PACKETEER®

Fast WAN. Fast Apps. Fast Business.

⋯ weGeNeR

Koninklijke Wegener NV
Apeldoorn, The Netherlands

Koninklijke Wegener NV Improves Performance of Customer-critical Citrix and Hermes Applications and Avoids Bandwidth Upgrades with Packeteer® Solutions

Koninklijke Wegener NV (Royal Wegener) is a media and marketing enterprise located in Apeldoorn, The Netherlands. With sales in excess of €750 million per year and listed on the Euronext Stock Exchange, Wegener is the largest publisher of regional newspapers and free door-to-door papers in The Netherlands. Wegener is also a major player in Western Europe's direct marketing industry, they develop and operate Internet products and services, publish special interest magazines and provide graphics-related products and services.

One of the results of this varied, yet highly-successful expansion of their enterprise is that Wegener is now responsible for supporting 90 locations and over 5000 employees. Running Citrix and customer-critical video-conferencing sessions over their WAN, it became essential that Wegener find a way to control bandwidth usage and provide critical applications with the bandwidth they need to perform at acceptable levels of service.

THE CHALLENGE: Ensure Quality-of-Service (QoS) for critical business applications
With network issues becoming a greater concern on a daily basis, Wegener began actively searching for network optimization solutions. They tried to use the Class-based Weighted Fair Queuing (CBFWQ) features provided by their routers, but Wegener soon realized that point-products simply weren't up to the task. The best they could manage with CBFWQ was the ability to recognize data streams based on port numbers — yet on Wegener's network, there were several relevant data streams that were carried by the same port number.

KPN, Wegener's service provider, steered them towards WAN optimization products, including the Packeteer PacketShaper®. We also looked at a competitive product, but Packeteer was less expensive and offered more functionality," said Henk Vennis, Wegener program manager. "It was the completeness of the Packeteer solution: insight, traffic management and compression. The

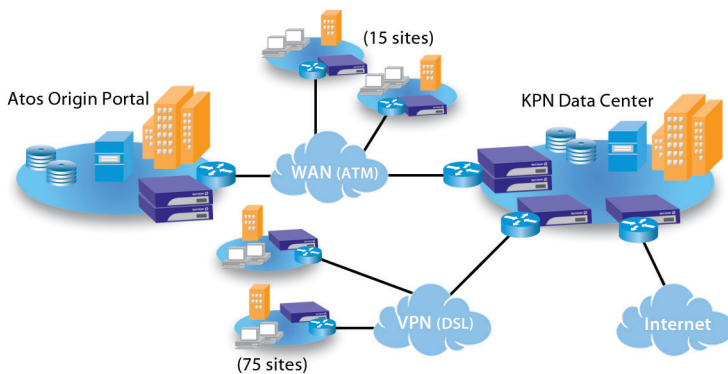> "It was the completeness of the Packeteer solution: insight, traffic management and compression."
>
> — Henk Vennis, Wegener program manager

![Packeteer logo]

competitors could offer only one or two features, so for a complete solution we would have needed more products."

THE SOLUTION: Packeteer solutions enable optimal Citrix performance at over 90 locations on the Wegener network

To ensure high-performance for Citrix and other critical applications, Wegener purchased a selection of Packeteer products, including 97 PacketShaper appliances and PolicyCenter® management software. Configured with modules for monitoring and shaping network traffic, the network of PacketShaper appliances not only performed as promised — prioritizing the performance of business applications, accelerating application response times, reducing WAN bandwidth and limiting recreational traffic — they also revealed a few surprises.

Vennis did not expect to see the extent to which P2P applications, audio and video streaming and the traffic streams from anti-virus definitions were tying up his network bandwidth. In light of this, when asked what functionality of PacketShaper has become the most important to him, Vennis replied, "Overall traffic management. Citrix doesn't perform optimally without it — and Citrix is a strategic choice for us."

Executive Overview

BUSINESS PROFILE:

• Wegener is a media and marketing enterprise with 90 locations and sales in excess of 750 million euros per year

INDUSTRY:

• Media/New Media

BUSINESS CHALLENGE:

• Assure QoS for critical business applications (including Citrix)

• Avoid costly WAN upgrades

SOLUTION:

• A network of 97 PacketShaper appliances and PolicyCenter management software

BENIFITS:

• Assured QoS for applications

• Established network-stream visibility

• Eliminated the need to upgrade WAN

• Improved user satisfaction

Atos Origin Portal

(15 sites)

KPN Data Center

WAN (ATM)

VPN (DSL)

Internet

(75 sites)

THE RESULTS: Increased application performance and control, cost avoidance and insight into network streams

The complete Packeteer installation currently extends across all 97 Wegener offices, connected on links that vary from DSL to OC-3. Wegener successfully implemented the Packeteer products, beginning with 13 units at strategic locations on the network for proof of concept and later rolling the solution out to all other Wegener locations. When asked about the benefits of the deployment, Vennis replied, "Cost avoidance — we didn't have to upgrade our WAN links. We now have improved performance of applications like Citrix and Hermes, and with insight in the network streams, we can easily exert control over non-business applications."

Return on investment (ROI) was quickly realized as well. "Related to cost of WAN upgrade, the ROI on our Packeteer solutions was shorter than three months. But an upgrade to the WAN would not have solved the network performance problems as PacketShaper has," said Vennis. "Since more and more Internet applications run over port 80, I think solutions like PacketShapers are very valuable for shaping Internet streams."

With regards to future plans for Packeteer, Vennis pointed out that Wegener has given this some serious thought. "I expect that the smaller PacketShapers will eventually be phased out in favor of larger PacketShaper units. These larger units will be placed because of growth of network traffic. Furthermore, there are a few locations on the network where compression would be useful, so we'll be looking to purchase module software keys for our PacketShaper appliances."

"Related to cost of WAN upgrade, the ROI on our Packeteer solutions was shorter than three months."

— Henk Vennis

Quick Facts

COMPANY PROFILE:

• Koninklijke Wegener NV (Royal Wegener)

HEADQUARTERS:

• Apeldoorn, The Netherlands

OF REMOTE SITES:

• 97

EMPLOYEES:

• 5000