

CASE STUDY

SECTOR

Rental and Leasing Services

SERVICE

Managed SD-WAN

MPLS

Dedicated Internet

Wireless Broadband

Professional Services

Managed Firewall

LOXAM + GTT

ACCELERATING DIGITAL TRANSFORMATION





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JEAN-LUC SANCHEZ
CTO AT LOXAM

LOXAM RELIES ON GTT MANAGED SD-WAN TO SUPPORT ITS INTERNATIONAL RENTAL BUSINESS



As part of its digital transformation to an omnichannel customer experience, Loxam needed high-performance and secure access at every rental location. Loxam chose GTT to provide the tools and solutions to help employees create exceptional customer interactions every time.

GTT Managed SD-WAN and enhanced connectivity services were deployed to power new cloud-based applications and platforms and integrate existing business applications into one managed solution.

SOLUTION HIGHLIGHTS

- Managed SD-WAN across 115 sites
- Guaranteed 99,99% global network availability
- Improved connectivity automates flow of information between customers and suppliers
- One-stop shop with added professional services
- Improved total cost of ownership by 15%

KEY STATS

- Countries covered: 30
- Workforce: 11,000
- Local agencies: 1090+
- Revenue: 2.4 billion euros in 2022

Loxam is a European leader in commercial and industrial machinery and equipment rentals, offering over 600,000 items to customers across 30 countries. With sites, employees and clients spread far and wide, it is dependent on solid connectivity to keep its operations running.

“At Loxam, we are digitally transforming our internal supply chain processes. We have worked with GTT to reshape our network to ensure a consistent, assured performance and improved real-time access to data,” comments Jean-Luc Sanchez, CTO at Loxam.

THE CHALLENGE

In the wake of the pandemic, Loxam accelerated its digital transformation, improving its existing processes and devising new services to support its employees and provide an exceptional omnichannel experience for its customers. This included rolling out new cloud-based applications and platforms, as well as integrating existing business-critical systems such as Citrix to manage digital workspaces, payments, global equipment rental and human resources.

Reliable and scalable network connectivity is crucial to Loxam, as most of its business is done online and over the phone. Poor connectivity across the corporate network, or latency and suboptimal routing issues to cloud providers, can severely impact the performance of applications across a distributed and complex system of services.

“Making sure customers enjoy a positive user experience every time they rent is critical to our company’s success. GTT has helped us achieve these objectives by delivering a reliable and secure SD-WAN solution that allows me and my team to focus our attention on supporting our business, rather than worrying about our network.

JEAN-LUC SANCHEZ
CTO AT LOXAM



THE SOLUTION

"GTT Managed SD-WAN and connectivity services supports our digital transformation," says Jean-Luc Sanchez.

A flexible managed network

GTT provides Loxam with a Managed SD-WAN solution covering 115 sites across seven European countries. The network supports end-to-end application performance and increases efficiency. Each location features co-managed firewalls and dual connectivity of DIA and MPLS. The SD-WAN overlay self-configures for high availability and optimizes traffic journeys across the GTT Tier 1 IP Backbone.

Real-time reporting

GTT configured the network underlay on a site-by-site basis, leveraging its established global relationships with 400 preferred local access providers to ensure the best option for each location and application. The managed SD-WAN solution integrates GTT's global Tier 1 IP network, to ensure Loxam benefits from an end-to-end network solution built entirely to suit its needs. Real-time reporting through GTT's customer web portal, EtherVision, provides the ability to monitor

network performance, track real-time statistics, and view order status and billing all in one place.

Seamless connectivity for applications

A significant component of Loxam's business is its use of critical applications throughout its organization. Losing access to Citrix and payment applications means losing business and impacts brand reputation. GTT Managed SD-WAN ensures critical applications are always prioritized and available, and the two Citrix data centers supporting Loxam branches never lose connectivity. Using SD-WAN, Loxam can enable new apps across its entire enterprise, automating and maintaining configuration changes globally.

Dedicated customer service

Loxam enjoys premium support from a dedicated GTT customer service team. Bringing in technical expertise and operational experience helps manage the complexity of the network solution. The dedicated team works closely with Loxam to set up the network and its management in a way that works and is right for the company culture and priorities, monitoring and tracking the network to ensure service availability.



CASE STUDY

"By decreasing the complexity of our network and outsourcing its management, we have freed up our time to focus on the businesses and serving customers, working to increase in productivity and revenue.

JEAN-LUC SANCHEZ
CTO AT LOXAM





With GTT, I do not hear people talking about our network as frequently as they did a few years ago, so I know everything is performing well, with no service issues. GTT's network is secure and reliable, and the team managing the solution is smart and proactive, which means we can focus on supporting the business."

JEAN-LUC SANCHEZ
CTO AT LOXAM

THE RESULTS

"One of my favorite metrics for measuring the performance of our SD-WAN is how often I hear the network issue raised by our management team," Jean-Luc Sanchez said. "With GTT, I do not hear people talking about our network as frequently as they did a few years ago, so I know everything is performing well, with no service issues. GTT's network is assured and reliable, and the team managing the solution is smart and proactive, which means we can focus on supporting the business," said Jean-Luc Sanchez.

Increased network reliability ensures every part of Loxam's organization stays connected, allowing it to deliver an omnichannel experience online, in store and on the move. The solution automates the flow of information between the rental company, its customers and its suppliers, helping it achieve its goal of delivering the best rental experience across all touch points.



THE CONNECTED FUTURE

GTT's professional services provide Loxam with extensive customer support, including working with its IT team to achieve internal certifications for SD-WAN and set meaningful KPIs for its network transformation. These additional SD-WAN services lay the foundations for future network evolutions and allow for continued expansion. The professional services support is designed to make sure the network is working at its desired level and reduces the time Loxam's internal IT team spend on network problem solving.

"We value GTT as our long-standing partner for the secure connectivity that is so foundational to our business and future strategy. We look forward to continuing to work with GTT to evolve our network," said Jean-Luc Sanchez.

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 sales and 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, visit www.gtt.net



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GTT Making
Exceptional
Possible

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