



THE GREENERY COST EFFECTIVELY GROWS WAN CAPACITY WITH SILVER PEAK

The Greenery trading company is a leading European market supplier of a full range of fresh fruit, vegetables and mushrooms and offers a package of support services including logistics services and marketing activities. Focused on international retail customers, the company is primarily active in the Benelux countries, Germany, the UK, Southern Europe, Scandinavia, Russia and Central Europe, North America and the Far East.

During peak hours, The Greenery found it difficult to communicate between their main campus in Barendrecht and several locations throughout Holland. Core applications like Microsoft file, FTP, MS Exchange, and Web access became slow, which hampered employee productivity. The company invested a significant amount of money into Citrix thin clients as a way of controlling IT costs, but they were not maximizing the Return on Investment in this technology as poor performance hampered usability over the WAN.

“It got to a point where we had to restrict our employees from browsing the Internet too much because in Citrix the dynamic nature of webpages placed too heavy a burden on the WAN link,” said Mr. Anand Kichari, Architect Technical Infrastructure at The Greenery.

At the same time, the quality of The Greenery’s Cisco IP telephony suffered due to network congestion, while regular server backups could not complete on time. According to Kichari, “Our existing bandwidth capacity simply wasn’t enough

to keep pace with our business needs. When things slowed down, the business suffered. We had to make a change.”

The company explored doing a complete WAN upgrade, but it was cost prohibitive. Doubling bandwidth in just three locations – Breda, Hoogkarspel and Zaltbommel – would cost the company an extra 20,000 Euros per year in additional telco costs. Upgrading the hardware infrastructure would add even more expense.

Instead, The Greenery began exploring WAN optimization solutions as a way of increasing WAN capacity without breaking the bank. With the help of IPknowledge, an established organization with experience in the selection, design, implementation, and management of networking solutions, The Greenery ultimately chose Silver Peak.

By deploying a mix of Silver Peak NX-1000, NX-2000 and NX-3000 appliances, the company saw a 6x average improvement in Web traffic, 3x improvement in email, 3x improvement in FTP, and 2x improvement in Citrix. In some instances, WAN traffic was reduced by 18x!

“For less money than a WAN upgrade, we got substantially more WAN capacity using Silver Peak,” said Kichari. “In addition, the Silver Peak appliances improved visibility into our traffic, while giving us the ability to massage available network resources to ensure optimal performance. Perhaps most importantly – calls to the help desk dropped substantially once Silver Peak was in place, which made my days go a lot smoother.”

Customer: THE GREENERY



Business Challenges:

- Poor file, email, web, VoIP and backup performance during peak periods.
- Citrix unusable in some instances.
- Above impacting employee productivity and business objectives.

Silver Peak Results:

- WAN Optimization delivers up to 18x more capacity.
- Silver Peak avoids 20,000 Euro/year WAN upgrade.
- Silver Peak “future proofs” WAN for future applications.

Silver Peak's application agnostic architecture has also prepared The Greenery for future initiatives.

"With Silver Peak, we know that whatever application we introduce, the network can handle it. I truly believe our existing WAN is ready for anything our business has in store. As an IT professional, that is priceless."

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