

Workspace solution provider benefits from workplace acceleration

Building Zones and Zycko work together to deploy Riverbed WAN optimisation solution



Founded in 1942, [Kinnarps](#) is Europe's third-largest provider of interior workspace solutions for offices and public environments. Specialising in high-quality products with a low environmental impact, the company sells office furniture direct to businesses and organisations across 35 countries, with subsidiaries in a further 16. Customers in the UK include John Lewis, the Department of Health and MTV.

Key challenges:

Kinnarps' UK head office (pictured right) is located near Heathrow; the company also has a logistics centre at Langley, and 12 regional offices from Aberdeen to Exeter. The organisation's business ethos is centred on producing creative workspace solutions that make the workplace as productive as possible, and this is reflected in its own offices; employees can work collaboratively from any of the regional locations or from home, using laptops and mobile phones or IP telephony.



Staff at regional offices used ADSL connections to remotely access the corporate email, databases and file sharing systems via the main servers based at Heathrow. All offices in the UK also use a customer relationship management (CRM) platform which is hosted at the company's Swedish office.

The 12 branch locations were limited in terms of download and upload speed, due to the nature of the ADSL connections and suffered variable connection speeds due to contention ratios commonly experienced when using ADSL. The employees experienced slow speeds when accessing the shared services, such as opening and saving documents on the

company's file sharing system. Kinnarps therefore needed to find a solution that would solve these problems and improve workplace efficiency, whilst also avoiding excessive telecoms expenditure and a lengthy implementation.

Having seen positive results following a trial of WAN optimisation technology at the Swedish office, Kinnarps' UK IT Manager, Paul Whiteside, asked workplace technology consultancy, [Building Zones](#), to suggest a solution priced somewhere between the existing ADSL networks and the considerably more expensive option of dedicated internet circuits. Building Zones had a detailed knowledge of the company's networks, having worked with them for five years (including installing their original ADSL networks), and concurred that WAN optimisation was the ideal method of accelerating the network without the cost or inconvenience of purchasing extra bandwidth.

The solution:

Building Zones considered a range of WAN optimisation products, and ultimately recommended that Kinnarps adopt [Riverbed® Steelhead®](#) appliances at all their UK offices, primarily due to the vendor's expertise in network acceleration, and the appliances' ease of implementation. Building Zones is partnered with value-added distributor [Zycko](#), which is the largest and most experienced Riverbed distributor in Europe (Zycko was recently awarded the Riverbed Technology Significant Sales Achievement Distribution Partner of the Year 2010 Award for Northern Europe). Riverbed's technology delivers LAN-like performance over the WAN; the Steelhead appliances reduce bandwidth usage and consequently accelerate application speeds, allowing users working from remote locations to access the same high performance as those working at primary sites.

A trial was carried out in March 2010 with one unit at Heathrow and another at the Crawley office; this alone saw a traffic reduction of



78%, which Kinnarps decided was evidence enough to warrant a roll-out across the rest of the regional offices during July and August. In total, the company purchased 1 1050L Steelhead model designed for mid-sized offices for the Heathrow headquarters, and 11 of



the 250L models designed for small offices (pictured left), 1 for each regional office. Kinnarps also decided to implement Riverbed's Steelhead Mobile

solution; a software package that, once loaded onto a laptop, works invisibly in the background to optimise remote workers' home broadband or public wireless network thus solving the accessibility problems the remote workers were suffering from.

Jason Green, Managing Director of Building Zones (pictured right), explained: "Whereas other vendors may offer WAN optimisation as an added service, it is Riverbed's specialism. We felt that the Steelhead Appliances were the natural solution for Kinnarps and the excellent results seen upon completion of the trial earlier this year proved it. It only took our team two days to pre-configure all the devices at Heathrow, and the Kinnarps IT team was able to install them at the regional offices themselves."



Whiteside added: "The fact that I could install the units myself following configuration was one of the reasons we chose Riverbed over other solutions on the market; from our point of view, it had almost 'plug-and-play' like simplicity."

End user benefits:

Kinnarps saw instant results following the implementation across all 12 regional offices. A breakdown of the Manchester office's performance indicates a 72% data reduction on the email application. Across the 5 ports monitored, the Riverbed Steelhead measured a maximum data reduction of 83.7% and a total aggregated data reduction of 67.5%, whereas an analysis of the company's 3 main corporate IT systems has shown a traffic reduction of between 65-85% across the UK. Users of the file sharing system have reported massive improvements in the time it takes to save and download documents, with performance comparable to that at head office.

The mobile client has also been a success, with Whiteside reporting a 64% traffic reduction and x2.8 bandwidth capacity increase: "Building Zones has been managing our networks for the last five years, so there was no question of us trusting anyone else to look for a new solution", he commented. "Riverbed's Steelhead appliances were the perfect solution for our network enhancement needs. We needed to keep costs down, and Building Zones was very flexible regarding the implementation.

"The mobile solution has also had great feedback from our staff; it is a major benefit for them to be able to optimise their home broadband, or be assured of accelerated working on the

road or in a coffee shop. The best thing about Riverbed Mobile is that it automatically starts up when you access the company's virtual private network; you don't even need to remember to turn it on, and once it is running, it is easy to monitor the levels of optimisation afforded, through the desktop dashboard."

David Galton-Fenzi, Group Sales and Marketing Director at Zycko, commented: "This is yet another working example of Riverbed Technology enabling an organisation to make its existing resources work harder. Replacement of Kinnarps' networks with expensive fibre optics would have been an extremely lengthy and costly project. By deploying the Steelhead appliances they reduced the utilisation of their bandwidth, therefore increasing overall performance. Zycko was delighted to be able to work with Building Zones on this project."

One of the major benefits of Riverbed's technology is that it will be compatible with any further upgrades Kinnarps may make to its networks in the future. Whiteside concludes: "Riverbed's WAN optimisation solution afforded us a cost-effective, straightforward option that gave us almost instant results. Building Zones recognised our requirements and, along with Zycko, provided us with an infrastructure that has made our work environment, and our workforce, as productive and efficient as possible."

-ENDS-

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About Zycko

[Zycko](#) is a value-add distributor of best-in-class convergent IT infrastructure solutions through a channel of resellers, systems integrators and service providers.

Zycko is privately held and has been profitable since inception in 2000, when the company's original charter was to market data networking accessories to resellers as a wholesale distributor. Zycko now employs over 275 staff, serving over 2000 resellers around the world from thirteen offices on four continents. The company enjoys an annual turnover of \$198m.

Zycko's provision of best-in-class IT products and logistics management is supported by true value-add professional services - such as pre-sales expertise, technical support, custom configuration, an industry leading accredited training program, and in house marketing support. These vital services and support enable our customers to quickly deliver profits and invest in new market opportunities, allowing them to differentiate in a crowded market. Zycko is the channel partner of choice.

Zycko's strategic partner base includes world-class companies such as, Aastra, Asigra, Eaton, ExaGrid, FalconStor, Force10, Hitachi Data Systems, Huawei Symantec, Intransa, Isilon, LifeSize, PowerDsine, ProLabs, Riverbed, SmartOptics, Spectra Logic, Talari Networks, USystems, Virtensys, Vyatta and Xsigo. For more information, please visit: www.zycko.com

About Riverbed

Riverbed Technology is the market leader in wide-area data services (WDS) solutions for companies worldwide. By enabling application performance over the wide area network (WAN) that is orders of magnitude faster than what users experience today, Riverbed is changing the way people work, and enabling a distributed workforce that can collaborate as if they were local. Additional information about Riverbed (Nasdaq: RVBD) is available at www.riverbed.com.

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About Building Zones

Building Zones, part of the Cordless Group, is a wireless consultancy, implementation and managed services company. It provides wireless access solutions which enable employees and clients/visitors to connect to the internet from their laptops, pocket devices or mobile phones. This improves the way people work by enabling greater mobility and flexibility. Building Zones pioneered the "wireless visitor network" to provide a Workplace Digital Concierge of online services for the increasing number of office "guests," including clients, consultants and contractors. For more information, visit www.buildingzones.com.

About Kinnarps

Kinnarps provides interior workspace solutions for offices and public environments. High quality and low environmental impact mark the entire chain – from raw material to finished solutions for the workspace.

Group management is based at the headquarters in the village of Kinnarp in Sweden. The group has about 2,200 employees. The UK headquarters is near Heathrow with a nearby logistics centre in Langley. Local Business Centres are open in Aberdeen and Livingston in Scotland; Leeds, Manchester, Slough, Crawley, Reading and the Solent plus a central London Showroom in Covent Garden.

Kinnarps designs, develop, and market four own trademarks. The main trademark Kinnarps is synonymous with functional and effective interior design solutions for all the rooms and needs of the workplace. Materia represents the experimental, innovative and surprising elements of design, Klaessons the timelessly elegant, while Skandiform offers contemporary Scandinavian design. Together with selected network of partners, Kinnarps has a very competitive offering.