



## WAN optimisation speeds business data

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Geert Vaerenberg  
IT and Marketing Director  
Manpower Belgium

### BT AAI service enables Manpower to save costs and improve customer service in Belgium

#### Challenge

A leader in workforce solutions – including assessment, selection, recruitment, training, and outplacement – Manpower employs 30,000 people in 4,000 offices worldwide. Around 85 of those offices are in Belgium.

BT has a long association with Manpower and provides its global MPLS-based WAN. Geert Vaerenberg, IT and Marketing Director at Manpower Belgium, says: “A global agreement with BT as a single worldwide service provider is of great operational and commercial benefit to Manpower.” However, Manpower had been experiencing network performance issues in Belgium. Geert continues: “Some branches were suffering slow application response times, which was impacting customer service.”

Simply increasing network bandwidth might have masked the symptoms rather than addressing the root cause. BT responded by setting up a team in Belgium to provide local support. “That made a world of difference,” recalls Geert Vaerenberg. “We agreed that BT specialists should conduct a network audit. If the issues proved to be in the BT domain, they would pay for the audit; but if the problems proved to be in the Manpower domain, we would pay.”

#### Solution

BT Professional Services experts ran an Applications Assured Infrastructure (AAI) troubleshooting exercise. The findings highlighted a number of issues within the Manpower domain, including excessive application-generated network chatter. In addition, centrally located servers constantly talked to branch-based PCs and even exchanged print traffic with them.

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### The BT differentiators

- Global reach complemented by the adaptability to adjust local arrangements to suit individual customer circumstances
- Flexible risk-sharing commercial approach with the in-depth Professional Services expertise necessary to identify the root causes of network problems
- BT is a Riverbed Technology Global Service Provider Partner with the in-depth capability necessary to design, deploy, and manage Riverbed solutions anywhere
- BT AAI WAN Optimisation Service won the Best IT Service category at the Global Telecoms Business Awards 2010 and the Best Enterprise Innovation category at the IET Awards 2010

# Case study

## Manpower

“Complaints from branches about network performance have dropped significantly, allowing our people to focus on their business. The traffic reduction has been so great that we can consider reducing bandwidth in some areas to enable further cost savings.”

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The principal recommendation of the BT report was the deployment of BT AAI WAN Optimisation Service (WOS) technology involving the deployment of Riverbed Technology Steelhead® devices at key network nodes. Combining data compression and data reduction, Steelhead inspects traffic and checks whether it's been sent across the network before. In this way repetitive transfers are avoided and only new data is transmitted, reducing network traffic by up to 95 per cent.

Following a successful proof of concept trial, BT recommended a range of devices dependent upon traffic and branch size: Steelhead 5050 at the headquarters,

Steelhead 550 for large branches, and Steelhead 250 for the smaller branches. Some 40 devices were deployed in all.

The WOS solution supplied by BT provides Manpower with key information to safeguard the efficient day-to-day running of the network. On a quarterly basis local BT Professional Services consultants carry out a full network performance assessment and provide Manpower with a report incorporating, if appropriate, recommendations for action.

“The WAN optimisation project presented an opportunity for us to update branch LAN equipment and print and file servers at the same time,” says Geert Vaerenberg. “We engaged BT to supply the necessary Cisco LAN switches and carry out the implementation work.”

The solution was designed with all of the equipment co-located in a single rack. The hardware was pre-wired to avoid business interruption, with switchover to the new platform effected while branches closed for an hour for lunch.

## Value

The BT AAI WOS solution made an instant impact. With much less traffic being carried across the network, application response times accelerated enormously. “Branches are seeing significant improvements in network performance,” confirms Geert Vaerenberg. “That means our consultants can provide a more efficient and professional service to clients.”

Meanwhile, the new branch LAN infrastructure has prepared the way for an IP telephony rollout. Manpower branch LANs can now supply power over Ethernet to IP phones. Class of service options will safeguard quality of service by prioritising voice traffic. Manpower will benefit from lower call charges and fewer ISDN lines.

Geert Vaerenberg sums up: “Complaints from branches about network performance have dropped significantly, allowing our people to focus on their business. The traffic reduction has been so great that we can consider reducing bandwidth in some areas to enable further cost savings.”

## Core BT services

- BT global MPLS platform serving Manpower sites in Belgium and worldwide
- BT Applications Assured Infrastructure consultancy audit
- BT-provided Riverbed Steelhead® WAN acceleration technology (part of the BT AAI WAN Optimisation Service portfolio)
- BT Professional Services for consultancy and project management
- BT-provided Cisco LAN equipment

## Offices worldwide

The services described in this publication are subject to availability and may be modified from time to time. Services and equipment are provided subject to the respective British Telecommunications plc standard conditions of contract. Nothing in this publication forms any part of any contract.

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