

# Maersk Line



## Application, network and end user performance monitoring sets a solid foundation for Maersk Line’s digitalization strategy.

Maersk Line, part of the Maersk Group and the world’s largest container shipping operator, is using Riverbed® Alluvio™ NPM and DEM to monitor business-critical applications and services and provide the ability to troubleshoot performance bottlenecks across the company. The five-year

contract with Riverbed will support Maersk Line’s strategy to become the digital leader within the shipping sector.

The Maersk Group is an integrated transport & logistics company with multiple brands and is a global leader in container shipping and ports. Including a stand-alone Energy division, the company employs roughly 88,000 employees across operations in 130 countries. Maersk Line is the company’s largest brand, comprising 40% of the Group’s \$40.3Bn revenue.

**Over 90%** of Maersk Line’s revenue today is digital

### In Brief

#### Challenges

- Need guaranteed application uptime, a scalable and stable digital platform infrastructure and end-to-end visibility across our digital services and into the cloud

#### Solution

- Alluvio™ NPM
- Alluvio™ Aternity DEM

#### Benefits

- A complete view across networks, applications and end users
- Effectively monitor the application infrastructure and provide end-to-end visibility across its IT environment

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Andy Laurence,  
Global Head of IT Production Services, Maersk Group

“The digitalization at Maersk Line has been significant,” said Andy Laurence, Head of Production Services at Maersk Group Infrastructure Services, a unit responsible for the Maersk Line IT infrastructure. “Five years ago, 20% of our revenue was digital, and today it’s over 90%. As we continue on our digital journey, having a scalable and stable digital platform infrastructure and end-to-end visibility across our digital services and into the cloud is critical.”

From customers booking and tracking container space to our own seafarers being able to smoothly transact business processes, application uptime is hugely important to Maersk Line. “There has been a real requirement for an architected solution that gives us the visibility and transparency we need to target where we have weak points in our infrastructure and remediate them accordingly and swiftly,” said Laurence.

“Alluvio by Riverbed gives us a circle of development that helps us to be responsive, pushes us to be proactive, positions us to be predictive, which then allows us to be pre-emptive,” concludes Laurence. “This is a result of having one solution that provides us with a complete view across networks, applications and end users. This technology will also be a strong backbone for the digital initiatives of other brands in Maersk Group whom we in MGIS support.”

Maersk Line expects that a full implementation of Alluvio NPM & DEM solutions will allow it to effectively monitor the application infrastructure and provide end-to-end visibility across its IT environment.

## Solution: Alluvio NPM and Alluvio DEM

Riverbed is delivering solutions to help companies transition from legacy hardware to a new software-defined and cloud-centric approach to networking, and improve end user experience, allowing enterprises’ digital transformation initiatives to reach their full potential. The Riverbed Unified Observability platform delivers the agility, visibility, and performance businesses need to be successful in a cloud and digital world. By leveraging the Platform, organizations can deliver apps, data, and services from any public, private, or hybrid cloud across any network to any end-point. A key part of the platform, the Alluvio NPM product family is a performance management and control suite that combines user experience, application, and network performance management to provide the visibility needed to diagnose and cure issues before end users notice a problem, call the help desk, or jump to another website out of frustration.



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Andy Laurence, Global Head of IT Productions Services, Maersk Group



### Riverbed – Empower the Experience

Riverbed is the only company with the collective richness of telemetry from network to app to end user that illuminates and then accelerates every interaction so that users get the flawless digital experience they expect across the entire digital ecosystem. Riverbed offers two industry-leading solution areas – Alluvio by Riverbed, an innovative and differentiated Unified Observability portfolio that unifies data, insights, and actions across IT, so customers can deliver seamless digital experiences; and Riverbed Acceleration, providing fast, agile, secure acceleration of any app over any network to users, whether mobile, remote, or on-prem. Together with our thousands of partners, and market-leading customers across the world, we empower every click, every digital experience. Learn more at [riverbed.com](https://riverbed.com).