

# **Solving WAN Optimization Management to Accelerate Enterprise Application Performance**

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Quaker Chemical



**Quaker Chemical Corporation, headquartered in Conshohocken, Pennsylvania, is a worldwide developer, producer, and marketer of custom-formulated chemical specialty products and a provider of chemical management services for manufacturers around the globe, primarily in the steel and automotive industries**

# About Quaker Chemical

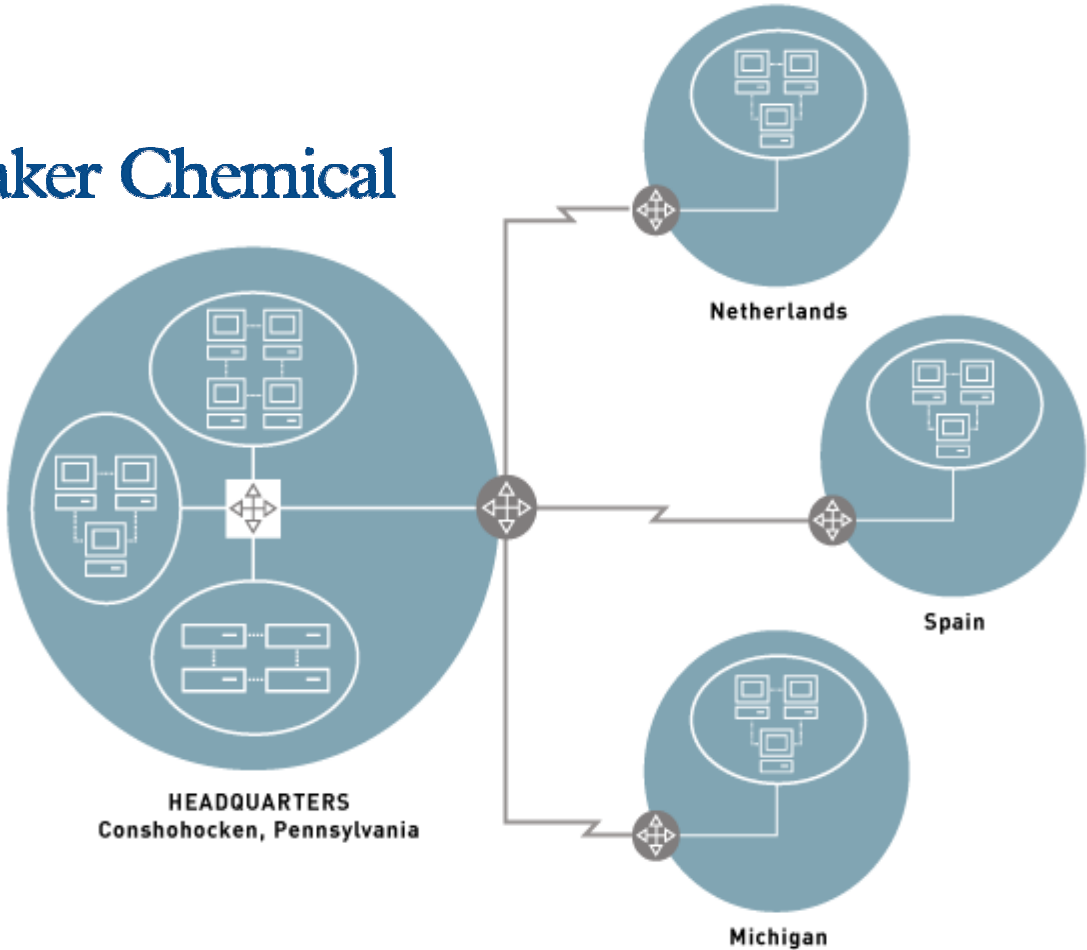
- \$400 million in revenue for 2004
- Headquarters in Conshohocken, PA
  - 15 major offices world-wide
  - Operations in 40 countries
- Data center is in the Netherlands

**Key driver of IT challenges has been to support move to global business operations**

# Computing Infrastructure

- Central System model
- Leverage efficiencies of web-enabled systems
- Distributed offices connected via AT&T EVPN service
- Remote connections via AT&T ANIRA

# Infrastructure Example



# “Single instance” ERP

- Business initiative
  - Integrate work-flow across global offices and operations
  - Institute a single instance, global ERP
  - Deliver via web access
- IT objectives
  - Decrease response times to increase user satisfaction
  - Use existing WAN infrastructure without bandwidth additions
  - Improve global reach
  - Complete within budget and time guidelines

# ERP Rollout Challenges

- Existing bandwidth was insufficient
  - Could not support performance and reliability requirements
  - Required expensive WAN link upgrades
- Impacted performance of existing strategic apps
- Budget increase or innovative solution required

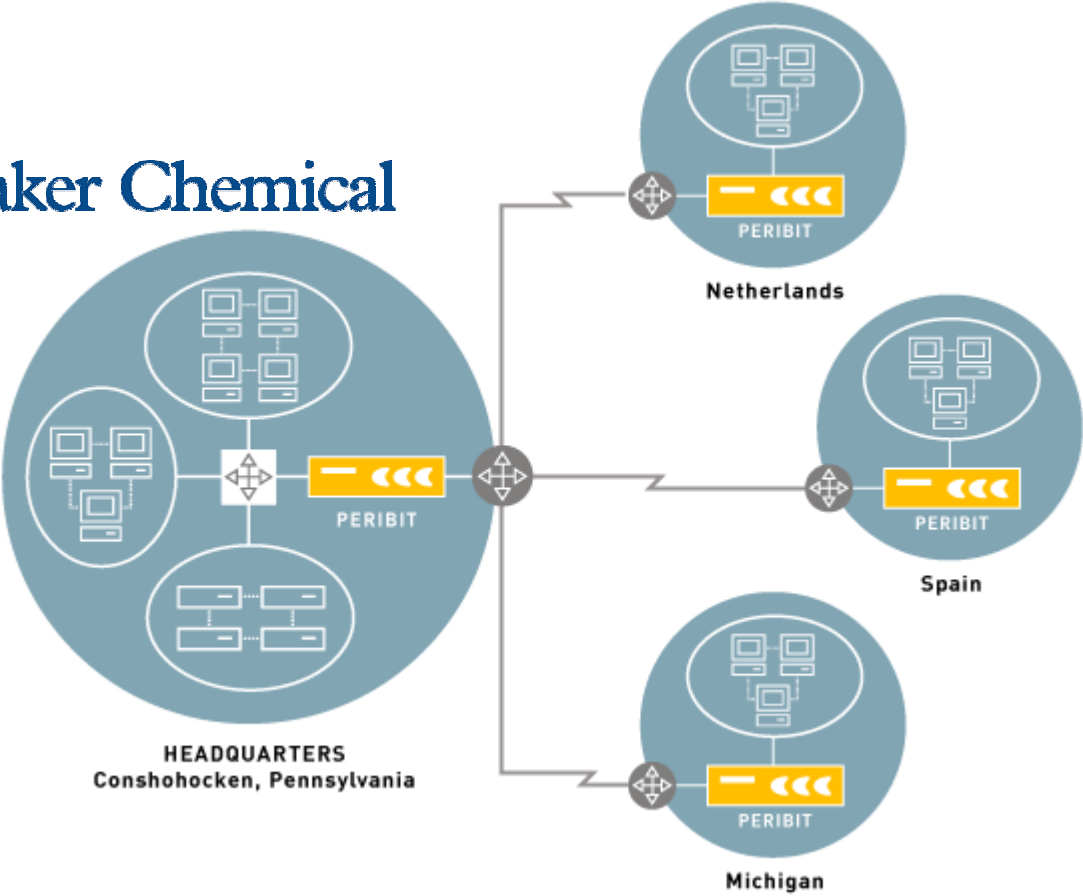
# Objectives for WAN Optimization

- Double the effective bandwidth of existing WAN links
- Add minimal latency; avoid increased response times
- Cost less than the price to increase WAN for 1 year
  - Single capital investment vs. recurring operational expense
  - Generates net savings over three years

# Evaluating WAN Optimization

- Profiled technologies from Peribit and others, chose Peribit for initial pilot
  - Tested on mirrored port in data center (Netherlands)
  - Tested inline between data center and EU HQ
- Results of Peribit Sequence Reducer appliances
  - Achieved data reduction rates of 68%
  - Equivalent to a 3-times bandwidth capacity increase
  - Added less than 2 ms of end-to-end latency
  - Investment less than 50% of one year's increased WAN service

# Implementing WAN Optimization



# Deployment Achievements

- Met business objectives
  - Globally integrate work-flow, common database, web delivery
- Met IT objectives
  - Better response times, no infrastructure upgrades, increased global reach, on-time, within budget
- Improved business-customer satisfaction
  - Result of improved workflow and productivity

# ROI Analysis

- Implemented Peribit in weeks
  - Investment aprox. 1/2 of annual BW increase
  - No implementation costs
- Prevented increase in bandwidth for 3 years
  - While increasing WAN traffic significantly
  - Adding new web based applications
  - Maintained quality of service
  - Improved manageability of WAN

# Additional Optimization Values

- Improved WAN Management
  - Improved visibility – traffic and statistics
  - Fully integrated optimization solution
- Improved performance of all applications
  - Web-based applications, email, VoIP, IP-video
- Enterprise-wide collaboration/productivity enhanced
- Consolidated email post offices from 20 to 2

# Recommendations

- #1 - Find the right technology
  - What does it take to implement? Can you manage it?
- #2 - Measure the “partnerability” of the vendors
  - Are they looking for an order or do they want to solve your business needs?
- #3 - Make them prove it
  - Make your vendors do a proof of concept which does not cost you massive time and energy
- #4 - Make them continue to perform
  - Continuously challenge the vendor to stay in the game