

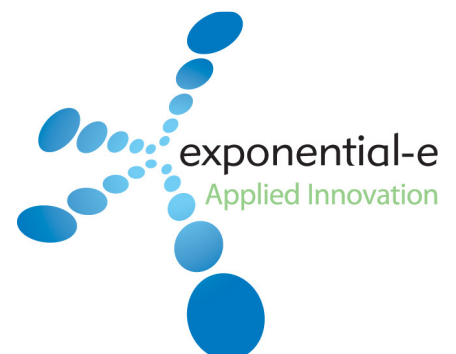


Dynamic disruption through applied innovation

Havas Case Study:

Havas deploys **sixteen-site WAN** from **Exponential-e**

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



Exponential-e - the UK's thought leader in Ethernet-based WAN solutions



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.

Company introduction

Havas was formed in 1968 and has become the leading group in communications consulting. They provide solutions for advertising, marketing and interactive communications. They have a presence in over 100 countries with 14,000 employees and a UK network consisting of 16 sites.

Issues and Requirements

There were a number of issues Havas had with their old network. Firstly, the IP VPN solutions they were using required highly complex access-control lists on each site's CPE router to keep different business unit traffic secure from each other. This was proving very inflexible and time consuming and was an administrative headache.

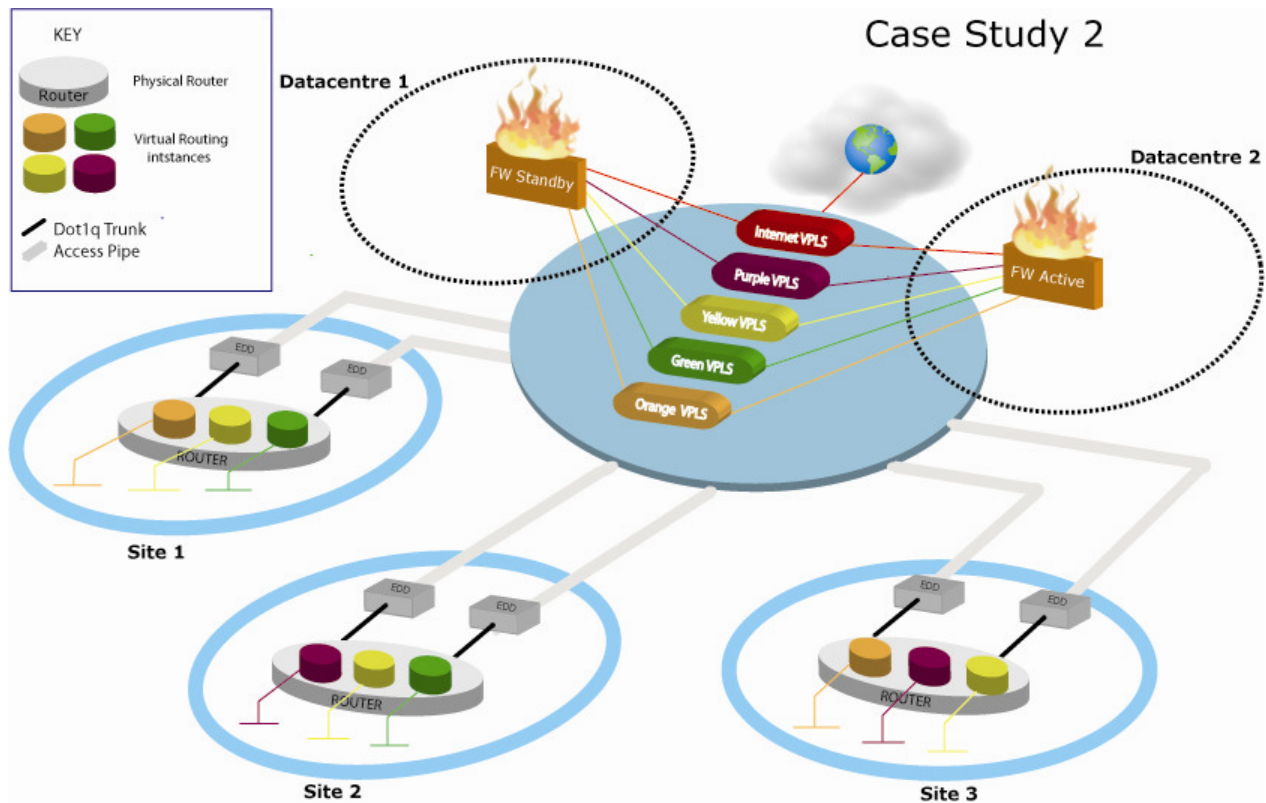
Havas's network had also grown to include multiple internet services which were operated by many of the individual business units. As a result of this, they were having to manage multiple firewalls and internet service suppliers which was proving to be an area of concern.

Havas wanted to consolidate their network of disparate WANs into one unified platform, whilst maintaining security between business unit communities. At the same time they wanted to centralise their internet provision and security services so they could eliminate a complex array of providers, bandwidths and underlying technologies.

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The solution



- **Single access points:-** To accommodate their requirements, we 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 now supported by our resilient Next Generation Network.
- **VPLS communities:-** To consolidate Havas's disparate WANs we needed to discover which agencies needed to be able to talk to each other. Once we had this information, we were able to group agencies into different VPLS pools to create mini-WANs. The fact that we were able to maintain LAN and WAN separacy means the solution is operationally simplistic and it gives Havas maximum control.

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- **Centrally hosted hardware & services:-** We co-located the firewalls across two separate data centres using VLANs into the firewall. This means Havas can now benefit from centrally hosted firewalls which they have complete control over. They are able to change security policies and routing themselves from one central point. They also have centrally hosted Internet connectivity removing considerable complexity, duplication and cost from their wide area networking.
- **Resiliency:-** Our pioneering NGN design in this instance was based on providing resilient and automated failover to secondary circuits at each site, whereby the local router will switch traffic automatically into the secondary circuit in the event of a failure on the primary circuit. In addition, we provided resilient connections to the centralised firewall to achieve automatic failover on the Internet service.
- **Convergence & Separation;-** We created one unified network but managed to maintain 100% security and separation for its individual business units. Most importantly the customer is in control and unnecessary cost and duplication have been eliminated.

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

Tony Farrington, Director of IT, Havas

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.



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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.”

Mukesh Bavisi, Engineering Director; Exponential-e

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