

CASE STUDY

SECTOR

Food and Beverage

SERVICE

Managed SD-WAN

Dedicated Internet Access

Broadband Internet

SIP Trunking

MPLS

Professional Services

DDoS Mitigation

GREENYARD **+GTT**

ACCELERATING DIGITAL TRANSFORMATION





By partnering with GTT, we were able to drastically reduce our telecommunications costs while at the same time guarantee more reliable connectivity across all our sites.”

LUC VERBIST GROUP DIRECTOR, ICT AT GREENYARD

GREENYARD ACCELERATES DIGITAL TRANSFORMATION WITH GTT SD-WAN AND SIP TRUNKING

Greenyard supplies retailers around the world with fresh, frozen and prepared fruits, vegetables and plants. Its products help people create tasty meals and healthy snacks, including plant-based alternatives to meat and fish.

To connect its people and global operations, Greenyard relies on GTT managed SD-WAN and SIP Trunking services. Partnering with GTT, Greenyard has achieved significant cost savings, reducing IT spending by more than 1 million euros a year, with a project payback time of 18 months.

Greenyard operates in a highly competitive environment where innovation and strong partnerships are key to success. To stay ahead, Greenyard took decisive steps to transform and modernize its ICT infrastructure with mission critical applications moving into the cloud. Over the course of two years, Greenyard has successfully outperformed its digital transformation targets by 15 percent.

Staying connected during the harvest season is crucial for Greenyard. The company's ERP and warehouse management systems manage all operations at its plants, so high-performance connectivity is vital. If a machine loses connectivity to the systems platform, the perishable goods cannot be produced, packaged or labelled. Production is halted, resulting in lost revenue.

THE CHALLENGE

To improve efficiency and reduce operational costs, Greenyard developed an ambitious digital transformation plan and has adopted a cloud-first strategy. This entailed the rollout of global cloud-based platforms such as Microsoft 365, Microsoft Teams, Infor (ERP Connectivity Suite) and Axon (WMS) across its Fresh Division. Orchestrating such a cloud migration can be difficult, especially when having to simultaneously manage thousands of employee users and multiple suppliers.

Greenyard's existing wide area network relied on local procurement to buy network access at each location. Managing 30+ local network providers was resource intensive and inconsistent, and it made diagnosing the source of poor network performance nearly impossible. Additionally, Greenyard had installed two separate network connections into their main plants with redundant capability. While this ensured that the plant had backup connectivity to protect against outages, it also meant the backup circuit was often left idle and unused.

THE SOLUTION

“We selected GTT for its market-leading managed SD-WAN solution to support us in our digital transformation strategy and to bring us a future proof platform that also delivers value for money. Their strength in account management, governance models and technical support were also key in this decision,” said Luc Verbist.

Today, GTT provides a resilient, secure network solution for data and voice that connects Greenyard's plants and people around the world to each other and the critical applications they rely on every day. Greenyard now has an advanced global network platform with only one provider for greater ease of supplier management, rather than the 30+ it had before. This allows the company to standardize its ICT approach across all its sites. With one network provider, Greenyard's rollout of global applications can be fast and smooth.

GTT provides Greenyard with a managed SD-WAN service across 70 sites in Europe and North America, including Austria, Belgium, Czech Republic, Germany, Spain, France, Hungary, Italy, The Netherlands, Poland, Portugal, UK and US. The network has redundant

connectivity in place at each site, providing network resiliency with more efficient use of bandwidth. Leveraging an optimized mix of connectivity options, the SD-WAN service ensures both the active and backup connections can be carrying company voice and data traffic at the same time. Smaller sales offices use a fixed-line primary connection complemented by a 4G wireless backup solution in case there's an issue with the primary service.

Greenyard's unified communications platform makes use of GTT's SIP Trunking service, and includes over 6,000 telephone numbers, with global termination. GTT's SIP Trunking service easily integrates with GTT SD-WAN, MPLS or internet services and complements Greenyard's rollout of cloud-based collaboration with Microsoft Teams.

Greenyard relies on GTT to protect its network with geographically distributed cloud-based firewalls and load-balancing services. VPN concentrators ensure data traffic is exchanged securely between Greenyard's remote-based users and its supply chain and distribution partners. GTT also delivers a cloud-based mitigation solution protecting Greenyard's internet presence and web-exposed applications from DDoS attacks.



“GTT's managed SD-WAN and SIP Trunking solution is the foundation for our cloud strategy and is helping us achieve operational and cost efficiencies.

LUC VERBIST
GROUP DIRECTOR, ICT AT GREENYARD



THE RESULTS

Greenyard has achieved significant cost savings, reducing IT spending by over one million euros a year, and a project payback time of 18 months.

Additionally, Greenyard has increased its cyber resilience by reducing the number of its internet breakout points and outsourcing the management of its centralized firewalls as well as DDoS mitigation to GTT. The management tools GTT provides alongside its managed SD-WAN service give Greenyard full transparency of its corporate WAN, and the QoS features allow Greenyard to prioritize traffic over the most appropriate access types to meet its business demands. Today, GTT's cloud networking services facilitate and secure collaboration between all of

Greenyard's sites, from product sourcing and transport to business-critical knowledge and governance.

“The GTT solution is an essential cornerstone to realize Greenyard's move to the cloud, our deployment of Unified Communications and to radically increase our cyber protection level. GTT helps us consolidate Greenyard's IT, optimize costs and facilitate better collaboration between different companies within the group,” said Luc Verbist.

“On top of all previously mentioned benefits, by working with GTT on this project, our recurring costs of telephony, data transfer and corporate perimeter security were reduced by over 1 million euros a year, with a project pay-back time of 18 months,” said Luc Verbist.

THE CONNECTED FUTURE

Greenyard is expanding its international presence as it pursues its mission of a healthier future for everyone. Having a cost-effective worldwide network helps Greenyard be more agile in its IOT approach and ensures local sales teams and production plants can be supported in this dynamic and competitive market environment.

For Greenyard, finding a telecoms provider that could also be a partner and consultant was the key to supporting its digital transformation journey over time.

"In my experience, telecommunications projects for an international group are never easy. Many parties are involved, and the requirements can be very different from site to site. Local legislation and rules can also be quite challenging, especially in the context of a worldwide pandemic that severely restricted travel and at times caused equipment shortages. GTT did a great job navigating all the challenges we faced together along the way and the rollout went smoothly," concluded Luc Verbist.

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.



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