



## **NOTICE: New Product Names**

**The contents of this asset do not reflect our recent product name changes. Here are the new Riverbed® names:**

<b>Old Names</b>	<b>New Names</b>
Steelhead	SteelHead™
RPM, OPNET, Cascade	SteelCentral™
Stingray	SteelApp™
Granite	SteelFusion™
Flyscript	SteelScript™
Whitewater	SteelStore™

**IN BRIEF**

**Industry**

- » Communications/Media

**Challenges**

- » Accelerate application performance for regional offices
- » Increase employee productivity through faster access to business-critical systems and files

**Solution**

- » Riverbed Steelhead appliances

**Benefits**

- » 10x faster PC startup performance, saving more than 12,000 hours annually
- » 10x improvement in access to data and applications with access times reduced from 20 seconds to two seconds
- » 70 percent reduction in bandwidth utilization, enabling employees to easily share large files between offices

# JCDecaux

## Riverbed Technology accelerates speed of access to information, increasing productivity and employee satisfaction for advertising company

Founded more than 40 years ago, JCDecaux is one of the world's largest advertising companies. The company estimates that 293 million people in 3,400 of the world's largest cities see JCDecaux advertising structures every day. JCDecaux España has 23 offices across Spain with 550 employees working to deliver advertising in 48 cities across the country. For more information, visit [www.jcdecaux.es](http://www.jcdecaux.es).

### Challenge: Slow application performance prevents staff from working efficiently

Due to the company's rapid growth, the JCDecaux España network infrastructure was unable to scale or cope with increased traffic, which affected 340 employees in eight offices. The infrastructure slowed employee access to business-critical company files and applications,

**“It took employees 10 minutes to log in every morning, which made it a time-consuming process to open, amend, and save vital documents.”**

such as Microsoft Office, SAP, the JCDecaux Geographic Information System (GIS) that shows the location of advertising sites, and the company's internal intranet. “Employee productivity was suffering because it took at least 10 minutes for employees to log in every morning, which made it a time-consuming process to open, amend, and save vital documents,” says Fernando Rodriguez, infrastruc-

ture and telecommunications manager at JCDecaux España. “Staff were frustrated because they simply could not do their jobs efficiently. We needed to improve our infrastructure immediately to better support them.”

JCDecaux España initially turned to its telecommunications provider to help solve its latency and bandwidth issues. However, the company's limited wide area network (WAN) capacity meant that bandwidth could not simply be increased without major added cost. Luis Grandes, infrastructure and director of information systems at JCDecaux España, explains: “Our telecommunications provider suggested that we build a parallel network by equipping PCs with USB-based 3G connectivity, but this would have dramatically increased expenses by EUR31,500 [US\$41,125] annually and created an extra layer of devices for the IT team to manage, so it was not an efficient or future-proofed solution.”

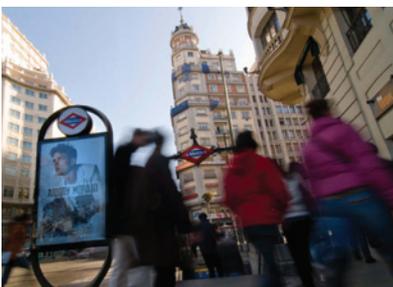
### Solution: Improving network performance and accelerating traffic by deploying appliances in key offices

To avoid the cost of increasing bandwidth, JCDecaux España began searching for WAN optimization solutions to accelerate application performance for employees. After a detailed evaluation of products from Riverbed Technology and Blue Coat, the company chose to pilot a Riverbed® Steelhead® appliance for three months in its Granada office.

**“The Riverbed Steelhead appliances were consistently ranked as market leaders... and were the clear winner in our evaluation.”**



*showcasing the world*



"The Riverbed Steelhead appliances were consistently ranked as market leaders by industry analysts such as Gartner and were the clear winner in our evaluation," says Rodriguez. "We were confident in choosing Riverbed because they listened to our needs and worked closely with us to deliver the right solution for our business."

Designed to accelerate application performance and data transfer over the WAN, Steelhead appliances help companies overcome bandwidth and geographical limitations by optimizing traffic and reducing network utilization to improve productivity and enable global collaboration.

The pilot phase delivered major improvements in traffic speed, which led to a rapid rollout of Steelhead appliances to seven more offices in Spain that were affected by bandwidth issues. The ease of installation was central to quickly solving JCDecaux España's slow PC performance issues. "Because the bandwidth problems impacted our employees, we set a tight deadline of 30 days to install the Steelhead appliances in our other offices," says Rodriguez. "With the help of our technology partner, we achieved this easily. We were very pleased that the process was so simple and trouble-free."

#### Benefits: Performance now more than 10 times faster, increasing staff productivity

By installing the Steelhead appliances in eight offices, staff at JCDecaux España have completely transformed how they work as Rodriguez

explains. "PC login times have reduced dramatically from 10 minutes to less than 60 seconds, which means that employees gain an extra 12,000 hours of productive work time annually. Application performance has improved, so employees can access and update centralized documents more rapidly, and key operational spreadsheets now open in 17 seconds rather than the 23 minutes. We have also seen a 70 percent reduction in bandwidth utilization, which enables employees to send large files more rapidly across our network infrastructure."

"Since we installed the Steelhead appliances, employees can now do their jobs without having to wait for their PCs to catch up," continues Rodriguez. "When we have our regular meetings, people come in smiling. They now have the facilities to work efficiently without being frustrated. Our employees are happy now."

#### SUMMARY

JCDecaux España is one of the world's largest advertising companies. In Spain, the company has 550 staff spread across 23 offices. Employees at JCDecaux España were unable to work effectively because slow network performance made it time-consuming to access vital applications and centralized documents. By installing Riverbed Steelhead appliances in eight key offices, JCDecaux España accelerated application performance and transformed the employee experience. Staff can now log in to the system 10 times faster and update documents quickly and easily, no matter which office they are working from.

#### 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](http://www.riverbed.com).



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**Riverbed Technology**  
199 Fremont Street  
San Francisco, CA 94105  
Tel: +1 415 247 8800  
Fax: +1 415 247 8801  
[www.riverbed.com](http://www.riverbed.com)

**Riverbed Technology Ltd.**  
One Thames Valley  
Wokingham Road, Level 2  
Bracknell RG42 1NG  
United Kingdom  
Tel: +44 1344 401900

**Riverbed Technology Pte. Ltd.**  
391A Orchard Road #22-06/10  
Ngee Ann City Tower A  
Singapore 238873  
Tel: +65 6508-7400

**Riverbed Technology K.K.**  
Shiba-Koen Plaza Building 9F  
3-6-9, Shiba, Minato-ku  
Tokyo, Japan 105-0014  
Tel: +81 3 5419 1990

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