

Pernod Ricard India



Multinational Alcoholic Beverage Company Transforms Core Infrastructure With Riverbed SteelHead

**Challenge: Performance problems a major
obstacle for new technology**

Pernod Ricard is the world's co-leader in wines and spirits sector with an outstanding collection of international and domestic spirits in its portfolio include well-known brands like ABSOLUT Vodka, Chivas Regal, Ballantine's, The Glenlivet scotch whisky, Havana Club rum and Jameson Irish whisky. Pernod Ricard India (wholly owned subsidiary of Pernod Ricard S.A., France) is the largest alcoholic beverage company in India operates with more than 1,000 users across 70 offices.

Two years ago, the company realized that its existing IT infrastructure was facing numerous issues that were affecting employee productivity. The company faced poor application performance across the WAN. The current ERP application performance on the existing network was unacceptable and they had further plan to implement several new modules. Additionally, end users had limited access to corporate email through Outlook Web Access (OWA) and the existing network for accessing enterprise applications was too slow.

Despite several efforts, speed and performance were a major obstacle for the adoption of new technology by remote users. This led to dissatisfaction among internal users. Security was also a major concern for the IT department. Due to low bandwidth at several remote sites domain authentication, group policy update, security patch deployment and antivirus updates were inconsistent. Resulting in end points that were exposed to potential security threats, adding to the organization's challenges. Bandwidth cost was also on the higher side and many sites were technically not feasible for further upgrade.

In 2011, Pernod Ricard India was operating at 50 sites in India and had an ambitious expansion plan for the next couple of years but at the same time, the IT infrastructure landscape had to be made capable to support the expansion plans of the company. It was challenged due to its existing infrastructure that had low capabilities, obsolete technologies, and frequent disruptions.

The IT team at Pernod Ricard India clearly outlined a set of criteria to resolve all the issues pertaining to its existing IT infrastructure. The company wanted to deploy best in class technology that was at par with global standards. It also wanted a centrally managed solution with automated processes.

In Brief

Challenges

- Poor application performance across WAN, low technology adoption due to speed and performance issues, and customer dissatisfaction
- End points vulnerable to security threats
- High bandwidth costs
- Business sites unready for upgrades

Solution

- Riverbed SteelHead appliances at more than 50 business sites

Benefits

- Enhanced user productivity
- Improved application performance across the WAN
- Enhanced end point security
- Substantial savings in bandwidth costs
- 91% improvement in overall application performance
- 89% optimisation for ERP traffic
- 83% optimisation for file server traffic and 67% boost for email traffic

Solution: SteelHead WAN optimisation

The IT department at Pernod Ricard India took up the challenge to facilitate its growing business needs with various IT initiatives. After a thorough evaluation process, the company deployed several best-in-class infrastructure solutions in seven key areas that included, connectivity, data centre, messaging and collaboration, mobility, security, IT assets, and ITIL-based service desk.

Inconvenient access to the network, increasing instances of downtime and inability to access documents from a network not only created barriers in communication at work but also reduced productivity. Pernod Ricard India required a scalable solution that could be deployed easily at remote sites by a business user, as a local IT staff was not always available at every site. Most important, the company wanted to select a product that had strong support in India, specifically near its

business sites. Besides these criteria, the company also wanted a cost effective solution that would lower its total cost of ownership (TCO), mainly, its operating expenses (OPEX).

To ensure better enterprise connectivity across its infrastructure, the company wanted to deploy an effective WAN optimisation

solution. The final decision of the company was to deploy Riverbed® SteelHead™ appliances. “We explored multiple WAN optimization solutions with several vendors for weeks. And with a thorough evaluation process covering our criteria, we decided on Riverbed’s SteelHead solution as the best fit,” says Manoj Pradhan, Head IT Infrastructure & Operations at Pernod Ricard India.

Currently, Pernod Ricard India has more than 70 business sites (additional 20 business sites have been established over 3 years). The company transformed its core infrastructure in 2011 with a SteelHead solution at more than 50 business sites.

Benefits: Reduced bandwidth use, huge boost in application performance, greater security

Ever since Pernod Ricard India deployed SteelHead appliances, the company has realized measurable business results in improved application performance and end-user productivity. The new JD Edwards

ERP system has been implemented seamlessly at all business sites with real-time transactions leading to 100% regulatory compliance. End users can now easily access the enterprise portal that is based on Microsoft SharePoint 2010 and corporate email through Microsoft Outlook 2010 (configured in local machine).

“After the deployment, the company witnessed overall improvement in WAN performance optimisation by 91%, the ERP traffic optimization by 89%, file server traffic by 83%, and email traffic by 67%,” adds Manoj Pradhan.

As a result Pernod Ricard India was able to reduce traffic across its WAN and optimise the existing network bandwidth. With SteelHead appliances in place, users at remote business sites are experiencing LAN-like speed.

The company has also witnessed significant improvements in application performance that is now improved by a factor of two. WAN bandwidth optimisation has also enabled delivery of up-to-date patches and antivirus updates to remote sites to secure end points and improve information asset protection.

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The SteelHead solution could easily conform to the company’s IT transformation initiatives. It is essentially ‘future ready’ to support further growth and expansion initiatives.

Summary

Pernod Ricard India realized that its existing IT infrastructure was facing numerous issues that were affecting employee productivity. The company faced poor application performance across the WAN. Speed and performance was a major obstacle for the adoption of new technology by remote users. Security was also a major concern for the IT department. Bandwidth costs were also on the higher side and many sites were technically not feasible for further upgrade.

In 2010, Pernod Ricard India set its strategic growth plan in multiple horizons. But it was challenged due to its existing infrastructure that had low capabilities, obsolete technologies, and frequent disruptions. To resolve these issues, the company decided to deploy Riverbed SteelHead appliances. The SteelHead solution could easily conform to the company's IT transformation initiatives. It is essentially 'future ready' to support further growth and expansion initiatives.

About Riverbed

Riverbed, at more than \$1 billion in annual revenue, is the leader in application performance infrastructure, delivering the most complete platform for the hybrid enterprise to ensure applications perform as expected, data is always available when needed, and performance issues can be proactively detected and resolved before impacting business performance. Riverbed enables hybrid enterprises to transform application performance into a competitive advantage by maximizing employee productivity and leveraging IT to create new forms of operational agility. Riverbed's 26,000+ customers include 97% of the *Fortune* 100 and 98% of the *Forbes* Global 100. Learn more at riverbed.com.

The Riverbed logo consists of the word "riverbed" in a bold, lowercase, sans-serif font. The letters are a vibrant orange color. The "i" in "river" has a small dot, and the "d" in "bed" has a small tail. The logo is positioned on the right side of the page, below the "About Riverbed" section header.