



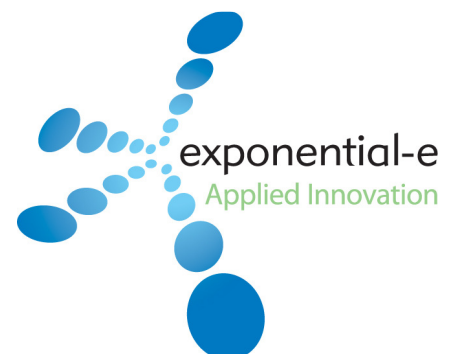
## *Dynamic disruption through applied innovation*

### Ryman Group Case Study:

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

"The main benefit of our network is that it enables us to fine-tune our bandwidth to meet our seasonal needs."

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



**Ryman Group Ltd** is a market-leading specialist, commercial stationery, retailer in the High Street. Ryman sells a wide range of office supplies – from writing equipment, paper, filing and high-tech items such as flash drives, multi-function printers and the widest range of own brand remanufactured and compatible own-brand ink cartridges. A household name over the last 115 years, Ryman is recognised for quality products, value, reliability and service.

Ryman has deployed a highly-innovative and resilient VPLS WAN to support its growth and increasing focus on e-commerce. The company's wide-area connectivity now revolves around a pioneering WAN design which centralises services and hardware, puts business continuity at its heart and ensures it can scale and flex as its business needs require.

*"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".* **Jeremy Fidler, Head of IT Ryman Group Ltd**

Ryman's Virtual Private LAN Service (VPLS), at the heart of the retailer's new solution, offers a number of benefits, including:

- **Plug and play.** VPLS extends the plug-and-play functionality experienced in the LAN across a wide-area and creates a private, layer 2, virtual cloud into which all sites and services can be connected.
- **Flexible bandwidth.** Ryman's Next-Generation Ethernet solution features a flexible bandwidth capability allowing Ryman to flex available bandwidth across its WAN services according to demand. During a period of high demand, like Christmas 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, when the peak season is over.

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- **Scalable service-Creation platform.** Ryman can introduce services at any physical location in the network and make them available throughout the WAN.
- **Cost-saving business solution.** The use of VPLS has allowed Ryman to consolidate multiple, site-specific, firewalls into one, significantly reducing hardware and maintenance costs.
- **High-performance Internet.** The solution provides Ryman with a high-performance, business-grade Internet service - **PowerServe Internet** - 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.

Strict service-level agreements underwrite Ryman's need for improved network performance. Built -in resiliency and full redundancy protects the company from outages.

*"We centralised Ryman's firewall at an Exponential-e data centre, removing the firewall from the HQ site to prevent it being a single point of failure and maintaining the all-important access to server applications. This had 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."* **Simon Acott, Sales Director Exponential-e**

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