

# HARTWELL PLC

## Auto Retailer Speeds Its Network and Applications Using Expand Accelerators



### IN SUMMARY

- Business critical application performance increased.
- Increased business efficiency and performance.
- Increased user experience through placing users in virtual proximity of applications.
- Cost savings and efficiency benefits delivered through WAN optimisation.

### TECHNICAL OVERVIEW

- Web-basing caching, Layer 7 traffic inspection and prioritisation has increased business performance and efficiency of applications.
- QoS technologies and increased bandwidth has reduced congestion for business critical applications.

### PROFILE

Hartwell is one of the UK's leading, multi-franchise retail motor groups and can trace its history back to 1919. Hartwell operates 22 sales and after-sales motor dealerships across England. The dealerships cover a variety of new car franchises, including Ford, Vauxhall, Land Rover, Peugeot, Citroen, Fiat, Nissan and Jaguar, plus access to over 5000 used vehicles.

### THE CHALLENGES

Operating over 20 sites throughout the UK, Hartwell had become increasingly reliant on its Internet traffic to distribute data between these locations. In order to improve efficiency and support the future growth of the company, Hartwell took the decision to migrate to web-based applications; however the latency-sensitive and chatty nature of its web-based HTTP and DNS traffic resulted in decreased user productivity and IT efficiency.

As an existing customer of Expand Networks, Hartwell understood the capabilities of its Accelerator technology and looked to apply new features and optimisation techniques within the platform to provide the user productivity and efficiency benefits for their web-based applications and traffic.

### THE SOLUTION

Following extensive testing and a successful pilot program, Expand's technology, incorporating new features within the existing platform, was chosen for its superior compression and QoS capabilities for both HTTP and DNS protocols. This includes the ability to support Layer 7 traffic inspection.

Expand's technology immediately improved the performance of Hartwell's critical business applications, ensuring they were supported by the requisite bandwidth and protection from congestion. Furthermore, Expand's technology enhanced the

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Matt Cannon, IT Manager, Hartwell PLC

## WEB LINKS

- Learn about Expand Networks at [www.expand.com](http://www.expand.com)
- Learn more about Expand's products at [www.expand.com/products](http://www.expand.com/products)
- Learn about WAFS and Server Consolidation Solutions at [www.expand.com/products](http://www.expand.com/products).

compression capabilities of the WAN, increasing application throughput and future proofing the business for increased user demand.

## THE RESULTS

Whilst Hartwell looked to increase the performance of all its applications, as a customer-facing organisation, its CRM applications are among the highest priority on the network and require appropriate capacity levels.

With Expand in place, Hartwell's critical applications, including its CRM systems, have benefited from increased performance and response times. Expand's advanced web-based caching and Layer 7 traffic inspection and prioritisation capabilities have helped to maintain and increase business efficiency for Hartwell.

Matt Cannon, Hartwell PLC's IT Manager explains, "Expand's QoS technology has prioritised our web-based applications, protecting them from congestion and ensuring that the users can access all of the business critical applications they need quickly and efficiently."

Taking a holistic approach to WAN Optimisation with Expand's technology has enabled Hartwell's migration project to deliver on its promised cost-saving and efficiency benefits, by placing users in virtual proximity of their applications and improving business performance.

## LEARN MORE

Some of the best-known names in financial services, manufacturing, retail, health care, as well as leading government agencies and the military, rely on Expand Networks for optimized network infrastructures and superior applications performance. For more information on how Expand solutions can benefit your company, contact your local Expand representative today or visit us at [www.expand.com](http://www.expand.com).