IMAS NV Selects Exinda to Simplify IT Operations and Improve Quality of Experience

IMAS NV

About the Client

VAN GENECHTEN PACKAGING

IMAS NV is the IT operations subsidiary of Van Genechten Packaging, a leading independent European packaging company and folding carton solution provider. Founded in 1834, Van Genechten Packaging has thirteen locations across Europe, and is renowned for providing its customers with innovative, cost-effective packaging solutions. When the company's Blue Coat PacketShaper could not resolve the ongoing ERP and VoIP performance issues employees were experiencing, IMAS began a search for a more effective application control solution.

The Challenge

"If one of the offices has an unstable connection or if there's too much traffic on the network, employees can't use the ERP system reliably, which results in an immediate financial loss."

— Kristof Van Den Ouweland, IT Systems Engineer, IMAS NVs

Van Genechten Packaging prides itself on providing its customers with premium packaging solutions that elevate brand awareness and drive business success. Headquartered in Turnhout, Belgium, the company's IT division, IMAS NV, is responsible for overseeing Van Genechten Packaging's IT operations, from packaging design to production, which includes managing 2500 devices across the company's thirteen locations, including 1000 smart boxes which handle internal warehouse traffic. Van Genechten Packaging's 1500 employees are dependent on their in-house ERP system to be able to do their jobs successfully, but were frequently experiencing slow application response times, which negatively impacted productivity. Additionally, the company relies on their VoIP system to communicate across locations, but voice calls were often jittery or were dropping during peak moments. When adjusting protocols and policies using the company's Blue Coat PacketShaper did not help resolve the performance issues, IMAS began looking for replacement solutions to improve the quality of experience of their business critical applications.

✔ Improved VoIP quality of experience

✔ Reduced time spent managing the WAN by 90%

✔ Central policy management from a single console

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The Solution

> *"IT support at our affiliate offices could not understand the PacketShaper's complex interface and couldn't relay back to us how the network was performing, but the Exinda interface is so clear that any IT correspondent can login and understand exactly what is happening without having any network knowledge."*

— Kristof Van Den Ouweland, IT Systems Engineer, IMAS NV

When evaluating possible Blue Coat replacements, it was critical that IMAS invest in a solution that was easy to manage, with a simple interface that could be understood by IT personnel with limited networking knowledge. As all IMAS specialized IT staff work out of headquarters and can't quickly provide local support at remote offices, each location has an IT correspondent that can perform basic troubleshooting tasks, but these employees found the PacketShaper interface too complex to fully comprehend. After completing a demo with an Exinda systems engineer, IMAS was impressed with Exinda's real time application monitoring and easy to understand GUI, and selected a 6062 solution for their data center and deployed 3062 solutions at each of their affiliate offices. With numerous locations dispersed across Europe, IMAS took advantage of Exinda Management Center to simplify the deployment process. Using a central console, IMAS easily created and rolled out policy sets to prioritize ERP and VoIP across all thirteen locations, without having to apply the configurations onsite at each remote office.

The Results

> *"Since deploying Exinda, things are going very smoothly. Our previous PacketShaper didn't have central management, so we did not have an overview status of our WAN. I used to spend about 8 hours a week managing the WAN, and now I spend 30 minutes a week just to have an idea of what is going on. Exinda takes a lot of work off my hands so I now have more time to spend on other critical projects."*

— Kristof Van Den Ouweland, IT Systems Engineer, IMAS NV

Using Exinda, IMAS was able to easily identify the traffic spikes that were compromising voice call quality issues and contributing to slow ERP performance. By creating policies that guarantee these critical applications are prioritized with appropriate bandwidth, IMAS can now ensure excellent VoIP call quality experiences and an ERP system that is always fast. Exinda's central management provides IMAS with a complete view of their network from a single console, which has helped IT staff significantly decrease the amount of time devoted to network monitoring and troubleshooting from 8 hours a week down to just 30 minutes. IMAS staff can now devote more time to other critical IT projects and spend less time troubleshooting persistent application performance problems. Additionally, IMAS is also using Exinda to schedule and accelerate f ile transfers during off-peak hours to conserve bandwidth, and to provide reports to the Head of IT, who uses them to update the rest of the company about the improved WAN and VoIP efficiency.

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