

Elaraby



Elaraby enhances employee user experience and data optimization with Riverbed in a cloud-based SaaS World.

Elaraby Group is a leader in developing and manufacturing consumer electronics and home appliances in Egypt, the Middle East and Africa and the company’s products are widely accepted in more than 60 countries. The Elaraby business has more than 40,000 employees, 16 commercial and industrial enterprises, over 3,000 sales partners, 17 trade stores across Egypt and approximately 600 after-sales service centers.

50% increase data transfer

In Brief

Challenges

- Reduce bandwidth to support move to SaaS applications
- Improve performance of Microsoft 365 for 6,000 employees

Solution

- Riverbed® SaaS Accelerator to accelerate Microsoft 365
- Riverbed® Cloud Accelerator to speed migration and access to workloads on Microsoft Azure
- Riverbed® SteelHead™ to optimize and accelerate traffic and increase productivity

Benefits

- Underpins a connected, data-led regional business
- Delivers a faster, more responsive user experience on Microsoft 365
- Optimizes data transfer by 60%, on average, 900GB less data per day
- Enables a 50% increase in data transfer between sites with no increase in cost

Challenge: Optimizing data to improve end-user experience in a cloud-first strategy

Elaraby is a household name in Egypt. It has retail outlets throughout the country and is a major employer. The group manufactures home electronics under its own brand and sells a number of market-leading, global brands in its stores.

The business is also increasingly international. It has a growing retail presence in 22 countries, from South Africa to the United Arab Emirates, and to remain competitive, it must operate to the best global standards. From an IT perspective, it prizes efficiency, agility and scalability.

Elaraby wants to ensure all locations and all employees are connected. It has migrated to Microsoft 365 and favors a cloud-first strategy: ideally, all applications will be hosted in the cloud.

“Our use of the cloud is growing,” says Medhat ElAraby, Vice President of Elaraby Group. “We have already migrated one of our data centers to Azure, and we are leveraging both PaaS and SaaS.”

Inevitably, this has a huge impact on the amount of data moving between sites. For Elaraby, the challenge is to reduce data transfer costs and optimize speed.

“We have a huge amount of data from Exchange and SAP transferring between our data centers and our sites. Latency impacts many aspects of the business, from direct sales and production, to store management and marketing.”

There was also an impact on users. After investing heavily in Microsoft 365, Elaraby found many users suffered slow loading times or unresponsive features due to inherent network issues, which wasn’t supporting the organization’s vision of more connected, collaborative working.

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Vice President, Elaraby Group

Solution: Riverbed SaaS Accelerator and Cloud Accelerator

Elaraby investigated solutions that would enhance the performance of Microsoft collaboration suites from any network. It wanted a solution that would work best with Microsoft 365 and Elaraby’s existing Microsoft Exchange server.

Microsoft and Riverbed’s long-standing global partnership has also helped Elaraby due to the strong level of collaboration between the local sales and technical teams. “With its workforce spread across a vast geography and its focus on a cloud-first IT strategy, Elaraby has benefited greatly from the joint value proposition of Microsoft 365 and the Riverbed acceleration solutions,” says Mirna Arif, Country General Manager, Microsoft Egypt.

“This has ultimately translated to a robust solution that enables Elaraby to offer its employees a consistent and impressive user experience across their collaboration and productivity applications.”

Elaraby has recently extended Riverbed® SteelHead™ with the addition of six new appliances and one software instance in Azure. In addition, the company has deployed 3,500 licenses of Riverbed SaaS Accelerator, as well as Riverbed Cloud Accelerator.

“We wanted a solution that could compress data before sending it between sites,” says Medhat ElAraby. “We could see immediately how Riverbed’s technology could address latency.”

SteelHead is the industry’s number one optimization solution for accelerated delivery of any application across the hybrid WAN. Leveraging SteelHead’s unmatched data, transport and application streamlining technologies, Elaraby can significantly improve control and business agility.

Riverbed’s SaaS Accelerator solution spins up in the cloud and works with any SteelHead appliance or software-based Client Accelerator agent.

Benefits: Connecting a regional workforce

In total, 6,000 users at Elaraby now have access to Microsoft 365 and the improved performance across email, Dynamics 365 for Customer Service and Field Service, and SAP, and it has had a direct and very positive impact on retail and production.

The effect has been transformative. Elaraby has reduced data transmission between sites by 60%, which on average, results in 900GB less data per day. The group is now far more efficient in the way data is consumed. This is delivering cost savings and improving connectivity and collaboration between sites and teams.

Data is also better managed, adds Medhat ElAraby: “The encryption of data is very important to us because all the data transferred in the organization has value – whether its sales figures, product designs or customer insights. Securing our data helps us maintain our competitive advantage.”

It enables Elaraby to determine which applications to accelerate based on business priorities and to get started with a single click.

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There is also the impact on users. With quick speeds and responsive features, Elaraby is getting full value out of its Microsoft 365 investment. Microsoft Teams, Microsoft Stream and file sharing are now common workplace tools.

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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.