



# Global paper company joins up its business

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Marcus Gillioen  
Vice President, Europe  
PaperlinX

## An outsourcing partnership with BT will enable PaperlinX Europe to integrate its operating companies and leverage its scale

### Client

PaperlinX sources and distributes fine and speciality paper. Other products include sign and display, graphics, and packaging solutions. Headquartered in Melbourne, Australia, the company operates regional management teams in Amsterdam and Los Angeles, and employs around 6,500 people in 26 countries. In 2010, PaperlinX exited the manufacturing business to become solely a merchanting company.

Marcus Gillioen, Vice President for Europe at PaperlinX, underlines the importance of the network to the company: “The printing industry works 24 hours a day, seven days a week. So we need to have the peace of mind of an extremely strong infrastructure that can cope with that.”

### Challenge

However, PaperlinX had grown since 2001 through a series of acquisitions, resulting in a complex mixture of systems. For example, it had a variety of email protocols and many legacy servers. Furthermore, it

had multiple IT departments and did not have a pan-European integrated network. This not only stood in the way of effective communications between its operating companies, but was also costly and time consuming.

What PaperlinX needed was a Europe-wide infrastructure that would provide a secure and robust platform for cross-company business applications. “I don’t want to have tedious discussions with country directors and operating company directors about infrastructure issues,” continues Marcus Gillioen. “It’s not our core business.”

The company turned to BT for an outsourcing solution. Chris Lane, IT Director PaperlinX Europe, explains that choice: “You really need to feel you’re dealing with a partner with expertise and, clearly, BT has the reach and capability on a global scale.” Jeroen de Swart, CFO at PaperlinX Europe, adds: “We were impressed by their commercial agility. They’re able to combine a form of standardisation with a form of flexibility.”

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## The BT differentiators

- Industry-leading experience in network outsourcing, complemented by global reach with local service and support
- The ability to manage networked IT services including WAN, LAN, mobility, and remote access on a global basis
- Industry-leading expertise in the planning, deployment, and management of Riverbed WAN optimisation technology
- The agility to combine product and service standardisation with speed and commercial flexibility

# Case study

## PaperlinX

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IT Director  
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### Solution

The BT outsourcing solution includes a global MPLS-based WAN connecting 22 operating companies across 16 countries. “Each operating company has a primary network link that is suited to its size and the volume of business it does. This is protected by auto-failover onto a resilient back up connection. These are things someone in my position must really strive for,” says Chris Lane.

BT Applications Assured Infrastructure (AAI) WAN Optimisation Service based on Riverbed Technology® accelerates applications across BT WAN, while offering the information necessary for fast problem diagnosis. Other aspects of the BT solution are managed LANs for operating company offices, internet access, fixed and mobile voice, and security products. BT MobileXpress enables the company’s employees to securely access corporate data and applications remotely.

### Value

In an outsourcing contract, service is paramount. The BT solution is centrally managed, saving PaperlinX administrative headaches. BT provides firm service level agreements, while first and second line ITIL-based help desks provide support if anything should go wrong.

The new network platform will enable PaperlinX to organise its supply chain around a standard ERP application. Better stock control, optimised logistics, and improved customer service will result. “The supply chain for PaperlinX is a crucial element in the continuity and profitability of its operations,” confirms Jeroen de Swart.

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Jeroen de Swart  
CFO  
PaperlinX Europe

PaperlinX will be able to communicate better by linking its operating companies, suppliers, and customers. Meanwhile the BT AAI WAN Optimisation Service technology will reduce bandwidth costs and improve application performance by eliminating unnecessary and repetitive multi-megabyte data transfers. It will also monitor and report on network, server, and application performance.

Looking further into the future, the company will be able to cluster its businesses to deliver cross-border shared services, making it more agile and efficient. Chris Lane says: “There’s no question that a unified network will underpin this.”

In fact, the company will be able to leverage its scale to create financial benefits – something it could never previously achieve on a local basis. Jeroen de Swart concludes: “The service and the innovation and the products that BT offers give us a huge advantage, especially in speed but also in quality.”

### Offices worldwide

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## Core BT services

- BT MPLS WAN
- BT AAI WAN Optimisation Service using Riverbed Technology®
- BT MobileXpress secure remote access
- BT managed LANs, internet access, fixed and mobile voice, and security products

