Success Story

Beyond the Network…

With Ipanema, Sephora manages networked application performance

In order to increase the visibility of the applications using the network, Sephora installed the Ipanema Solution. The aim is to control usage and performance and to proactively adapt to changes.

AT A GLANCE

INDUSTRY
- Retail Trade

COMPANY
- Sephora Group Europe,
- 100% subsidiary of the LVMH Group,
- 7000 employees and 500 shops in 12 countries,

CHALLENGE
- Control usage and performance of applications on the network,
- Gain full visibility of network flows,
- Manage changes and guarantee the deployment of new applications,
- Manage outsourcing contracts.

CHOOSING IPANEMA
- Complete visibility and performance analyses across the network,
- Proactive helpdesk support,
- Simple and easy to use business orientated reports.

OBSERVED BENEFITS
- Complete visibility of application usage and performance,
- Simple and proactive change management,
- Improved management of outsourcing contracts.

COMPANY

Sephora is the world's leading visionary beauty retail chain. They sell the finest in fragrance, cosmetics and skin care products in the industry.

Founded in France in 1969 and acquired in 1997 by Paris-based LVMH Moët Hennessy Louis Vuitton, the world's leading luxury products group.

Sephora is currently the leading retailer of perfumes and cosmetics in the United States and the second largest in Europe. With over 500 stores in Europe and the US. Sephora is continuing to expand rapidly every year, especially in Asia and the US.

"With Ipanema supplies by far the most powerful network visibility solution on the market. The delivered reports are business orientated, easy to use and understand."

Eric Delattre,
Network & System Manager,
Sephora Group Europe.

CHALLENGE

The Sephora Group's MPLS network is managed by Reliance Globalcom and links 500 shops across 12 countries with 1 main datacenter and 1 warehouse as well as a dozen regional headquarters. However, all the retail shops use an ADSL network. These 2 networks are interconnected by telecom operators and Sephora, who operates in an 'IP Service' mode. Sephora's main business applications are SAP and a cashing system. There are numerous ongoing projects on the network including: the deployment of a new SAP application, refreshing the cashing tool, increasing the number of sites and end-users. This further underlines the need for more visibility of application performance on the network.

"We wanted to benefit from tools that would allow us to qualify the network behavior before deploying any new application or any other change to the network. Our objective was to manage our network and the quality of the services delivered by our network providers" stated **Eric Delattre.**

ipanema
Technologies

CHOOSING IPANEMA

The Sephora Group set three main objectives:

- Control usage and performance of applications on the network,
- Manage changes and guarantee new application deployment,
- Manage their outsourcers' contracts.

Sephora chose the Ipanema system for its unique visibility solution as well as its business orientated reports. *"No other solution on the market is as relevant and adapted to our problems as that of the solution offered by Ipanema Technologies. The reporting tools are extremely flexible and offer an adapted view to each end-users; it's possible to find out the level of service received by the end-users across the global network, but also per connection or per application. The business orientated reports are simple to use and easy to understand,"* said **Eric Delattre.**

The Ipanema solution was deployed by Telindus, one of Ipanema's main partners, in only four days. Telindus manages all the support and maintenance of Ipanema's system for the Sephora group.

The solution is used by the systems and network teams for qualification, the executions of advanced diagnostics and supplying business orientated reports for their IT Directors. In the near future it will also be used by the support teams at the shops to deliver a locally proactive helpdesk (real-time visibility on the network).

Reports are also supplied to the Technical and System Directors, who use them for board meetings as well as to project managers (in order to resolve the problems with the evolution of applications etc.).

Ipanema enables any large enterprise to institute WAN Governance for aligning and automatically managing WAN performance according to business objectives. Ipanema solutions guarantee business application performance and continuity in a cloud computing world - anytime, anywhere.

Using Ipanema, enterprises:

- **Guarantee user experience**
  Regardless of traffic or application mix.

- **Accelerate business applications**
  Rapidly deploy business applications; dramatically reduce application response times for end users while automatically controlling traffic in real time.

- **Unify hybrid networks**
  Hybrid [MPLS + Internet] networks become flexible assets that any enterprise can rely on for more effective business communications.

- **Save on IT costs**
  Improve applications performance and continuity while substantially reducing IT costs, enabling enterprises to leverage their WAN for greater competitive advantage

- **Enable global WAN Governance**
  Institute WAN Governance, so the WAN is coherent, predictable and aligned with business needs - driving higher levels of enterprise performance.

OBSERVED BENEFITS

With Ipanema, the Sephora Group knows exactly what is happening on their network. The infrastructure and network teams know in real-time who uses the network, how and what are the applications performances.

Sephora can also validate the impact of applications deployment and other changes on the network's infrastructure. The group has a proactive approach and can take the measures needed to avoid theses changes without affecting end-users

Quality of Service.

With Ipanema, Sephora manages the service levels delivered by their telecom operator and other network suppliers.

"Nowadays most of our network services are outsourced. Ipanema allows us to manage our outsourcing contracts in an SLA mode. Finally, if I had to sum up the solution in a few words I'd say Maximum business orientated visibility, easy installation and administration" stated **Eric Delattre.**

ipanema
Technologies

telindus
Belgacom ICT