

BRAEMAR SEASCOPE SAVES OVER \$20,000 PER YEAR WITH EXPAND NETWORKS WAN OPTIMISATION



IN SUMMARY

- Return on investment within 18 months
- Clear gains in application availability and response times
- Consistent access to business critical applications
- Savings between \$20,000 and \$30,000 per year through more effective bandwidth utilisation
- Reports can be produced in-house

TECHNICAL OVERVIEW

- Average bandwidth increases between 100 per cent and 400 per cent
- QoS enforcements ensures applications running unimpeded on the WAN
- Improved monitoring and management of network traffic

PROFILE

Braemar Seascope is a leading integrated provider of broking and consultancy services to the shipping industry. Its global headquarters are in London and the company has offices in Aberdeen, Beijing, Shanghai, Melbourne, Perth and Singapore, as well as interests in Mumbai and Brazil.

In Australia the company's two offices have a combined resource of 30 specialists in ship broking and chartering. Their services cover the entire spectrum of dry bulk cargo transportation requirements as well as sale and purchase of vessels and shipping related projects. They provide exporters and importers with freight market intelligence and commercial support to enable these customers to exercise financial and operational control over their cargo movements.

Braemar represents some of Australia's largest public companies shipping activities.

THE CHALLENGES

Braemar Seascope's offices in Perth, Melbourne, Singapore and New Delhi operate independently but their strong focus on dry cargo broking requires them to constantly share and update information on ships' positions, available cargo capacity and market rates.

"As brokers, our job is to bring ship-owners and cargos together and to help importers and exporters efficiently manage their cargo movements in the most efficient manner possible. Essentially, we deal in information," explained Dario Vodopija, Commercial Manager of Braemar Seascope in Australia.

The company's Microsoft SQL Server database resides in the Melbourne office and all three offices – Melbourne, Perth and Singapore – are linked using Microsoft Exchange Server for messaging and email via a Wide Area Network (WAN). After conducting an analysis of its network utilisation, Braemar Seascope decided to seek out solutions that would enable it to achieve savings by optimising its use of existing bandwidth.



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- Dario Vodopija, Commercial Manager, Braemar Seascope

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THE SOLUTION

One option to consider was WAN optimisation – the use of a hardware or software accelerator that uses caching, compression and Quality of Service management to speed data across the network. While a WAN supports the business by connecting remote users, it also works against the business' bottom line by being expensive and offering much less bandwidth.

Whereas a Local Area Network (LAN) has a bandwidth of between 100 MB and 1 GB, the WAN may have as little as 128 KB. The combination of low WAN bandwidth and the high cost of increasing that bandwidth, mean that businesses are often forced to run applications with less bandwidth.

Braemar's in-house IT team evaluated four vendors of WAN acceleration solutions – Expand Networks, Juniper Networks, Exinda Networks and Cisco. It then shortlisted Expand Networks and Exinda Networks for a trial of WAN acceleration at the company's Melbourne, Perth and Singapore offices. Installing and evaluating three Expand Networks Accelerators took just 6-weeks for all three offices.

THE BENEFITS

The critical point at which action must be taken to ensure business applications will perform well for remote users is where the high bandwidth LAN meets the low bandwidth WAN. This is where the Expand Networks Accelerators were deployed to use low latency, lossless techniques that work on all applications to consistently deliver average bandwidth increases between 100 per cent and 400 percent.

Expand's Quality of Service (QoS) enforcement also ensures that applications run unimpeded on the WAN. This is not just prioritisation, but also includes sophistication to combat congestion, mark packets for downstream QoS handling and rate control shaping to make sure flows get the bandwidth they need.

"The feedback from users on the improvements delivered by the Expand Networks solution was positive across all three offices," said Dario Vodopija. "They could see clear gains in application availability and response times. As a result, we believe we can save between \$20,000 and \$30,000 per year through more effective bandwidth utilisation. We expect to break even on our investment in the Expand Networks solution within 18 months.

"Another benefit is the improved monitoring and management of network traffic that we now enjoy through the use of ExpandView – the customised central management solution for all Expand Networks Accelerators. Previously we had to rely on reports from our Internet Service Provider but now we can easily do it in-house. ExpandView gives us a real-time view of the WAN, along with the ability to monitor and manage Accelerators via simple click and drag operations," he said.