTI)

Solving problems before they impact



ABOUT MAREL

- Leading global provider of advanced equipment and systems for the food processing industry
- Present in over 30 countries on six continents
- 4,000 employees worldwide
- A global network of over 100 agents and distributors

end-users is key to minimize the MTTI and therefore increase the service delivered to the end user. Maximizing the success of new IT transformations by a better control of their impact on existing network resources and other business applications was also a great concern.

Decrease IT spending

Marel wanted to reduce IT costs and avoid bandwidth upgrades by maximizing full use of current resources (including MPLS and Internet networks).

The network infrastructure is a costly resource especially when sites

are far away from each other. The objective was to contain the yearly telecom budget while supporting the exponential traffic increase.

CHOOSING IPANEMA

Dynamically guaranteeing Microsoft Lync and SharePoint performances

During the selection process Marel was looking for a solution that would:

- Ensure an excellent quality for all voice communications to guarantee speed up end-user adoption;
- Protect business critical applications such as ERP and PLM against the large amount of UC traffic;
- Improve end-user QOE when managing heavy documents on SharePoint for low bandwidth sites;
- Provide additional low cost bandwidth by leveraging the internet and MPLS network;
- Reduce the cost of CoS in the Telco contract.

Ipanema was the only solution that answered all these requirements.



CHALLENGES

- Improve employee collaboration and reduce travel costs with MS Lync
- Increase SharePoint's performance
- Reduce Mean Time to Innocence (MTTI)
- Decrease IT spending



CHOOSING IPANEMA

- Deliver excellent quality for VoIP
- Protect business critical application
- Improve end-user QoE
- Provide additional low cost bandwidth
- Reduce the cost of CoS

BENEFITS

“Without Ipanema it would have been impossible to manage our new IT transformations. Especially for Microsoft Lync as people expect an excellent quality for their voice calls and desktop video meetings. If users are disappointed with the quality, they will stop using the new system and will go back to their old ways. This could become very costly and a big letdown for Microsoft Lync’s adoption” said **Janssen**.

Microsoft Lync and SharePoint have been successfully deployed

With Ipanema, Marel has been able to anticipate the impact of Microsoft Lync on the network and other applications performance. With the objective based management, application criticalities have been clearly defined. VoIP has been defined as ‘Top critical’, ERP and SharePoint highly critical Video as medium When it comes to congestion, VoIP, video, ERP and SharePoint are prioritized.

SharePoint and Microsoft Lync have been quickly fully adopted

Today all employees are using SharePoint and Microsoft Lync on a daily base across the network.

“The deployments of SharePoint and

Microsoft Lync have been a great, success. All employees worldwide today use Microsoft Lync for chat and internal voice calls and SharePoint to access and share documents. We use Lync to improve collaboration between regional teams, but also with customers and partners. We even use



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Rob Janssen,
Manager Global
Infrastructure & QRC at
Marel



it to reach out to our Ipanema contact.”
says **Janssen**.

Costs have been saved thanks to Dynamic Hybrid Networking and CoS reduction

By taking advantage of Ipanema's Dynamic Hybrid Networking solution, Marel can use the Internet as a business network and reduce MPLS costs. Business critical applications use the MPLS network and all less important applications are off loaded onto the internet. By using this dynamic WAN selection; Marel takes full advantages of existing network resources to guarantee business applications performance while avoiding costly bandwidth increase.



OBSERVED BENEFITS

- Microsoft Lync and SharePoint have been successfully deployed
- SharePoint and Microsoft Lync have been quickly fully adopted
- Costs have been saved thanks to Dynamic Hybrid Networking and CoS reduction



ABOUT IPANEMA TECHNOLOGIES

Enterprises' Digitalization accelerates. In a world that moves at web speed, IT departments have more and more difficulties to manage the complexity of their information system.

Unified Communications, cloud computing, SaaS, BYOD, social media, VDI, retail 2.0 are just a few examples of IT trends that strongly increase IT complexity.

In this case, how can you regain control and align IT with strategic corporate objectives? How can you manage more demands and usages with the same network resources to stabilize telecom costs?

With Ipanema, (Re)discover Simplicity to guarantee your application performance.

For more information, visit: www.ipanematech.com

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