

CASE STUDY

SECTOR

Manufacturing
Building Materials

SERVICE

SD-WAN
SIP Trunking
Cloud Connect
Professional Services

ETEX + GTT

ACCELERATING DIGITAL TRANSFORMATION





Together with GTT, we have built a strategy to transform and future-proof our global network, which accommodates our IT security and global telephony needs.”

RICHARD PYM HEAD OF TECHNOLOGY AT ETEX

ETEX CREATES A MORE CUSTOMER CENTRIC ORGANISATION WITH HELP FROM **GTT**



Etex, a global building materials specialist with around 14,000 employees at offices and manufacturing sites around the world, turned to its longstanding partner GTT for help driving a digital transformation initiative to create a more customer-centric organization.

The result is a highly stable Managed SD-WAN solution that provides increased uptime, higher bandwidth, application prioritization and lower total cost of ownership.

Etex's business depends on each site staying connected to the company's central IT systems platform to avoid disruption to its production processes. Working with GTT, the company has achieved this goal while implementing its IT strategy.

SOLUTION HIGHLIGHTS

- Managed SD-WAN across 91 sites in 25 countries
- Cloud Connect for direct, private connectivity to applications in Microsoft Azure
- SIP Trunking channels with direct routing to Teams and hundreds of GTT telephone numbers to cover all global sites on Enterprise Voice
- Designated Professional Services in design, build and operational phases
- 15% in IT cost savings

KEY STATS

- Size of workforce: approx. 14,000 employees
- Number of countries: 25
- Annual revenue (2021): EUR 2.97 billion
- Number of production facilities: 100+

The Etex IT team prides itself on offering an innovative and customer-centric service experience, which is underpinned by constant data streams across its network that feed its global customer relationship management, automation and quality assurance tools.

For more than a decade, Etex has worked with GTT as its trusted partner to continuously evolve its global network and meet its needs for robust service uptime, IT security and cloud adoption. GTT has supported Etex in achieving bandwidth increases while reducing the average cost of Mbps across its estate. This includes its most hard-to-reach production facilities

and locations worldwide, such as in Indigenous Protected Areas in Australia, as well as remote, rural locations in France, Germany and the Asia-Pacific region.

Richard Pym, Head of Technology at Etex, said, “Together with GTT, we have built a strategy to transform and future-proof our global network, which accommodates our IT security and global telephony needs, as well as delivering all the benefits of an agile and resilient managed SD-WAN solution.”



THE CHALLENGE

Etex is driving a digital transformation initiative to become a more customer-centric organization. Its goal is to harmonize and improve processes, activities, and collaboration across its business. Key digital milestones have included the introduction of Salesforce, the launch of a digital customer platform ensuring product transparency and omni-channel product availability, as well as new automation tools and business applications residing primarily in the Microsoft Azure cloud.

Delivering digital transformation at this level has increased the pressure on Etex's network across Europe, the Americas, Africa, Asia and the Middle East. As it moved to more application-aware networking and greater cloud adoption, bandwidth for many of the company's locations needed to be increased in a secure and agile way, without increasing costs. Etex also chose to deploy Microsoft Teams to harmonize and facilitate collaboration across its business and sought a simple design for its global communication needs.



“GTT has a proven track record of supporting our business with its highly skilled team and professional services capability. We value the strong consulting partnership and services expertise we received from the GTT team, combined with the excellent product functionality and performance we experience.

BERT JANSSENS
HEAD OF PMO AND
ARCHITECTURE
AT ETEX



THE SOLUTION

GTT has worked with Etex to evolve its legacy application-aware WAN to a next level of resilience, reliability and security for its data and voice, enabling improved collaboration globally. Etex now uses a standardized networking platform to operate its centralized and cloud-first IT strategy with speed and agility. This standardization not only simplifies its setup but enables it to act as a global secure platform that brings applications to users in an optimal way and streamlines business expansion so it can happen quickly and easily.

GTT provides Etex with Managed SD-WAN across more than 91 sites around the world. The solution is integrated with GTT's global Tier 1 internet backbone for an enhanced user experience. Together with GTT Cloud Connect – providing private and direct cloud connectivity – and combined with WAN optimization, the solution accelerates the performance of Etex's business-critical applications, such as those residing in the Microsoft Azure cloud. Many of the company's locations also benefit from increased bandwidth availability by combining primary and backup connections into a single, always-on and high-availability setup. The fully redundant connection types share the ongoing traffic load, while ensuring a fail-over line remains available in the event of a fault.

GTT also delivers SIP Trunking services to Etex, enabling inbound and outbound global calling that

complement the manufacturer's cloud-based Microsoft Teams deployment. GTT connects its global, fully redundant and robust network of session border controllers embedded in its own Tier 1 IP backbone, enabling it to offer a single platform with dedicated SIP trunks to Microsoft Teams. This ensures Etex's users benefit from optimized voice traffic performance and an improved calling experience. The service, supported by GTT's voice experts, includes hundreds of telephone numbers in all the countries where Etex maintains operations.

A designated GTT Professional Services team collaborates with Etex on its ongoing digital transformation, offering tailored design, project, technical and assurance support. A project manager, service manager and technical managers act as advocates and work hand-in-hand with the Etex team to ensure an optimal services operation, overseen by a robust strategic governance model and steering committee.

Cybersecurity has never been more business-critical. Etex and its GTT team are aligning their cybersecurity approach with the manufacturer's current and future needs. They are jointly exploring a Secure Access Service Edge (SASE) framework for the next evolution of its networking and threat protection in order to continuously mitigate potential risks in the changing security landscape.

THE BENEFITS

- Increased available bandwidth by 50%
- Decreased cost per MB by 30%
- Decreased number of network incidents by 60%
- Professional services

Increased efficiency

Erik Arconada, Product Manager, External Connectivity at Etex, said, "GTT has given us a stable network based on SD-WAN, with even higher uptimes than before, higher bandwidth and application prioritization. Our implementation process has benefited from GTT's extensive experience in deploying a variety of managed SD-WAN technologies all around the world.

Our solution from GTT has helped us significantly increase bandwidth availability in hard-to-reach locations but at the same time decreased the total cost of running our network."

Lower TCO

By implementing GTT-managed SD-WAN, Cloud Connect and SIP Trunking services in place of its legacy services, Etex has reduced the total cost of ownership (TCO) for its overall IT spend by 15%.

Improved visibility

The SD-WAN network management tools provided by GTT through its EtherVision customer portal have improved Etex's visibility across its entire enterprise network. EtherVision provides data and reporting to help Etex and GTT understand and evolve the network and make continual improvements. EtherVision also provides access to SD-WAN and SIP Trunking-related service components such as inventory, call details, order status and invoicing in one easily accessible dashboard.

Greater end user satisfaction

"Thanks to the long-term collaboration with GTT and their reliable global SD-WAN, secure Cloud Connect and enterprise-wide SIP Trunking solutions, Etex has been able to implement its IT strategy to benefit end users and optimize overall TCO," said Dirk Altgassen, group CIO at Etex.



Thanks to the long-term collaboration with GTT and their reliable global SD-WAN, secure Cloud Connect and enterprise-wide SIP Trunking solutions, Etex has been able to implement its IT strategy to benefit end users and optimize overall TCO."

DIRK ALTGASSEN
GROUP CEO AT ETEX



THE CONNECTED FUTURE

Etex has accomplished its goal of becoming a more customer-centric organization by improving its processes and activities, while encouraging collaboration across the business. The company has positioned itself to leverage its new digital customer platform as well as new automation tools and applications residing in the cloud.

As Dirk Altgassen, group CIO at Etex noted, "With GTT's experienced professionals, our IT governance remains in constant alignment with our ambitions for the future."

ABOUT GTT

GTT is a managed network and security services provider to global organizations. We design and deliver solutions that leverage advanced cloud, networking and security technologies.

We complement our solutions with a suite of professional services and exceptional support teams in local markets around the world. We serve thousands of national and multinational companies with a portfolio that includes SD-WAN, security, Internet, voice and other connectivity options. Our services are uniquely enabled by our top-ranked, global, Tier 1 IP backbone, which spans more than 260 cities on six continents.

The company culture is built on a customer-first service experience reinforced by our commitment to operational excellence and continuous improvement in our business, environmental, social and governance practices.



For more information
Americas +1 512 592 4858
EMEA +44 020 7489 7200
APAC +852 8107 1088
www.gtt.net