

REDUNDANCY & PATH DIVERSITY

Beauty products manufacturer secures business continuity with truly redundant WAN connectivity.

L'ORÉAL USA

Goals:

- Implement dynamically routable WAN failover solution
- Failover connection must be truly redundant; if primary fiber goes down the second connection must support the IT platform
- Solution must be reliable enough for business continuity planning

Skyriver Services Utilized:

- 100% CIR
- ≥99.99% Uptime
- ≥99.5% Packet Delivery
- ≤40 ms Latency

L'Oréal USA dynamically routes WAN connectivity between Skyriver and its legacy provider. Skyriver provides path diversity where other commercial-grade broadband solutions cannot.

CUSTOMER PROFILE

L'Oréal USA is a subsidiary of the L'Oréal group headquartered in Paris, France. L'Oréal is a leader in the beauty industry, creating products for hair, skincare, cosmetics and fragrances, for the consumer, the luxury, and the professional markets.

With over 10,000 employees, 15 distribution facilities across six states, and 5 manufacturing facilities producing 32 brands, L'Oréal USA is at the forefront of the American beauty industry. Coordinating this kind of production force requires judicious use of real-time business applications as well as robust asset tracking and ERP. These concerns have led L'Oréal USA on a search for a backup WAN solution for over a decade.

CHALLENGE

The problem with seeking broadband redundancy in a market dominated by legacy telecom providers is that there is little diversity in the field. Even entirely different broadband products, from entirely different companies often share the same carrier line (be it copper or fiber). This can create single points of failure for more than one connection simultaneously.

Traditional telecom offerings appear to provide a great many options for broadband service, but in most cases the media for those solutions are laid in the same conduit. Therefore, when one connection is physically impacted, all connections that share the conduit are impacted.

L'Oréal USA explored locally available options including Qwest, AT&T, and Sprint. L'Oréal USA experienced connectivity losses from many of these carriers at the same time. They were also in discussions with Time Warner that had plans to run new fiber to the area. Unfortunately there was no guarantee when fiber Internet service would be available, or that Time Warner would provide a new point of ingress. Additionally, the carrier wanted L'Oréal USA to absorb a significant portion of the fiber build-out cost.

"We had been looking for a broadband connection that offered actual redundancy since 2002. There was no solution available. We explored options with every legacy provider in our area, but they all enter the facility through the same trench."

*Robert Boothby
Director of IT Infrastructure, L'Oréal USA*



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SOLUTION

When Robert Boothby, Director of IT infrastructure for L'Oréal USA, discovered Skyriver business broadband was readily available, it was an obvious choice. Skyriver was able to quickly deploy an enterprise broadband solution. Skyriver's service is delivered via fixed wireless, thereby providing the path diversity needed to ensure peace of mind when the primary WAN connection becomes impacted.

Skyriver's core and access networks offer carrier network diversity and path diversity. Hence, when L'Oréal USA experiences a loss of connectivity from their primary circuit, they will avoid downtime, as Skyriver's failover broadband connection will not be impacted. Additionally, Skyriver business broadband is optimized for real-time services, which makes it well suited for the VoIP phone system that the distribution center utilizes, as well as their robust ERP.

"The circuit Skyriver has been providing since 2014 has proven to be reliable. When the primary fiber connection went down, the transition to Skyriver's redundant service was seamless. In addition to the connection itself, Skyriver's account team is an asset for our internationally-based operations."

Robert Boothby

Director of IT Infrastructure, L'Oréal USA