



WAN performance optimization as a basic module of a globally consolidated outsourcing infrastructure

Siemens IT Solutions and Services Deutschland

The Cisco Wide Area Application Services (WAAS) provides Siemens IT Solutions and Services with a reliably performing access to consolidated dataset files in geographically diverse branches. The reduced latency times in the wide area network allow for the first time small container offices, for example at a construction site, to also benefit from individually tailored Siemens outsourcing services. For Siemens IT Solutions and Services customers, this not only translates into significant savings, but also gives them the opportunity to standardize business processes across locations. The application example of the network-based optimization solution by Cisco shows that the global consolidation and virtualization strategy of Siemens IT Solutions and Services not only provides “classic” outsourcing cost savings – but secure and stable processes coupled with efficiency and productivity, even in remote customer service locations.

Siemens IT Solutions and Services was launched in early 2007 as a new global player in the growing IT services market. The company bundles all major IT competencies of Siemens that were previously available from various corporate units. The targeted concentration of expertise and resources resulted in a broad, highly integrated portfolio of sector specific solutions with which Siemens IT Solutions and Services covers the whole range of innovative information and communication technologies. In addition, customers benefit from the global presence of the parent company – Siemens operates subsidiaries in more than 190 nations, an advantage that is especially pertinent to the globally available Siemens IT Solutions and Services outsourcing services. The cooperation within the Group allows Siemens IT Solutions and Services to provide internationally set-up companies with tailored IT services practically in every location around the world.

Background

Since early 2007, Siemens IT Solutions and Services has been bundling all essential IT competencies of the Siemens Group. The new IT company supports internal as well as external customers in more than 190 countries around the globe.

Challenge

Reliably performing file access via WAN is the prerequisite for fully tapping the potential of the Siemens IT Solutions and Services outsourcing model for cost reduction and process improvement in satellite stations of every size.

Solution

Cisco WAAS accelerates the file access via wide area networks through optimized protocols and intelligent caching. Since this largely eliminates the need to increase bandwidths, even small customer locations can benefit from the Siemens IT Solutions and Services outsourcing services in a very cost-effective fashion. The showcase model constitutes a milestone in the setting up of the globally consolidated outsourcing infrastructure of Siemens IT Solutions and Services.

Benefits

- Extremely cost efficient: performance in the WAN almost equal to LAN
- Global: Siemens IT Solutions and Services outsourcing possible for every satellite station
- For Siemens IT Solutions and Services customers: cross-location uniform process quality
- Siemens IT Solutions and Services advances the consolidation of its global service infrastructure
- Sustainably lowered capital and operating costs

IT Outsourcing: Increased focus on process quality

Generally speaking, there are many reasons for IT outsourcing. The most prominent one usually involves cost issues that favor the full or partial outsourcing of IT operations and/or hardware. This is because outsourcing transforms (usually hard to calculate) variable costs into foreseeable fixed costs. Depending on the employed version and the degree of outsourcing, investment risks can be avoided, coupled with significant savings and substantially more transparent cost structures. Companies can also disengage themselves from so-called context tasks that are not part of their actual core competencies. This in itself already renders IT operations more professional. In addition, IT outsourcing also represents a very cost-effective method of keeping up with the continuously briefer technological innovation cycles – which many companies would not be able to do, if only for economic reasons.

However, even beyond these “classical” effects, in the era of progressive globalization the importance of IT outsourcing is growing. “More and more companies are recognizing the great potential of professional outsourcing solutions as a strategic option for the cross-location standardization of their business processes,” said Georg Pessler, Delivery Portfolio Manager at Siemens IT Solutions and Services. “The higher the number of nationally and internationally distributed locations, the more this aspect affects the competitiveness of the company.”



Cisco Network Optimization Technology: WAAS 4.0

Protocol optimization overcomes WAN bottlenecks

Siemens IT Solutions and Services addresses this objective demand with a broadly based consolidation concept, specifically involving the centralization of server and storage resources of distributed subsidiaries. The practical application challenges to this concept become evident in the desktop environment operating and outsourcing services that Siemens IT Solutions and Services provides to customers such as logistic service providers and the construction sector. A construction service provider is dependent on a reliably performing system that allows site managers and engineers to access centrally stored data from a container office at a construction site. “In such situations in particular, latency delays in the networking lines had previously negatively affected our outsourcing services. We were therefore looking for a solution that would allow the connection of such field offices to a consolidated data center in a cost-effective way,” said Georg Pessler, summing up the original reasons for the implementation of the Cisco Wide Area Application Services (WAAS).

“With Cisco WAE in the ISR we now have WAN performance levels almost equal to the LAN at construction sites and distribution centers.”

Georg Pessler,
Delivery Portfolio Manager, Siemens IT Solutions and Services



Cisco WAAS is a network optimization technology that is implemented on a Wide Area Application Engine (WAE). Based on a symmetrical concept, WAEs are applied as appliances or as plug-in modules for the Cisco ISR (Integrated Services Router) at data centers as well as in field offices. This practically eliminates the unpredictable transmission method via the WAN (Wide Area Network). Cisco WAAS improves the performance of applications and data access in different ways – on the one hand, signal delays due to latency and jitters are significantly reduced in the WAN, while on the other hand Cisco WAAS improves the performance of transport and data access protocols from the era of local computer networks, for example via intelligent caches that eliminate redundant protocol information. “With Cisco WAE in the ISR we now have WAN performance levels almost equal to the LAN at construction sites and distribution centers.”

To date, Siemens IT Solutions and Services has implemented 28 and 14 Cisco WAEs respectively for two customers – in both cases the numbers will increase further. In addition to significantly reduced operating costs, the availability and security of business relevant information at the concerned customer locations are also improved, in part due to centralized backup and recovery processes.

Outlook: Global consolidation and virtualization strategy

Other than these immediate benefits for its customers, the use of Cisco WAAS also has more far-reaching aspects for Siemens IT Solutions and Services. Under the name Virtual Enterprise Computing Platform (VECP), Siemens IT Solutions and Services is setting up a global service infrastructure primarily based on virtualization. This allows the consolidation of server and networked storage resources into a “global capacity pool” from which services can be flexibly extended to customers located any place on the globe. Cisco developed its Data Center Network Architecture (DCNA) with a similar aim. DCNA employs intelligent networks as the backbone of virtual server fabrics and cross-location consolidated storage networks. As part of the DCNA portfolio, Cisco WAAS provides Siemens IT Solutions and Services with reliable performance for file and application access via WAN – a prerequisite for the VECP concept. “We will apply the proven solution on a global scale from a centralized location. This guarantees standardized processes at every subsidiary, coupled with the highly effective utilization of all available IT resources,” concluded Georg Pessler.

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