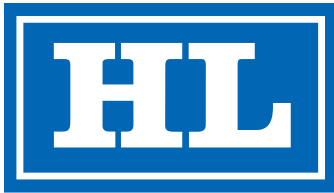


SWEDEN'S HL DISPLAY PICKS EXPAND NETWORKS FOR SERVER CENTRALISATION AND FASTER WAN



EXPAND APPLICATIONS

- Expand Accelerator 6930 centrally and Expand Accelerator 4930 locally.
- Both models allows for full use of the Compass Architecture with integrated acceleration of Microsoft File & Print Handling through local caching.
- When handling limited bandwidth Citrix acceleration is also used, in combination with compression and integrated Qos/Shaping handling for prioritisation of both in- and outgoing traffic.
- ExpandView management software is installed to facilitate handling, bug tracking, administration, surveillance and central control.

PROFILE

Founded in 1954, HL Display now has 38 offices in 31 countries across the world. The company is the leading European distributor of products for exposure of goods and one of the 500 fastest growing companies in Europe. In 2006, the company had a turnover of SEK1.4 billion. The group has four plants in Sweden, one in the United Kingdom, one in China and one in the US, with the single largest markets in Europe. The total number of staff was close to 1,000 at the end of 2007.

THE CHALLENGES

At HL Display, there was an urgent need for a faster and more secure transfer of data – both externally to customers and for internal use.

HL Display's partner, IT consultancy XLENT, operates the firm's network and handles the distribution of programmes. However, many of the smaller offices lack IT technicians, which have caused problems with handling local servers. Each part of the group has a back-up server but all email has been routed via the server hall in Sundsvall in northern Sweden. This has resulted in unacceptably long response times for regional offices across the world. As internet connections in Asia are still lacking in quality, local representatives have often been shut out from their own business system.

Sundsvall stores all central data for the European market and also runs the group's firewall. HL Display is currently expanding so that Singapore can play a similar role for the Asian market.

THE SOLUTION: EXPAND ACCELERATOR 6930 CENTRALLY AND EXPAND ACCELERATOR 4930 LOCALLY

Thanks to Expand's solution, HL Display now has the opportunity to eliminate local Microsoft servers. At the same time, compression and acceleration offers further choice for the user to work towards the central Jeeves ERP system based on either a thin or fat client. The freedom of choice was a prerequisite to be able to handle different types of applications, irrespective of office size.

The central hub in Asia gains new acceleration hardware in Expand's Accelerator 6930, which covers the entire region in the same way as the equivalent hardware in Sundsvall covers the European region. To consolidate the IT environment in the smaller firms

IN SUMMARY

- Fewer servers mean less cost for support, handling and licences
- Simplified IT management through centralised backup and administration.
- More secure traffic and protected data
- Faster response times
- Less need for bandwidth means large cost savings.
- Increased security in all areas.

TECHNICAL OVERVIEW

- Architecture with integrated acceleration in many areas, with Expand Accelerator 6930 WAFS centrally and 4930 WAFS locally. The share function allows distribution of Microsoft SMS, Microsoft Software Center and other bandwidth-hungry software.
- For solutions in foreign countries, including Asia and its costly WAN connections, the Citrix acceleration is the most important application.
- Compression and integrated QoS/Shaping handling of prioritised applications in business critical functions in both in- and outgoing traffic.
- Simplified handling and surveillance with central control using ExpandView management software.

within the group, the Accelerator 4930 will be placed in local offices. The solution offers a combination of more efficient use of bandwidth (up to five times faster), prioritisation of business critical traffic, acceleration of all traffic for quicker response times as well as full integration with Microsoft File & Print Handling, with security retained. The main difference between Expand and other solutions is the integration solution.

By integrating SMB signing, HL Display is able to use Microsoft System Center combined with Expand's Accelerator. This considerably facilitates reinstallation of computer systems and distribution of updates as Expand acts as a local distribution point rather than a server.

"The more servers that handle, secure and store data, the bigger the risks. We chose Expand since their technology allowed us to minimise the number of servers considerably. The risk for mistakes has decreased, as has the need for support and updates. This gives us increased security and lower support costs," says Benny Sundholm, computer operating manager at HL Display.

The WAFS technology built into the Accelerator 6930 and 4930 allows a larger amount of data to be transferred with the same response times as before the consolidation. Tests show that the actual transfer is up to 26 times faster than without the acceleration technology.

THE RESULTS

Expand's optimisation solution is beneficial on many levels. The Compass Accelerator 6930 offers increased capacity and faster file transfers for network users, without HL Display having to increase bandwidth. Packaging and distribution of patches and updates using SCCM is faster and the business system becomes more stable.

"The connections are expected to become considerably faster and more stable. For many of our local offices this means an obvious improvement with real time updates and system reboots since they now can use the central data centre in Singapore as if it was a LAN," says Benny Sundholm. The handling of support has also been made more efficient, as have the number of technical units, thus creating a cost effective solution for HL Display.