



SUCCESS  
STORY



## LEROY MERLIN uses Ipanema to guarantee the quality of service delivered to customers

[www.ipanematech.com](http://www.ipanematech.com)

### KEY FACTS

#### INDUSTRY

- Retail

#### COMPANY

- Over 19,000 employees
- Revenue: €4.9 billion
- 140 sites (120 stores)

#### CHALLENGE

- Protect the performance of critical applications
- Increased network traffic resulted in a deterioration of applications performance
- Need to build an evolving network on which the adjustments in terms of throughput and prioritization would be simple and fast

#### CHOOSING IPANEMA

- Automatic management of application performance
- High level reports in real-time for true WAN Governance
- Quality control of user experience through application performance SLAs (Application Quality Score rating and MOS).

#### OBSERVED BENEFITS

- Guaranteed user satisfaction through application performance management
- Global visibility and real-time reporting on application performance and usage
- Dynamic prioritization of flows regardless of network traffic load

### COMPANY

Leader in the French market for DIY and home improvement.

The Leroy Merlin brand contributes to the adventure of improving housing and living conditions around the world. With multiple store locations, the group provides complimentary solutions to meet all customer needs.

### CHALLENGE

Leroy Merlin puts customer satisfaction at the heart of its business.

The performance of business applications on the network is critical for Leroy Merlin employees, who need tools to respond quickly to the diverse needs of their customers any time, regardless of store location.

150 applications run on Leroy Merlin's network operated by SFR, around 20 of which, are critical to the company's productivity. In particular; access to the online product catalog; order system; loyalty card program; inventory management, etc.

Any malfunction may have considerable negative impacts on revenue and productivity.

The constant increase in network traffic over the past few years had led to a significant deterioration in application performance and therefore user satisfaction. The successive changes in network flow access to each site highlighted the need to build a network that could evolve, where throughput and prioritization adjustments would be simple and fast.

To facilitate scalability, Leroy-Merlin chose to equip its stores with fiber optics to improve response time and give high availability superior to traditional copper connections.

*"To ensure productivity and efficiency, it was necessary and imperative to manage and control network usage and application performance in real-time, to provide optimal service to users. The overall visibility and real-time reports on application usage and performance and the ability to 'prioritize' the performance of critical business applications in all circumstances were decisive factors in choosing the Ipanema system,"* **Philippe Maurice, Technical Director, Leroy Merlin France.**

### CHOOSING IPANEMA

Ipanema was selected for its automatic management of application performance as well as its high level reports delivering real WAN Governance and a real-time proactive help desk. Network managers can share information with users and the management of Leroy Merlin whilst controlling the quality of user experience through application performance indicators (Application Quality Score and MOS).

Beyond the Network...

**ipanema**  
Technologies



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Ipanema develops next-generation solutions for enabling large enterprises to have full control and optimization of their global network; private cloud, public cloud or both.

The Ipanema System unifies performance across hybrid networks. It dynamically adapts to whatever is happening in the traffic and guarantees constant control of critical applications. It is the only system with a central management and reporting platform that scales to the levels required by Service Providers and large enterprises. With solutions used extensively by many of the world's largest telecom providers and enterprises across business and public sectors, Ipanema controls and optimizes over 100,000 sites among 1,000+ customers.

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:

- **Enable Cloud-Ready Network**
- **Guarantee user experience**
- **Accelerate business applications**
- **Unify hybrid networks**
- **Save on IT costs**

## OBSERVED BENEFITS

### Enterprise scalability is controlled

With Ipanema, rolling out a new application is not left to chance. All applications are mapped and analyzed. Any new application will be granted bandwidth per session. The aim of this is not to disrupt the use of other applications. The parameters are defined through analysis of the application's requirements – business criticality, nature of the application (real-time, transactional or background) and acceptable performance limits. The Ipanema system records these new criteria and dynamically adapts to guarantee application performance in accordance with objectives pre-defined by the IT team.

### Guaranteed user satisfaction through application performance management

With Ipanema, Leroy Merlin is able to guarantee the quality of experience for the end users of critical business applications, regardless of the traffic mix and applications used.

It is therefore possible to prioritize key business application flows regardless of the level of network use. This enables the same positive user experience regardless of the network traffic.

### Manage the evolution of the network

With Ipanema, Leroy Merlin is constantly monitoring the evolution of each application in terms of throughput, number of sessions, hours of use, volume... The dashboards from the minute by minute level to the year by year level enable the prediction of the behavior of new applications before rolling them out. The IT department provides information to users on application performance.

### Improved customer service

Beyond distributing home improvement products, Leroy Merlin helps customers in their decision making process by providing information, advice and services including sales and financing tools. These critical business applications on the network are essential to meet customer expectations by helping them find the best solution to meet their needs. Customer wait time in the store is reduced, the purchasing process is simplified and as a result, customer satisfaction is improved.