

BAIADA POULTRY REDUCES NEED FOR EXPENSIVE BROADBAND UPGRADES WITH EXPAND NETWORKS WAN OPTIMIZATION



IN SUMMARY

- Printing time substantially reduced, improving company processes and reducing downtime
- More efficient use of the existing WAN eliminating the need for regular upgrades
- Ability to prioritize certain types of network traffic at certain times, allowing the balancing of web and email traffic

APPLICATIONS

- Telnet
- Lotus Notes
- Microsoft Exchange
- Citrix

PROFILE

Baiada Poultry Pty Limited is a privately owned Australian company which provides premium quality poultry products throughout Australia.

Its business operations include Broiler & Breeder Farms, Hatcheries, Processing Plants, Feedmilling and Protein Recovery. Its products include sales of live poultry including breeding stock, poultry feed, fertile eggs, day old chickens, primary processed chicken (raw) and further processed chicken products and pet food.

Baiada has its head office at Pendle Hill, 30km west of Sydney. Its major operating centres are located in Queensland, South Australia, Western Australia, Victoria, and several locations throughout New South Wales and the Australian Capital Territory.

CHALLENGE

Baiada Poultry prints several hundred invoices from its primary offices each night which need to be sent to remote printers at up to 23 sites over the wide area network (WAN). With no traffic prioritization over the WAN, the network was struggling to cope with the volume of print jobs, sometimes taking hours to complete.

The length of time to print invoices was causing productivity and process issues for the company. Martin Williams, Infrastructure Services Coordinator at Baiada Poultry explains; "Because the invoices are sent out with each delivery by the trucks, the slow speed of printing has a knock-on effect for the organization, it means the trucks laden with poultry ready for delivery could be kept waiting at the loading dock. Not only is it a question of efficiency and on-time dispatch to customers but poultry is a perishable product, it must get to market in a timely manner."



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- Martin Williams, Infrastructure Services Coordinator, BAIADA POULTRY

SOLUTION

The IT department at Baiada Poultry started evaluating solutions in October 2004. They

identified that the problem could potentially be overcome with a selection of different solutions. Williams comments; “Firstly, we looked at reducing print time with a niche print compression product, while this reduced print times effectively it had no additional benefits in terms of the performance of the network. Another option was to upgrade our WAN speeds and bandwidth, however given the higher ongoing costs involved in these upgrades we started investigating WAN optimization.”

Expand Networks was selected in December 2004 after Expand’s Australian team arranged to run a simulation to evaluate the impact Expand Accelerators would have on Baiada’s WAN efficiency. In low bandwidth, high latency environments, Expand accelerates any application across any network to deliver a guaranteed and constant experience for the remote user.

“After looking at the available options we were convinced that Expand was the right choice for us. Not only was the Expand solution able to solve the printing challenges we faced but it also improved our overall WAN performance for no additional network cost,” he said.

In support of rapid company growth, Baiada has also recently purchased additional Expand Accelerators, following the acquisition of Bartter Steggle. With this increased number of Accelerators Baiada has also implemented ExpandView, Expand’s full-featured central management, reporting and alerting system, to more efficiently manage its extended wide area infrastructure. Williams added, “The deployment of the additional units was seamless and the implementation was fast and simple.”

Baiada currently has a combination of Expand accelerators installed including the Expand 1800 series, 4800 series, 4900 series and the 6900 series at sites where a higher level of bandwidth is required. Expand accelerators use low latency, lossless techniques that work on all applications to consistently deliver average bandwidth increases between 100% and 400%. Expand’s Quality of Service (QoS) enforcement also ensures that applications run unimpeded on the WAN. This is not just prioritization, but also includes sophisticated algorithms to combat congestion, mark packets for downstream QoS handling and rate control shaping to make sure data flows get the bandwidth they need.

BENEFITS

Since implementing Expand Accelerators across its sites Baiada has substantially reduced the time to print several thousand invoices each night. This has resulted in a more efficient delivery process, and has greatly assisted getting trucks out on time.

In addition to substantial improvements in company processes through QoS enforcements, the more efficient use of the WAN has reduced the need for regular network upgrades, saving the company both time and money.

“Expand provides us with visibility and control of our application traffic, allowing us to prioritize certain types of network traffic at certain times, enabling the balancing of web and email traffic and of course the printing jobs. Expand aligns with our business objectives by increasing the efficiency of existing resources and equipment, specifically, the technology allows us to more efficiently utilize our existing WAN, reducing day-to-day expenses involved with upgrading WAN links,” explained Williams.

Since implementing Expand technology, Baiada has achieved an average acceleration over all its WAN traffic of approximately 80% and an increase in network capacity of 50%. The increase in speed of performance of network operations is 90% and increase in network response time is 75%.