CASE STUDY

How a dynamic, high performance hybrid network is helping the SEB group achieve strong growth.

About the SEB Group

The SEB Group is the global leader in small appliances, with a presence in over 150 countries and a unique range of top-class brands (Tefal, Rowenta, Moulinex, Krups, Lagostina, All-Clad, Supor and more) marketed via a multi-format distribution network. The Group sells over 200 million products a year and operates a long-term strategy based on innovation, international development, competitiveness and customer service. With more than 25,800 employees across the world, the Group posted a turnover of 4.25 billion euros.

CHALLENGES AND INITIATIVES WITHIN THE SEB GROUP

The Group set up a dedicated international IT Systems Department, which was specifically tasked with supporting the Group's international development and assigned the following key objectives:

1. **Supporting the Group's growth**

A major focus of the SEB Group's strategy is how to achieve sustainable growth. This entails international development via the launch of new subsidiaries in emerging countries such as China, India, Vietnam, Egypt, Brazil, and Colombia.

With this goal in mind, the IT Systems Department needs to be able to integrate new subsidiaries and provide them with the full range of IT services offered by the Group. These services have to be flexible enough for successful deployment regardless of the local context (human resources, electrical and telecom infrastructures, etc.).

Implementing access to centralised applications from emerging countries and/ or the transfer of local backup information to data centres meant it was necessary to define a new network architecture, taking into account the constraints inherent to these countries (limited telecom services, low performance levels and significant costs) as well as the range of possible applications.

2. **Facilitating cooperation and communications between the Group's various entities**

The network was designed to link over 120 locations in 70 countries, ultimately connecting more than 25,000 employees.

In order to streamline cooperation between the various Group entities on a global level while also reducing telecom costs, the IT Systems Department decided to implement a PLM (Product Lifecycle Management) tool, centralise its messaging system and introduce video conferencing via the Skype for Business suite (IM, Audio, Video, and application sharing). To ensure the success of these operations, it is vital that users are provided with flawless quality of service.

3. **Supporting the company's digitalisation and new applications**

New applications such as big data, video, unified communications and other real-time communication tools place a huge amount of pressure on the Group's network, with the amount of data transferred having

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quintupled over the last five years.

The IT department needs to be able to provide support for the new requirements that may arise in any Group entity, ensuring continuity of business anytime, anywhere.

4. **Supporting changing IT systems while keeping telecom costs down**

To promote the adoption of new applications, the IT department needs to deploy new solutions to ensure an excellent user experience within each business entity in every location while keeping telecom expenditure to a minimum.

THE CHOICE AND ADVANTAGES OFFERED BY THE IPANEMA SOLUTION

For its new SEBNET network, the SEB Group chose Infovista's Ipanema SD-WAN solution because of its unique ability to universally and automatically guarantee business application performance on hybrid networks (MPLS + Internet), with 100 locations being connected.

Featuring centralised management of performance objectives and automated control over the entire network, the Ipanema solution incorporates within a single platform the whole range of solutions for ensuring visibility and management of application

performance. It enables the protection of critical application performance and the implementation of professional WAN governance while keeping the total cost of ownership as low as possible.

Using the Ipanema technology, the SEB Group have been able to regain control of its new applications and ensure business continuity, easily managing the explosion in traffic and the growing complexity of IT networks and process, all while avoiding increases in expenditure.

"We need to align our IT strategy with business requirements, constantly evolving applications within the Group while keeping costs under control. With the hybrid MPLS/ Internet network and Ipanema's QoS management, we've been able to allocate various network services depending on how critical a given application is. This selectiveness also means we can meet requirements at the 'right price' and maintain effective control of our global network framework," explains **Luc Parent, SEB Group, NetCenter Manager**.

1. Optimal user experience

By implementing application SLAs, all of the features of Skype for Business have been successfully incorporated with zero impact on the quality of service of other critical applications such as ERP software or PLM tools.

The rapid adoption of Skype for Business at all of the Group's branches has also led to a significant reduction in telecom costs and travel expenses.

2. Increased network reliability and ease of operation

The combination of the hybrid network with Ipanema's QoS management has helped to free the SEB Group from the constraints of passive backups. Network teams are now able to focus more on the quality

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of service provided to users and less on merely managing the network.

The detection and resolution of network performance problems has also been made significantly easier - with looking into and resolving problems now taking less time. And using the metrics supplied by the Ipanema technology, IT are now able to proactively manage network development with minimum fuss.
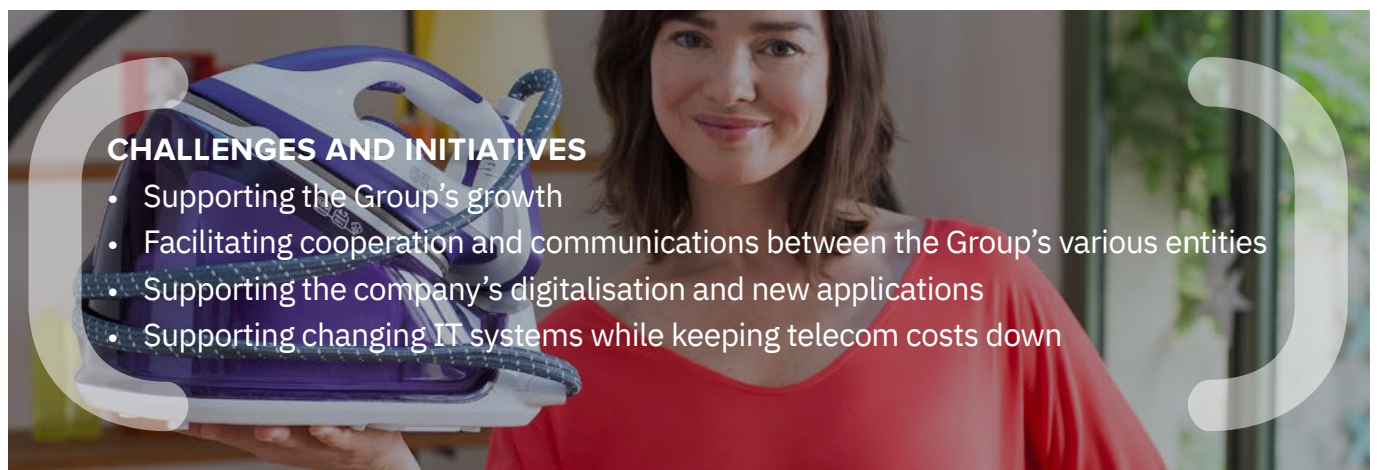
CHALLENGES AND INITIATIVES
- Supporting the Group's growth
- Facilitating cooperation and communications between the Group's various entities
- Supporting the company's digitalisation and new applications
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3. **A hybrid network that meets business QoS requirements while also reducing telecom costs**

Dynamic management of application performance via a hybrid network (30% of critical traffic now flows over the MPLS network, the remaining 70% less critical traffic flowing over the Internet) has meant the SEB Group has been able to improve its flexibility, optimise existing network resources and manage increased traffic, all on the same network capacity as before.

4. **Increased flexibility in terms of migrating the IT system to the cloud**

With Ipanema SD-WAN's dynamic hybrid network management capability, and the use of secure Internet connections at each Group location using the solution's Zscaler features, IT are now able to anticipate any changes in the way these applications are hosted. Installing a new major application on the Cloud no longer requires a complete reassessment of the network or Internet access capabilities.

5. **Keeping network costs under control**

The dynamic use of available network services, whether via MPLS or Internet, Dynamic management of application performance via a hybrid network (30% has given the SEB Group control over any potential increases in bandwidth – such control has enabled the Group to keep telecom costs down.

In the words of **Luc Parent, SEB Group, NetCenter Manager**: "With Ipanema SD-WAN from Infovista, we're now able to ensure key application performance - our expectations in terms of how innovation is transferred over the network have been fulfilled, generating a positive image of the IT Systems Department as a partner and innovator to the Business."

BENEFITS

- **Optimal user experience**

- **Increased network reliability and ease of operation**

- **A hybrid network that meets business QoS requirements while also reducing telecom costs**

- **Increased flexibility in terms of migrating the IT system to the cloud**

- **Keeping network costs under control**

About Infovista

Infovista, the leader in modern network performance, provides complete visibility and unprecedented control to deliver brilliant experiences and maximum value with your network and applications. At the core of our approach are data and analytics, to give you real-time insights and make critical business decisions. Infovista offers a comprehensive line of solutions from radio network to enterprise to device throughout the lifecycle of your network. No other provider has this completeness of vision. Network operators worldwide depend on Infovista to deliver on the potential of their networks and applications to exceed user expectations every day. Know your network with Infovista.