



# GLOBUS GUARANTEES LYNC VIDEO CONFERENCING PERFORMANCES WHILE REDUCING WAN COSTS WITH IPANEMA

CASE STUDY

(Re)discover Simplicity®  
to Guarantee Application Performance

**ipanema**  
Technologies



## COMPANY

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Globus is one of the leading retail companies in Germany and is still family-owned. Globus SB-Warenhaus Holding GmbH & Co. KG operates a total of 45 self-service stores, 78 Do-It-Yourself stores, 9 electrical goods stores, and 2 Globus drive stations. In addition there are 21 stores in the Czech Republic and Russia as well as 2 Do-It-Yourself stores in Luxemburg.

The Globus Group generated revenues of €6.46 billion in 2012 with 32,500 employees. Despite the global recession Globus is continuing to grow and expand in every country.

## CHALLENGES

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### Reducing travel costs

Globus is present in four culturally diverse countries and must adapt to their differing business needs. To improve their productivity, maximize team collaboration throughout the company and reduce travel costs, Globus decided to deploy Microsoft Lync and Polycom Unified Communications which includes video and audio conferencing.

To maximize their employees' adoption of video and audio conferencing, it was of vital to guarantee their user-experience. To reach this objective,

Globus started looking for a solution.

**Protecting business critical applications (EC cash register, SAP) against resource intensive UCC applications over the hybrid network**

The increasing complexity IT due to the hybrid network combining MPLS and Internet, the number of applications, users, sites and IT solutions, as well as the growing of highly dynamic applications and new usages put a lot of pressure on Globus' WAN. It was harder to guarantee business critical applications performance with the recently deployed SAP, EC cash register applications against highly bandwidth consuming UCC applications (video conferencing, audio-conferencing, E-learning).

## CHOOSING IPANEMA

Globus' objectives were to guarantee the application performance for video and audio conferencing with an excellent end-user experience, to maximize the adoption of the solutions and yield the anticipated ROI.

Globus has deployed the following Polycom equipment:



### ABOUT GLOBUS

- One of the leading retail companies in Germany
- 159 sites in Germany, Russia, Czech Republic, Luxembourg
- 32,500 employees worldwide
- Revenue 2012: €6,46 billion

- Regional video conferencing sessions at management level with Polycom® RealPresence® Group 500;
- Deployment of 2 large video conferencing systems;
- Polycom® RealPresence® Group 500 at the headquarters.

Because video is a real-time application that requires a steady and continuous stream of packets, a number of factors can impact video performance on a converged communications network. Therefore, the ability to identify and control which applications are used and how much bandwidth they use is critical to optimize video performance and to deliver a high quality of experience to the users.

For these reasons, Globus and T-Systems selected Ipanema to guarantee UCC performances.

## OBSERVED BENEFITS

### Video and audio conferencing delivers the expected benefits

By delivering the perfect Quality of Experience (QoE) to end-users, Globus maximizes the adoption of UCC applications. The optimization of internal processes and employee collaboration considerably improved the efficiency and productivity of the company. The decision-making process is quicker and traveling costs have been significantly reduced.

*“Since the visual quality is excellent it turned non-believers into believers... Once people use the system, they see its value and want to continue using it. High quality video and audio conferencing solutions enhance our business agility and make the sales process much easier and more efficient. Thanks to this strong adoption we reduced our travel costs by 20% per year”, Daniel Merckel, Divisional Director Market Supervision & Support, Globus SB-Warenhaus Holding GmbH & Co. KG.*

## CHALLENGES



- Reducing travel costs
- Protecting business critical applications (EC cash register, SAP) against resource intensive UCC applications over the hybrid network



## CHOOSING IPANEMA

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- Fully integrated solution with Visibility, QoS & Control, WAN Optimization and Dynamic WAN Selection
- Dynamic and real-time application performance management



*Thanks to deploying Ipanema's solution we now have complete visibility and control of our applications' traffic. It's now easier for us to guarantee the application performance of video conferencing sessions with the best user's experience and without impacting other critical applications such as cash register requests and SAP. Without Ipanema we would have needed to upgrade our WAN connectivity from 20 Mbps to at least 100 Mbps,*



**Dirk Schmidt,**  
Technical Coordinator,  
GLOBUS SB-Warenhaus  
Holding.



## The performance of the other business critical applications are protected against resource intensive UCC applications

The reporting and monitoring tools delivered by the Ipanema solution allow Globus to have full visibility of what is running over the WAN and the performance. The control feature dynamically guarantees the business critical applications performance in all circumstances. EC card applications have the highest priority followed by SAP goods management system and real-time applications such as VoIP and video conferencing.

The real-time flows are prioritized above less critical applications.

With clear KPIs and consolidated and detailed dashboards Globus manages UC performance SLAs.

## The WAN is right-sized and easily supports the new usages

Ipanema's Control makes sure that bandwidth is used efficiently and the applications performances are managed according to the predefined business objectives. Rightsizing optimizes network cost against the performance. It provides a direct and accurate relationship between the available bandwidth and the achievable application performance objectives. With Rightsizing and Hybrid Networking management solutions,

it was not necessary to increase the bandwidth and telecom costs to deploy MS Lync and Polycom.

*“We now work better with 8 Mbps bandwidth that’s managed by Ipanema than with 20 Mbps without Ipanema”*,  
**Jens Neufang, Administrator IT-Datacenter and Security.**

Ipanema’s dashboards enable the IT department to govern the WAN from business perspective, guaranteeing application performance anytime, anywhere and communicating application usage and performance to all lines of business.

*“Thanks to deploying Ipanema’s solution we now have complete visibility and control of our applications’ traffic. It’s now easier for us to guarantee the application performance of video conferencing sessions with the best user’s experience and without impacting other critical applications such as cash register requests and SAP. Without Ipanema we would have needed to upgrade our WAN connectivity from 20 Mbps to at least 100 Mbps”*, emphasizes **Dirk Schmidt, Technical Coordinator, GLOBUS SB-Warenhaus Holding.**

With Ipanema, Globus’ network infrastructure is better positioned to incorporate new technologies and reduce TCO not only for UCC, but data center consolidation, hybrid networking

and virtual desktop infrastructure (VDI), and is also prepared to manage the more than 1,000 mobile devices.

In partnership with:

**T · · Systems · · ·**

T-Systems is Deutsche Telekom’s corporate customer arm. Using a global infrastructure of data centers and networks, T-Systems operates information and communication technology (ICT) systems for multinational corporations and public sector institutions. With offices in over 20 countries and global delivery capabilities, T-Systems supports companies in all industries.

## OBSERVED BENEFITS



- Video and audio conferencing delivers the expected benefits
- The performance of other business critical applications is protected against resource intensive UCC applications
- The WAN is rightsized and easily supports the new usages

## ABOUT IPANEMA TECHNOLOGIES

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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, shops 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](http://www.ipanematech.com)

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