



## CASESTUDY

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Business Environment

### BUSINESS ENVIRONMENT

Teneo helps Business Environment to take control of their bandwidth and deliver on the business' bandwidth allocation promise to their clients by deploying Allot NetEnforcer appliances.



"Before Teneo delivered the Allot solution, we could not effectively manage the bandwidth needs to match our client portfolio. We can now segment bandwidth provision to suit individual clients, allocate accordingly and know exactly how much bandwidth they are using."

Graham Hefferman  
IT & Communications Director

#### Business Environment

Business Environment is the leading owner and provider of serviced offices across London and southern England, with offices in eleven locations totalling 1 million square feet of space. A private company founded in 1994, Business Environment provides flexible and cost effective office accommodation to cater for start-ups up through to blue-chip FTSE companies.

A consistent winner of business awards, ranked highly in The Sunday Times 'Best Companies to Work' awards, Business Environment is a fast-growth company which has invested £45m in acquiring and refurbishing buildings in the last three years. It has plans to invest a further £100m in new serviced offices over the next three years.

#### The Challenge

Take control of bandwidth and allocate it fairly based on client needs.

To deliver a system which ensures all clients receive their allocated bandwidth allowance Business Environment provides broadband internet bandwidth for its serviced office clients, but did not have a system in place

to ensure each user did not exceed their bandwidth allocation. Clients who logged onto the network early in the day could hog an unfair share of bandwidth to the detriment of other clients. Business Environment needed to take control of their bandwidth and allocate it fairly based on client needs.

#### The Solution

Deployment of Allot NetEnforcer appliances

Graham Hefferman, IT and Communications Director for Business Environment, is responsible for delivering telephony and broadband to around 25,000 desk locations. Clients pay a set monthly rental charge which includes a host of inclusive services such as line rental and telecoms call charges, and a guaranteed business class broadband connection. Inclusive services are a major differentiator for Business Environment over its competitors which often apply additional charges for services used.

Each office building has a dedicated 100Mbps leased line circuit. All telephony is carried over an IP Multiprotocol Label Switching (MPLS) network - a robust data-carrying mechanism ideally suited for carrying voice as well as data traffic.

#### In Brief

##### Industry

- ▶ Serviced offices

##### Challenge

- ▶ Ensure all clients receive fair bandwidth share
- ▶ Introduce traffic monitoring
- ▶ Avoid costly bandwidth upgrades

##### Solution

- ▶ Deployment of Allot NetEnforcer appliances

##### Benefits

- ▶ Reduction of bandwidth usage by 50%
- ▶ Guarantee user bandwidth allocation
- ▶ Increase revenues through selling bandwidth packages
- ▶ Full visibility of network traffic

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Before the solution was implemented, the connection was simply shared on a first come, first served basis with no regulations or limitations in terms of usage. Those in early took a large slice of the available bandwidth, using data heavy peer-to-peer applications such as the BBC's iPlayer. To remedy the situation, Graham kept purchasing additional bandwidth but realised that this was not the answer.

**"Before, we were providing a very crude way of delivering internet on a first come, first served basis. So if a user logged on at 7am and took a big chunk of the bandwidth, it didn't leave much bandwidth for anyone else. We kept on having to throw more money at increasing our bandwidth provision, which we knew was a false economy."**

Business Environment already used Quality of Service (QoS) functionality built into its Cisco network switches and routers. Graham and his team did start to use Cisco's Committed Access Rate (CAR) feature via Cisco switches that could permanently block certain types of network traffic, but users found ways around these blocks.

**"Using Cisco equipment we had some control on our bandwidth using Cisco's CAR feature. It offers low-level bandwidth management but it simply wasn't working effectively. It was not as robust and professional as the Allot solution."**

Graham issued a brief for suppliers, requesting solutions that would enable Business Environment to pro-actively manage their bandwidth using bandwidth segmentation to ensure all users were receiving their agreed bandwidth allocation.

Teneo won the contract after competing with a host of other companies, proposing a solution using Allot NetEnforcer appliances. Teneo installed one Allot appliance into each office location and integrated them with the central server at Business Environment's HQ in London.

**"Throughout the process Teneo was highly professional. They took on board our brief and met our budget allocation. From start to finish the whole experience with Teneo was amazing. Sometimes the hardest thing to get a supplier**

**to do is listen. Teneo listened, took a step back and then came back with a solution that did exactly what we were looking for."**

### Benefits

Reduction in bandwidth utilization and creation of new commercial services

Graham can now allocate each user a guaranteed amount of bandwidth of 500Kbs. Bandwidth requirements have reduced by 50% through effective management, negating the need for new costly bandwidth upgrades. Using Allot NetEnforcer he can investigate the data traffic protocols an individual is using, such as HTTP web browsing and peer-to-peer traffic.

With a simple on-screen dashboard and powerful traffic analysis tools, Business Environment can now enforce policies to ensure that each user is adhering to their bandwidth allocation which he/she receives as part of their inclusive service package.

Regulating internet usage is a tricky issue for many companies. Users want freedom to use the Internet to support their everyday work. Business Environment can now take a pragmatic approach to tenants' bandwidth allocation. Essential business communications such as emails are given absolute priority, whereas data-hungry traffic such as peer-to-peer is given a lower priority, though rarely is a total ban placed on a specific type of traffic.

The result is that emails and business communications always speed through, whereas lower priority traffic is squeezed sometimes to the extent where peer-to-peer download speeds are such that there is a disincentive to usage.

The Allot solution allows Graham to report back to clients on the type of network traffic their employees typically use. It also allows a client to impose their own internet policy if they feel employees are spending too much time and bandwidth on non-business activities.

**"Thanks to our new solution, we are now in a position to enforce our user bandwidth guarantee and our sales teams are confident**

**when selling it. Also if clients want more bandwidth, we make additional revenues as they have to upgrade to a new package."**



**"Our account management is second to none, Teneo's team are a different breed. Customer service – I can't fault it. Their senior team do exactly what I do as a director, if there is an issue they take ownership and sort it, no matter what it takes."**

**Graham Hefferman  
IT & Communications Director**

### About Teneo

Teneo is an Infrastructure Optimization Company that helps customers to understand and improve the way their IT works.

We do this by providing solutions in the areas of Management, Performance and Virtualization.

Teneo has over 1000 customers across 40 countries and offers a portfolio of services that includes Training, Installation, Maintenance and Performance Analysis Consultancy.

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### About Allot

Allot provides Broadband Traffic Management Solutions for Intelligent Networks. It facilitates network visibility and control via subscriber and application management and WAN optimization.

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