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Havas deploys sixteen-site WAN from Exponential-e

VPLS solution removes duplication and provides security

Exponential-e, the specialist provider of Next-Generation Ethernet networks, has deployed a highly-sophisticated wide area network solution for Havas, one of the world's leading groups in communications consulting. The sixteen-site wide-area-network meets the customer's key requirement for supporting their different UK businesses from a common infrastructure whilst maintaining a high level of control and security between each business unit.

Havas, a global advertising and communications group consisting of decentralised specialist business units, wanted to consolidate their network of disparate WANs into one unified platform. At the same time they wanted to move to centralised internet provision so they could eliminate a complex array of providers, bandwidths and underlying technologies. They were faced with the additional challenge of maintaining network security between each of their distinct businesses some of which are housed in the same customer premise.

Exponential-e deployed a multi-site Virtual Private LAN Service (VPLS) WAN solution using single converged connections from each of the Havas offices. Each Havas business unit is supported by Exponential-e's resilient Next Generation Network. Dedicated VPLS instances or VLANs were created for Havas business units who needed to sit within their own secure community. This approach essentially created mini-WANs – VPLS communities insulated within their own layer-2 broadcast domain – within the WAN.

Tony Farrington, Director of IT said: "The IP VPN solutions which we first considered required us to use highly complex access-control lists to keep different business unit traffic secure from each other. With VPLS solutions designed by



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Exponential-e, you don't get this headache as it's all done via secure layer-2 broadcast domains."

Havas now benefit from centrally hosted firewalls and Internet connectivity removing considerable complexity, duplication and cost from their wide area networking. Furthermore they are able to change security policies themselves from one central point.

The pioneering NGN design is based on providing resilient and automated failover to secondary circuits at each site, whereby, the local router and the centralised firewalls automatically take over in the event of any failure on the primary circuit.

Mukesh Bavisi, Engineering Director at Exponential-e says: "The prime objective for Havas was to have one unified network but with 100% security and separation for some of its business units. VPLS gives us a flexible toolkit which allowed us to overcome this challenge with a relatively simple network design. Most importantly the customer is in control and unnecessary cost and duplication has been eliminated."

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About Exponential-e

Exponential-e designs and deploys bespoke network solutions, connecting company LANs regionally, nationally and internationally to create global office networks. Customer networks are created within Exponential-e's VPLS-enabled NGN (known as the Service Creation Platform or SCP) and do not touch the Internet, ensuring they are totally private.

In addition to fast, high capacity, flexible connectivity solutions, companies also access a range of enterprise services and applications which are hosted on the network. Managed and unmanaged storage, voice services, video conferencing, surveillance and colocation,

plus some sector specific services are all available through a single access circuit onto the SCP.



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As well as its national UK network, Exponential-e has a direct connection into New York, offering desktop-to-desktop transatlantic services. The company also has a number of strategic alliances in place, with like-minded Ethernet carriers, enabling the company to offer end-to-end Ethernet across most of the world.

Exponential-e's network solutions are fast, flexible and secure – giving customers responsive, scalable networks which reduce risks and costs while enhancing their business performance.

About Havas

Havas (Euronext Paris: HAV.PA) is a global advertising and communications services group. Headquartered in Paris, Havas operates through its two worldwide networks, Euro RSCG Worldwide and Havas Media, which are headquartered in New York and Barcelona respectively, and through a number of independent agencies renowned for their creativity, such as Arnold Worldwide Partners. A multicultural and decentralized Group, Havas is present in more than 75 countries through its networks of agencies and contractual affiliations. The Group offers a broad range of communications services, including traditional advertising, direct marketing, media planning and buying, corporate communications, sales promotion, design, human resources, sports marketing, multimedia interactive communications and public relations. Havas employs approximately 14,400 people. Further information about Havas is available on the company's website: www.havas.com

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