



AppBeat DC Addresses Colgate-Palmolive's Performance Challenges



Customer:

Colgate-Palmolive

Industry:

Consumer Products

Location:

Piscataway, New Jersey, U.S.

Crescendo Networks Solution:

AppBeat DC™

Results:

- Improved end user response time by 50%
- Saved ~ 33.78 seconds per intranet user login
- Dramatically reduced costs
- Provided immediate ROI

Colgate-Palmolive is a \$13.8 billion global company serving people in more than 200 countries and territories with consumer products that make lives healthier and more enjoyable. Colgate focuses on strong global brands in its core businesses — Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate is delivering strong global growth by following a tightly defined strategy to increase market leadership positions for key products, such as toothpaste, toothbrushes, bar and liquid soaps, deodorants/antiperspirants, dishwashing detergents, household cleaners, fabric conditioners and specialty pet food.



The Challenge

Colgate-Palmolive's portal applications were already experiencing increasing performance problems which would only be exacerbated by future plans to migrate more applications to the Web, increase employee intranet access and increase intranet data. As such, the Colgate IT staff began looking for ways to increase both application performance and the availability of applications running on the corporate intranet.

Arthur Fleiss, Colgate's IT Architect, initiated a project to review application acceleration solutions that could alleviate Colgate's intranet performance and reliability issues. Fleiss looked at a variety of acceleration technologies, narrowing his alternatives to symmetric WAN optimization controllers (WOCs) and asymmetric application delivery controllers (ADCs).

"Colgate had a need to provide faster access to web-based applications for our global users, while making minimal changes to our environment. We did not want to invest in more bandwidth, change our application code, install software on our servers, put devices in more than 100 remote offices, modify the network, change our data center infrastructure or change client devices," Fleiss remarked. "We also did not want to be dependent on a separate remote office device," Fleiss added.

Fleiss' team determined the solution criteria and agreed to employ a proof-of-concept test to ensure they achieved the increases in performance and application availability they needed to mitigate their end user application performance challenges.



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Colgate's success criteria included:

- Reducing end user response time globally by at least 30%
- Making performance more predictable
- Enabling existing servers to support up to twice as many users
- Reducing application bandwidth consumption
- Increasing usage of the portal while decreasing end user frustration

The Solution

After exploring WAN Optimization Controllers (WOCs), Fleiss decided they would not be a viable solution as they require devices to be installed at every remote location. This led him to Crescendo Networks' AppBeat DC solution that provides application acceleration and optimization via a device in the central data center.

AppBeat DC is the industry's best performing application delivery solution, providing high availability, scalability, acceleration and optimization for web applications. Unlike other solutions, AppBeat DC leverages the industry's only purpose-built platform, uniquely designed for maximum performance and feature concurrency. By offloading servers from process-intensive tasks and optimizing the delivery of the application to the users, AppBeat DC significantly improves the overall application performance, security and availability while reducing data center costs.

"Of the acceleration solutions that we short-listed, Crescendo's AppBeat DC product rose to the top of the list. It delivered the ability to accelerate traffic with a single device and provided all the features we needed."

- Arthur Fleiss, IT Architect

Seamless integration, the ability to configure IP addresses and TCP ports for each server being accelerated, opening persistent TCP connections to each server, handling all application traffic and content compression, providing SSL offload and acceleration and completing TCP termination requests were all features that Colgate's IT team expected – and received – from AppBeat DC. Achieving best-of-breed load balancing (Layer 7) was an added value – one that the team appreciated but had not anticipated.

The Results

As a result of the proof of concept, Colgate determined that installing AppBeat DC would deliver an immediate return on investment (ROI). "We based our cost justification on faster access, increased server capacity, increased bandwidth utilization and AppBeat DC's application assurance," Fleiss commented. His team estimated that AppBeat DC would save 33.78 seconds per user/per login. Based on two user logins per day, AppBeat DC could (and did) deliver 375 hours of additional time per day resulting in significant and dramatic cost savings.

"AppBeat DC also added additional levels of security to internal servers and applications and satisfied and/or exceeded all of my solution requirements," claimed Fleiss. In terms of LAN access, AppBeat DC improved end user response time by 46%. With regard to WAN DSL access, AppBeat DC improved end user response time by 50%. "I'm pleased that AppBeat DC delivered performance and optimization results in excess of our requirements," he added.

"When we are fully deployed, we will have 20,000 users served through the AppBeat DC device. Even during our testing, with users accessing our applications across the world, we saw the kind of improvements we expected. India showed a 40-50% improvement in response time, as did New York. Our testers are IT experts and they recognized the response time improvement and seamless interoperability AppBeat DC provided immediately," Fleiss observed.

About Crescendo Networks

Crescendo Networks is the recognized performance leader for accelerating and optimizing the delivery of business-critical, web-enabled applications. The company's unique multi-tier application architecture dramatically improves the operation of today's demanding application infrastructure. The world's largest corporations and fastest growing web properties rely on Crescendo for the application performance and efficiency needed to ensure usability, facilitate rapid business growth, lower IT costs and capture additional revenue. To learn more about Crescendo Networks' application delivery solutions, visit www.crescendonetworks.com.

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International Headquarters

6 Yoni Netanyahu Street
Or-Yehuda 60376, Israel
Phone: +972-3-634-6120

US Headquarters

633 Menlo Avenue, Suite 230
Menlo Park, CA 94025
Phone: (866)830-0400