



## Worldwide network optimisation

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Christoph Pscherer  
Service Manager IT WAN Services  
Siemens Enterprise Communications

### BT WAN Optimisation Service speeds up applications across the Siemens Enterprise Communications global network

#### Challenge

A global unified communications leader, Siemens Enterprise Communications was formed in 2008 as a joint venture between Siemens AG and a US private equity firm.

Christoph Pscherer, IT Network and Voice Services Manager at Siemens Enterprise Communications, recalls: “One of the first challenges was to separate out the joint venture from the Siemens AG infrastructure. We had to create our own wide area network in order to do that.”

With a diverse worldwide workforce of around 14,000 people, software performance has to be virtually instantaneous at even the most remote locations. With business application servers based at centrally located data centres, the network is critical to achieving that aim.

Chosen by Siemens Enterprise Communications for its global reach, a BT MPLS platform now connects 140 sites in 35 countries across all continents. Christoph continues: “The BT MPLS network is reliable but, with bandwidth demands constantly growing, we needed application response times to keep pace.”

#### Solution

Siemens Enterprise Communications knew that boosting end-to-end network performance would avoid the cost of increasing core network bandwidth. The company was also embarking on a major server consolidation programme and saw WAN optimisation as a key enabler in both cases.

“We had looked into WAN optimisation techniques but the costs at first seemed prohibitive,” says Christoph Pscherer, “until BT came forward with a managed WAN Optimisation Service that both met our needs and was financially viable.”

BT proposed using a managed Applications Assured Infrastructure (AAI) WAN Optimisation Service (WOS) at key network nodes. This would be based on Steelhead® products from Riverbed Technology. “Such a solution prevents ‘chatty applications’ from monopolising WAN bandwidth,” explains Christoph Pscherer.

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### Core BT services

- BT global MPLS platform serving 140 sites in 35 countries across all continents
- BT provided and managed Riverbed Steelhead® WAN optimisation technology (part of the BT AAI portfolio)

## Case study

# Siemens Enterprise Communications

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Combining data compression and data reduction, AAI WOS intercepts traffic and checks whether it's been sent across the network before. In this way repetitive transfers are avoided and only new data is transmitted, reducing WAN traffic by up to 95 per cent.

The AAI WOS service required the installation and commissioning of Steelhead appliances at Siemens Enterprise Communications data centres and around 40 other sites worldwide. In redundant configurations for resilience, large data centres took two Steelhead appliances. Each of the remote locations is served by a single Steelhead appliance.

Christoph Pscherer says: “The managed AAI WAN Optimisation Service from BT includes project management, which took care of everything from ordering and shipping the hardware to dealing with customs issues. BT also organised and supervised local engineering teams carrying out the installations. We had a few technical issues along the way, but overall the project went well indeed.”

## Value

With much less data passing over the WAN, Siemens Enterprise Communications is enjoying greatly improved network performance. That means faster application response times leading to greater efficiency, better productivity, and enhanced customer service. Meanwhile, buying costly additional bandwidth has been avoided.

AAI WOS is a fully managed service that includes the provision of regular reports on network, server, and application performance statistics. Those reports also provide early warnings of potential network bottlenecks.

“The latest BT WAN optimisation reports show that a massive data reduction of 76 per cent has already been achieved,” concludes Christoph Pscherer. “That figure is likely to be exceeded because, although we're focusing on file server and email traffic right now, we're planning to extend the solution to other applications.”

BT is now in discussion with Siemens Enterprise Communications to further enhance the WAN to better serve home-based employees or people working remotely around the world with Steelhead® Mobile from Riverbed.

## Offices worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to British Telecommunications plc's respective standard conditions of contract. Nothing in this publication forms any part of any contract. The meaning of the word partner or partnership in this case study does not give rise to a partnership as defined in the Partnership Act 1890 or other relevant law.

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## The BT differentiators

- BT has the reach and expertise to offer managed AAI WAN optimisation services on a global basis
- BT confers scale and resilience through its global MPLS network platform, together with attractive commercial terms afforded by its scale
- BT is a Riverbed Technology Global Service Provider Partner with the in-depth capability necessary to design, deploy, and manage Riverbed solutions anywhere
- BT has deployed AAI to 600 customers globally and has over 4,000 managed endpoints in 90 countries
- BT offers a differentiated AAI service including monthly analysis, recommendations, and insights
- BT WAN optimisation benchmarking service compares customers against industry best practice
- BT is the only service provider with a dedicated independent test and development facility to enable customers to decide on the right optimisation solution
- BT is always ahead in innovation – for example, it was the first to test and prototype WAN optimisation virtual appliances for use with virtual data centre and cloud solutions
- BT AAI WAN Optimisation Service won the Best IT Service category at the Global Telecoms Business Awards 2010
- BT AAI WAN Optimisation won the Best Enterprise Innovation category at the IET Awards 2010