

CASE STUDY

SECTOR

Trade Retail

SERVICE

Hybrid WAN

Managed Security

SIP Trunking

Managed Services

Professional Services

DISTRELEC **+ GTT**

ACCELERATING DIGITAL TRANSFORMATION





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BEN SCHOLEY CIO, DISTRELEC

DISTRELEC INCREASES SUPPLY CHAIN EFFICIENCY AND VISIBILITY FOR ITS CUSTOMERS WITH GTT

Distrelec helps producers, innovators and game-changers get the electronic parts they need, when they need them.

From industrial robot arms to 3D printing devices, solar cells, cables and ball bearings, the company delivers access to thousands of electronic parts and accessories used for research and development, prototyping or maintenance. The success of its customers' projects depends on its ability to fulfil their orders accurately and on time. To deliver exceptional, high-quality service to its customers, Distrelec relies on GTT to securely connect its website, hybrid workforce and IT systems residing on-premises and in the cloud.

With a Swiss heritage of excellence dating back more than 75 years, Distrelec is known for its high-quality distribution service. Distrelec distributes items at scale, quickly and reliably. The company has offices and remote workers in locations across Europe, and two major distribution warehouses in Switzerland and the Netherlands.

Distrelec provides its customer community with access to over 150,000 parts from more than 1,000 suppliers. Its web shop attracts 60,000 visitors daily and its team handles thousands of calls from customers daily and manages over 7,000 package shipments, in concert with its cloud-hosted ERP running on AWS and other business systems. Distrelec experts can answer customer questions to ensure they buy the right parts and provide assurance that they will receive their purchases on time.

ENSURING STABLE CONNECTIVITY FOR BUSINESS DIGITALIZATION — EVEN THROUGH CARVEOUT DISRUPTION

Distrelec's business aim is to further digitize its operations with the always-informed customer in mind. Its online retail business is targeted to grow upward of 75% of its overall business. To this end, the company is constantly striving to drive improvements in how quickly its systems can share information on warehouse stock levels, item locations, supplier updates and delivery logistics, and surface this data in a meaningful and timely way to its customers online.

As the company underwent a carveout from another business, Distrelec needed to ensure it continued to have a fast, reliable and secure network to connect the many disparate systems and data sources critical to its operations. The company also sought to migrate off Microsoft Skype for Business, and needed a voice solution that would integrate with Microsoft Teams in order to continue to deliver a joined-up customer service experience.

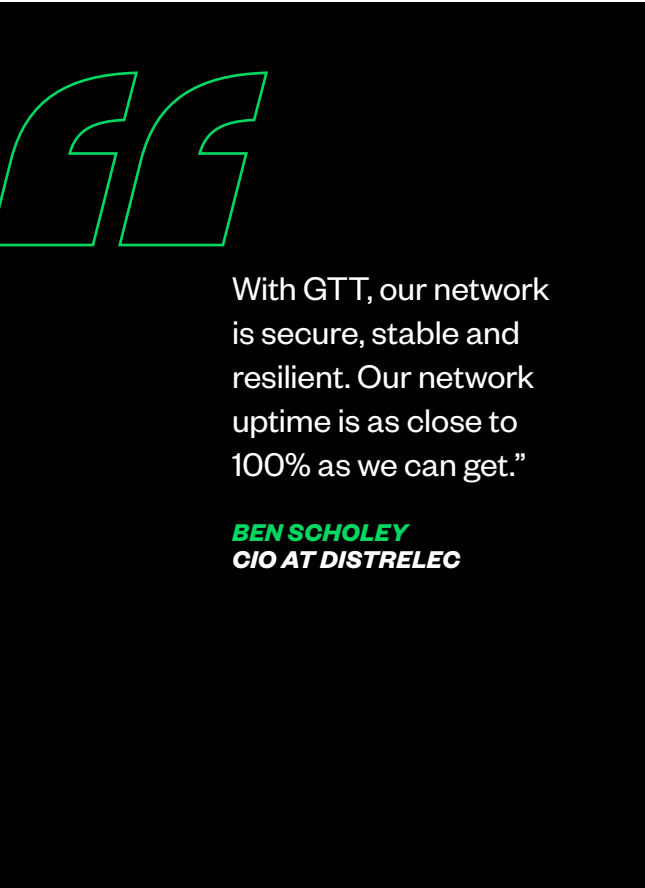
“Delivering a great customer experience for us means making sure our customers know with absolute certainty what we offer, where it is and when it will be in their hands,” said Ben Scholey, CIO, Distrelec.

“Driving digitalization across our business helps us inform our customers, employees and suppliers faster and ever more accurately — and a reliable network is the critical foundation for that.”

As part of its carveout, the company did a full audit of its existing services to determine what to keep and what to renew. Everything was evaluated based on what

was a best fit for the new stand-alone business. GTT was the existing network provider to Distrelec’s previous parent company.

“We went through a rigorous process to review every part of our former IT systems and infrastructure, and one thing that came up as absolutely stable and reliable was the network,” said Scholey. “So, from day one, we wanted to stick with the network we knew to be proven, and the GTT team we knew would be responsive and dependable during the migration ahead.”



RELIABLE, SECURE VOICE AND CONNECTIVITY FOR A GREAT RETAIL EXPERIENCE

Distrelec chose GTT’s hybrid WAN and SIP Trunking, bringing benefits such as:

A reliable network underpinning a high-quality, secure online customer experience

Distrelec’s hybrid WAN ensures sites and systems have assured connectivity in place, minimizing the potential business risks of downtime. The solution is supported by the global Tier 1 internet network owned and

operated by GTT. This ensures the company has high-performance, low-latency connectivity to any location in the world and every application in the cloud. Because the Distrelec website is directly connected to one of the world’s largest internet backbones with Points-of-Presence around the world, shoppers are rarely more than a couple of “hops” away between their own internet service provider’s network and GTT’s network backbone. This reduces latency and improves the web shop browsing experience.

In addition, GTT is among the first large-scale global Tier 1 providers to deploy the advanced verification system for IP addresses called Resource Public Key Infrastructure (RPKI) across its entire global internet backbone. This provides an additional validation check, making it much harder for criminals to imitate, or “spoof,” genuine website IP addresses and redirect traffic to a fake look-alike site. GTT clients with IP routes covered by an RPKI Route Origin Authorization (ROA) record can be assured that internet traffic to their site is fully secure throughout GTT’s entire global network footprint.

Optimized connectivity to the cloud

Distrelec uses Microsoft 365 and AWS for running much of its business and web presence infrastructure, complemented by other systems hosted in the cloud and data centers. GTT’s internet backbone can serve to connect the company’s users between locations and optimize traffic to reach any cloud providers and internet destinations. As Distrelec expands its business to new locations in the future, it can do so confident that GTT can support it with any connectivity requirement globally.

Unified communications for flexible collaboration

Distrelec leverages GTT’s SIP Trunking service together with Microsoft Teams to create a truly unified communications and collaboration platform. GTT is directly peered with Microsoft. Users are able to enjoy the many rich collaboration features of Microsoft Teams supported by the low-latency connectivity between Microsoft and GTT’s voice network. The service includes telephone numbers for all purposes with global termination. Distrelec engaged GTT and a partner to migrate to Microsoft Teams from an end-of-life Microsoft Skype for Business service. GTT’s expertise in supporting SIP Trunking direct routing to Microsoft Teams contributed to a quick and seamless uptake among Distrelec’s users.

A protected enterprise network from a single provider

Working with GTT, Distrelec has all its connectivity, voice and security needs met through a single supplier, which ensures ease of supplier management. GTT delivers managed firewalls and VPN concentrators to protect the company’s network and to ensure traffic is exchanged securely between users, regardless of location, as well as with its chosen supply chain and distribution partners. Distrelec also relies on GTT for protecting its web shop and any other internet-exposed applications against DDoS attacks with a cloud-based mitigation solution.

A NETWORK THAT JUST WORKS

Distrelec now enjoys an international Hybrid WAN solution that is secure, resilient and built for managing the high internet traffic volumes its business plans to grow. The company’s network from GTT helps it connect its systems and website to offer end-to-end visibility of supply to meet its customers’ critical delivery times. GTT SIP Trunking enables its in-house technology experts to advise customer callers on purchases through voice and video calls over Microsoft Teams.

“It’s quite simple, really. Our services from GTT just work,” said Scholey. “The carveout of our enterprise WAN was a complex project and took place almost entirely during the pandemic, but everything ran smoothly and the GTT team managing it was fantastic! With GTT, our network is secure, stable and resilient. Our network uptime is as close to 100% as we can get, which is exactly what we need to support our web shop and business-critical applications and ensure the best experience for our customers.”

Distrelec has been able to expand its customer service experience in new ways following its migration to Microsoft Teams.

“Working with GTT and its partner we have been able to do a full Teams migration, which was a very good experience — smooth sailing,” said Scholey. “We now have greater flexibility in how we take and handle calls, including the ability to switch to video when it makes sense to demonstrate and discuss our products with customers. Where we have multilingual employees and experts based in one country but able to support others in local languages, inbound calls can now be routed seamlessly between them. This means we can cope with customer demand much more flexibly and serve buyers faster.”

THE CONNECTED FUTURE

Distrelec is in the process of expanding its development teams and organizing its product management around the digital customer experience. It also expects to continue to build its market presence across Europe.

“GTT has proven itself as a partner to us. We’re confident GTT has the services, experience and customer-centric approach to support our requirements as we continue our digital transformation journey and grow our digital services and international footprint,” said Scholey.

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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