

11<sup>th</sup> December 2008

## **Ryman Group Ltd supports growth with NGN from Exponential-e**

*All sites appear as if on the same LAN in a cutting-edge VPLS WAN*

Exponential-e, the specialist provider of Next Generation Networks, has deployed a highly innovative and resilient VPLS WAN for Ryman Group Ltd to support the retailer's growth and increasing focus on e-commerce. Ryman Group's wide-area connectivity now revolves around a pioneering WAN design which centralises services and hardware, puts business continuity at its heart and ensures the company can scale and flex as its business needs require.

Virtual Private LAN Service (VPLS) is the, much talked about, technology at the heart of this new solution. VPLS extends the plug-and-play functionality experienced in the LAN across the wide-area and creates a private, layer 2, virtual cloud into which all sites and services can be connected. This next-generation Ethernet solution features a flexible bandwidth capability allowing Ryman Group to flex their bandwidth across their WAN services according to demand. During a period of high demand, like Xmas or Easter, for example, bandwidth can be quickly and easily allocated to support e-commerce and flexed away from less critical business activities. This can be adjusted, once again, once the peak season is over.

Three major Ryman sites – two branch offices and a Headquarter premise - are connected into a LAN-like WAN. A single broadcast domain connects the geographically-dispersed sites into a flat, switched infrastructure with Ethernet used as a simple interface throughout. Strict service-level-agreements underwrite the customer's need for improved network performance. Built-in resiliency and full redundancy protects the company from outages.



Applied Innovation

Simon Acott, Sales Director, Exponential-e comments: "We centralised Ryman's firewall at an Exponential-e data centre, removing them from the HQ site to prevent it being a single point of failure and maintaining the all-important access to server applications. This has greatly reduced risk in the design and allowed the WAN to enhance Ryman's disaster recovery policies. A centralised firewall means that full resiliency and separacy is now at the heart of the WAN."

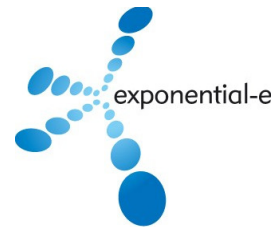
Ryman Group's VPLS WAN is a scalable service-creation platform. The company can introduce services at any physical location in the network and make them available throughout the WAN. The use of VPLS has allowed Exponential-e to consolidate multiple, site-specific, firewalls into one, significantly reducing hardware and maintenance costs. Exponential-e's high-performance, business-grade Internet service – PowerServe Internet – is made available to all four sites from a central point in the WAN design. Each of Ryman's sites has secure access to the Internet whilst private WAN traffic is kept separate and safe. The resulting network is far simpler to manage and run.

Jeremy Fiddler, Head of IT, Ryman Group Ltd says of its new upgraded WAN: "The main benefit of our new network from Exponential-e is that it enables us to fine-tune our bandwidth to meet our seasonal needs. VPLS's scalability means that as our business grows, particularly from our increasing online presence, the network can be easily adapted without significant additional cost or hassle." He went on to say "The new WAN solution also enables our dynamic Disaster-Recovery policy".

-Ends-

### **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.



Applied Innovation

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.

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.

**For more information contact:**

Sabrina Mayeen

+ 44 (0) 20 7096 4100

[sabrina.mayeen@exponential-e.com](mailto:sabrina.mayeen@exponential-e.com)