



Oriflame Gets Network Makeover

Kedington upgrades network and phone system to run dual premises as one

Oriflame, the direct sales natural Swedish cosmetics company, has engaged Kedington to makeover its network. The cosmetics company was originally forced to move half of its Bray operations to a second adjacent location for the duration of a major renovation of its main offices. Kedington was engaged to provide a seamless upgrade of the network, allowing the two premises to function as one entity. Kedington won the competitive tender based on cost and a single point of service for all communications infrastructure.

Christine Healy, IT manager, Oriflame, says: "We were faced with significant disruption to our operations, and the task of linking the two premises to function as one. Kedington had the technical expertise in the area that Oriflame needed – a laser link – and at a budget that was competitive."

The challenges facing Oriflame were significant. Due to major renovations planned for their offices and laboratory in Bray, they were forced to move half their staff to adjacent premises for a ten month period. The challenge was to integrate both sets of staff over one data network and one phone system during the enforced division of the company.

Initially, Oriflame briefly considered building a new network at the temporary premises and creating a micro-company. However, IT staff was aware of Laser technology and its capabilities and knew it had potential for solving the issue. Oriflame approached 3COM to discuss the phones solution and Kedington was recommended as a gold partner. From further discussions with Adrian Sadlier, Solution Sales manager with Kedington, Oriflame became aware that Kedington would also be able to supply the Laser component of the solution.

Niall Maguire, network administrator, Oriflame says: "We were very happy to discover that Kedington would be able to supply all aspects of the solution: the phones, the laser link and network setup. The advantages to us would be that in any issues that would arise during the turbulent building project, Kedington would be the one point of contact for them all.

"There were many advantages to working with Kedington. The solution we used not only resolved operational issues during the partial relocation but will be of ongoing benefit to Oriflame long after we have moved back into the renovated premises. In fact, the use of a converged network (IP for voice and data) will make that re-integration of the companies operations much easier. We simply have to relocate rather than re-install and re-configure the infrastructure."

As Sadlier explains: "By replacing the existing infrastructure with a converged network we were able to look beyond the existing problems caused by the dislocation and provide a platform designed to meet Oriflame's ongoing communication requirements. Cost reduction, increased functionality and operational efficiency were key criteria in the network design.

"Since digging up the street was not possible for the building linking, the challenge facing Oriflame was to develop a plan to provide an alternative connection between the two buildings. Because there was a clear Line Of Sight (LOS) between the two buildings Oriflame had decided to install a Laser Link and Kedington advised on a cost effective 100Mb laser Free Space Optics (FSO) link which resulted in a single LAN rather than two linked networks. Oriflame were very

happy that Kedington had taken in to account the fact that this was a temporary endeavour which therefore needed to balance between speed and cost.”

The key to this solution was the use of a converged IP based network. By ensuring proper prioritisation of traffic over the FSO link, Kedington was able to deploy a 3Com NBX V3000 Voice over IP solution (VoIP) that serviced both buildings. From an operational point of view it was a single, integrated solution that was location independent.

The fact that calls between the two buildings were free was a minor benefit; the major benefits were operational; it delivered an integrated telephone system for the whole company, regardless of where the employees were based.

“There is another major benefit too. When the company returns to its original premises, the telephones just have to be plugged into any available network point. There is no need to reconfigure the system, no need to call in external engineers to integrate the phones – the system will work transparently as before,” explains Sadlier.

The two buildings are separated by some 70 metres. There is no ducting in place between the buildings and in addition, there is a lot of construction going on in and around the building. Oriflame knew that a fibre link would not be a viable solution, due to cost and vulnerability during the ongoing civil works. Laser, or FSO, links provide LAN speeds (100Mb) at a low cost with a high degree of reliability and security. As there is a clear Line of Sight (LOS) between the two buildings, FSO was an obvious choice.

The upgrade and integration process went smoothly. As Technical Manager, Oriflame says: “The engineering team at Kedington is very experienced. They had dealt with similar installations before and were familiar with the kind of potential hiccups that might impact the installation. As one would expect with an installation of this complexity, there were some teething problems at the start, but Kedington was quick to react to these and very efficient in overcoming them. They also provided a strong maintenance contract which was utilised during these times. Kedington had remote access to our network, which allowed them to respond quickly and efficiently.”

We look forward to working with Kedington in the months ahead and would happily recommend them other companies finding themselves in a similar position.

About Oriflame

Oriflame is a cosmetics company that sells high-quality natural skincare and cosmetic products through an independent sales force, outside the traditional retail environment. Direct sales allows customers to get advice and inspiration from people they know and trust. Buying direct is reliable and convenient.

Oriflame Cosmetics is today one of the world's fastest-growing cosmetics companies. Oriflame is present in 59 countries and is one of the market leaders in over 30 countries. A sales force of 2.1 million independent Sales Consultants market a complete range of high quality skincare, fragrances and cosmetics.

Although the company has grown rapidly it never lost sight of its original business concept - Natural Swedish Cosmetics from friend to friend.

About Kedington

Kedington was founded in 1989 and was purchased by Denis O'Brien's Esat in 1999. In March 2003 an MBO, lead by Matt Porter and Colm Lyons was concluded taking the company back into private ownership. Matt and Colm managed to secure the entire Republic of Ireland operation, with offices in Dublin, Cork and Limerick, and kept the original management team together. Its customers have enjoyed a seamless change-over and continue to benefit from a huge wealth of expertise that still resides within the group.

For more information, please visit www.kedington.ie

Adrian Sadlier	Kedington	086 805 7679
Jillian Godsil	PRG	053 94 29676