

# DATAQUEST

A DATAQUEST Partner Special

The Business of Infotech

## IT CASE BOOK 2009



### VIRTUALIZATION

In Association With

**CITRIX**<sup>®</sup>

- **Easy Application Delivery**  
Perfetti Van Melle
- **Centralizing Core Application**  
Fullerton India Credit Company



# Easy Application Delivery



**BASANT K CHATURVEDI**  
SENIOR MANAGER, IT  
PERFETTI VAN MELLE INDIA

The application virtualization capabilities of Presentation Server have improved network performance

## Results

- On-demand application delivery raises user productivity and satisfaction
- Centralized application delivery reduces IT costs
- Secure application delivery supports compliance
- Mobile application access enhances business agility
- Bandwidth cost savings of Rs 1.1 mn (approx \$25,000 per annum)

Perfetti Van Melle has used Citrix technologies to provide anytime, anywhere, secure application access to its employees, including its mobile workforce

Perfetti Van Melle India (PVM India) is a market leader in confectionery products, with brands such as Alpenliebe, Center Fresh, Chlor-mint, Cofitos, Center Shock, Mentos and Happy-dent White.

### Poor Access to Core Apps

PVM India's goal was to maintain its leadership status in the burgeoning Indian confectionery marketplace. To ensure high levels of information optimization that result in business intelligence, PVM invested in SAP R/3 4.7 in 2003. However, over time and with the rollout of more SAP modules in 2005, application availability became a concern. Bandwidth constraints were impacting application performance, and mobile workers who did not have access to laptops were unable to carry on their work while traveling.

A secondary sales application was also a major issue for the 150 salespeople of PVM India. This application provided important sales data, but slow and cumbersome access delayed report generation, thus hampering business agility and decision making.

Similarly, with SAP serving as a mission-critical application for PVM India, any disruptions resulted in discontinuation of various key business activities. This created a threat to the company's leadership position and negatively impacted customer service levels.

Basant K Chaturvedi, senior manager, IT, Perfetti Van Melle India, says, "While scoping the market, we discerned that Citrix technologies could help us address the myriad issues affecting our organization's access to core applications and over-

all business productivity." The company embarked on a three-phased implementation process.

### Centralized Application Delivery

In 2007, PVM India partnered with PC Solutions (a Silver Citrix Solution Advisor) to implement a solution comprising Citrix Presentation Server and Microsoft Windows Server 2003, running on three HP BL460C blade servers. Citrix Systems India was also involved with many aspects of the implementation.

Now the organization is delivering a number of Windows- and Web-based applications to approximately 110 users. These include SAP, Microsoft Outlook and Office, the customized secondary sales application and Track-IT (an IT help desk application). Internet connectivity is through MPLS leased lines.

In the first phase, applications were published through Citrix Program Neighborhood with requests being received on Citrix Presentation Server. The intent was to improve application performance over LAN and ensure high availability of applications through server load balancing.

Phase 2, which was completed in March 2007, involved enabling anywhere, anytime secure application delivery to sales users and top management users over the WAN using Citrix Access Gateway, Advanced Edition.

Phase 3 implementation centered around enabling mobility, increasing productivity and improving organizational agility by delivering applications to a number of key business personnel and executives on smart phones. This phase was completed in June 2008. ◀



# Centralizing Core Application

**Citrix's solution helped FICC roll out branches faster, and save on manpower**

**F**ullerton India Credit Company (FICC) provides a complete range of financial products and solutions. The company's main line of business is credit lending and disbursements. Its two core product offerings are: Parivaar, for the salaried individual; and Vyaapar, for small shop owners and entrepreneurs.

## Bandwidth Crunch

As a newly established, non-banking financial services company (NBFC), FICC had to position its product offerings strategically in a highly competitive, while addressing its ambitious growth vision. Rapid time to market in terms of rolling out branches, offering the products and making information available for employees were key metrics.

In the initial test environment encompassing forty branches, Fullerton tested its core application, which runs on the skeleton structure of Flexcube, a banking product, and Omniflow, a document management and workflow system, on 64 kbps bandwidth. But the application's many modules and branch-side processes and customizations, together with the large number of branches, kept pushing up bandwidth requirements. Users at various branches faced several issues in accessing the applications.

## Speedy Application Delivery

Fullerton India implemented a solution comprising Citrix Presentation Server and Microsoft Windows Server 2003. The NBFC partnered with SK International, a Silver Citrix Solution Advisor, for a proof of concept, and Orient Technologies, a Gold Citrix Solution Advisor, to carry out

the implementation in two months after an evaluation and testing period of about five months.

Currently, about 3,000 concurrent users across nearly 900 branches access the core systems application and its modules. Internet connectivity is through Close User Group (CUG) networks. The users connect via MPLS leased lines, radio frequency (RF), wireless data VPN (WDVPN) and VSAT. Each branch is given two or three data cards to ensure secure WDVPN connectivity at all times and directly onto the Citrix platform via a web interface.

## Multiple Benefits

According to Abhijeet Upponi, vice-president, enterprise IT infrastructure, Fullerton India Credit Company, "The centralization capabilities of the Citrix solution have enabled faster delivery of the core business application across branches of the organization and allowed us to get branches operational quickly."

Scalability is no longer an issue. Faster branch rollouts can be achieved as complete branch readiness for application access is no longer a requirement. Further, there is faster and centralized application delivery and virtualized access to the application by a large number of users.

The rollout has been executed within the specified budgets, as expenses are kept low due to Citrix technologies. Branch rollout time has reduced from seven to two to three days. Further, avoiding sending engineers on site has resulted in a huge saving of 35 to 40 man-months. Bandwidth has also been optimized. ◀



**ABHIJEET UPPONI**  
VICE-PRESIDENT, ENTERPRISE IT  
INFRASTRUCTURE, FULLERTON  
INDIA CREDIT COMPANY

**The centralization capabilities of the Citrix solution enabled faster delivery of the core business application across branches of the organization**

## Results

- Faster rollout of branches to support business expansion
- Better application availability for enhanced customer service
- 50% lower bandwidth costs
- Savings of about forty man-months of engineering time in first five months