

Facts about Maersk Container Industries A/S

- 6.400 members of staff on a global scale
- Produces dry material containers, refrigeration containers and refrigerator
- All production occurs in China
- Maersk Line is the largest customer

Facts about Riverbed

Riverbed delivers performance for the globally connected enterprise. With Riverbed, enterprises can successfully and intelligently implement strategic initiatives such as virtualization, consolidation, cloud computing, and disaster recovery without fear of compromising performance. By giving enterprises the platform they need to understand, optimize and consolidate their IT, Riverbed helps enterprises to build a fast, fluid and dynamic IT architecture that aligns with the business needs of the organization. Additional information about Riverbed (NASDAQ: RVBD) is available at www.riverbed.com.

Rantek A/S is a danish IT-company with more than 10 years of experience. Along with our technology-partners, Rantek supplies effective and reliable IT-optimization solutions and create proven value and significant financial savings for our customers.

From Denmark to China in just 7 seconds

Sky-high expenses for a humble 2 Mbps connection between the Maersk Container Industry main office in Denmark and its subsidiaries in China demand that data bandwidth be used optimally. Therefore, Maersk Container has installed Riverbed WAN optimization at five locations around the world. This has resulted in a 30 percent reduction in response time when accessing business systems and 70 percent less data passing through MPLS lines. The aim is to allow video conferencing between locations and this without increasing the Internet budget

An MPLS (Multi Protocol Label Switching) network has been established between the Maersk Container Industry development office in Tinglev and the Chinese office of the subsidiary container manufacturer in Qingdao. This allows the locations to function as if they are on the same network. However, the monthly Internet expense for this 2 Mbps connection - China tour/retour - from a Danish point of view - is exorbitantly high. With the prospect of another subsidiary in Chile in 2013, greater network traffic and a need to access even more applications, the MPLS and Internet connection expenses will reach new heights.

Bent Davidsen, Group CIO, Maersk Container Industry A/S, is responsible for global IT in the container business and wants to change this development.

A mobile business with fewest possible servers

"Riverbed WAN optimization is the solution for Maersk Container Industry A/S. We are preparing ourselves where future traffic between all five locations, including video traffic, can be managed with 2 Mbps lines without loss of operation or delayed working processes. In fact, Riverbed WAN optimization is the key to achieve our business strategy," says Bent Davidsen.

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"To create the greatest business value from our IT investments, we want to consolidate as many servers as possible and make our business more mobile. This will provide staff with quick access to data across the entire organization, irrespective if the business system being accessed is in Tinglev or Qingdao City. I want to ensure IT operations and do this by integrating Riverbed's technology in the IT infrastructure," says Bent Davidsen.

The challenge for the company, that has primarily developed and produced the well-known blue containers with the seven point Maersk Line star, has been to quickly gather data, from amongst other things, the ERP system. This was placed on a server in China to ensure that the Chinese staff have quick access to the business details. However, with the newly established subsidiary in Chile, some 16.000 km away, the response time is very long when generating reports from the system.

CASE STUDY : MAERSK CONTAINER INDUSTRIES A/S

nov. 2012

Challenge

A wish to make the business more mobile, avoid slow response times between locations as regards mail distribution, document handling and access to business systems, as well as consolidate as many servers as possible. All future traffic, including video traffic, must be managed by the existing 2 Mbps lines.

Solution

WAN optimization with Riverbed Steelheads at the company's five locations in Denmark, China and Chile.

Result

Transfer of 70 percent less data and thereby improved speeds equivalent to virtual 8 Mbps lines. Consolidation of servers and quick access to business systems, irrespective of geographic location. Improved response time of 30 percent.

Response time on business systems reduced by 30 percent

"Firstly, concerning access to the business systems, Riverbed resolves our slow data speed issues. With WAN optimization boxes at locations where there is no physical server, we have achieved an even better performance, and in average the response time has been reduced by 30 percent. However, just as important is that we have been able to consolidate our servers, which has typically been a big expense," says Bent Davidsen.

Besides server consolidation and quicker response to applications, Maersk Container has reduced by 70 percent the quantity of data being sent through the network. Riverbed Steelheads recognize data and only transfer data that has not already been transferred. Doing this achieves large data reductions.

Time reduction of 80 percent when opening mails

Mail and document handling have also been optimized by nearly 80 percent. Compared with the past, it is now much quicker to open attached files.

"Our 2 Mbps lines are comparable to virtual 8 Mbps lines. It could take up to 60 seconds to open a 1 MB mail at locations that do not host their own mail servers. Now it takes only 7 seconds. Today we use much less bandwidth and can quickly share important documents, such as diagram changes, with the other locations. We no longer need to be concerned with ridiculously high MPLS connection expenses on the other side of the world when performing a video conference with production managers in China or Chile," says Bent Davidsen.

Experienced and professional partner

RanTek is experiencing an increased demand for Riverbed Steelheads as more and more companies have moved their production to countries with lower labour costs.

"The challenge is that data volumes are increasing, more people work from home and generally there is greater physical distance to centralized or cloud-based servers and applications. This does not however mean simple acceptance of a lower data speed, and in countries such as China, where Internet prices are extremely high, Riverbed provides a fantastic business case," says René B Pedersen, VP Sales and Partner at RanTek A/S.

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According to Maersk Containers, RanTek has been a very professional business partner throughout this case, and the correct solution has been implemented.

"We have been through a good process with RanTek. This began with a Proof of Concept and resulted in us installing Riverbed Steelheads at all our locations. RanTek is technically competent, has a comprehensive overview of the task at hand and is good at following-up. They have interacted with us throughout the entire process. We felt safe in their hands because they have a number of large customers and many years of experience," says Bent Davidsen.

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