



## Cisco BYOD Smart Solution helps furniture company enhance creativity and mobilize sales teams

### EXECUTIVE SUMMARY

**Customer Name:** Vitra AG

**Industry:** Manufacturing

**Location:** Switzerland

#### Challenge

- Make wireless key enabler for business transformation
- Prepare for bring-your-own-device (BYOD)

#### Solution

- Cisco BYOD Smart Solution, based on Cisco Identity Services Engine, Cisco AnyConnect, and Cisco CleanAir technology
- LAN refresh using Cisco Nexus and Catalyst switches

#### Results

- More effective sales teams and supply chain operations
- Closer and more impactful engagement with customers
- Time and operational expenditure savings from simplified IT operations

### Challenge

Vitra furniture is renowned for its style and quality. The company has a flair for innovation, creating memorable products for homes, offices, and public spaces. Working with top designers from Charles and Ray Eames, inventors of the famous Eames Plastic Chair in the 1950s, to newcomers like Ronan and Erwan Bouroullec, many of its designs are classics.

The business is headquartered in Switzerland but its flagship store, VitraHaus, is located across the border in Weil am Rhein, south Germany. The VitraHaus invites visitors to explore, define and refine their sense of design. A visit to the VitraHaus is like taking a trip through design history, but it also offers the opportunity to encounter the work of leading contemporary designers. Furnishings and objects from the Vitra Home Collection are arranged in a variety of settings for both living and working.

Communications and collaboration are central to bringing these concepts to life. Vitra has been partnering with Cisco for over a decade, evolving its IT infrastructure and expanding wireless LAN deployments. The biggest concentration of wireless access points, more than 70, is at Weil am Rhein. The latest stage of that IT strategy intends to make wireless a key enabler for business transformation. "Improving guest Wi-Fi access was very important," says Marco Gersbacher, head of IT infrastructure services at Vitra, "while we also wanted to make sure the business was fully prepared for bring-your-own-device."

Although Vitra had no formal bring-your-own-device (BYOD) policy, a growing number of employees were using personal smartphones and tablets alongside company laptops in the workplace. This trend created problems with device recognition and password reset requests. Certain devices could connect only over the wired network, others just to Wi-Fi, and some not at all. So, a robust BYOD framework was a strategic priority. Without visibility of devices, however, the company was unable to guarantee network performance and security.



**“Authentication takes place automatically. Users don’t have to remember countless passwords, and we don’t receive so many calls asking for support. In fact, we have complete control over who can connect to the network and what they can do.”**

Marco Gersbacher  
Head of IT Infrastructure Services  
Vitra

### Solution

A validated Cisco® Borderless Network design has helped enable Vitra unify access across all network domains: wired, wireless, and VPN. The solution was installed by NextiraOne and includes the following components:

- LAN refresh, based on Cisco Nexus® 5548 and 1000V Series Switches in the core and Cisco Catalyst® 3750 and 2960 Series Switches at the edge
- Cisco® BYOD Smart Solution, featuring the Cisco Identity Services Engine (ISE) and offering an all-in-one network policy control platform
- Cisco Aironet® 3500 Series Access Points with CleanAir® technology, forming a self-healing, self-optimizing wireless infrastructure that intelligently avoids RF interference
- Cisco AnyConnect®, combined with Cisco ASA 5520 Series Firewalls, providing a highly secure VPN service for remote and home workers

The first element, the switching upgrade, has optimized IT services with highly available 10Gbps performance. And the Nexus 1000V Series Switches have given the company greater insight into virtual machines operating within the computing center. But the company’s imaginative vision for mobility really brings the transformation to life. Using the Cisco BYOD Smart Solution, Vitra has set up three securely partitioned wireless zones: for warehouse operations, for staff working in the office, and for guests visiting VitraHaus.

“We’ve integrated ISE with Active Directory,” says Gersbacher. “Authentication takes place automatically. Users don’t have to remember countless passwords, and we don’t receive so many calls asking for support. In fact, we have complete control over who can connect to the network and what they can do.”

Vitra chose Cisco ISE as its Cisco Access Control Server was old and had to be updated or replaced. Gersbacher adds: “We migrated existing scenarios such as authentication for VPN and wireless to ISE. Furthermore we got additional functionality, for example profiling tools for better network management.”

### Results

Vitra has gained new business benefits. Employees can stay connected wirelessly and move freely between workspaces and buildings without having to constantly reinitiate sessions and reopen applications. This newfound flexibility is helping enable sales teams to hold richer, deeper conversations.

“Before, a colleague might have been sitting at a table sharing product information on a laptop. When they took a visitor to look around the showroom, the wireless connectivity would drop out,” says Gersbacher. “Now that doesn’t happen.”

Visitors are taking advantage of wireless access to engage more intimately with Vitra products. “If visitors have questions in VitraHaus, they can take their iPhones, Androids, or other devices and sit down anywhere to view information,” Gersbacher says. “They can even take pictures or videos and share these with family and friends.”

Meanwhile, management has a real time view of vital supply chain processes such as quality assurance, stock control, and shipping. Each process can be executed faster and more efficiently thanks to digital barcode scanners directly linked to SAP applications via the Cisco wireless network.

Vitra is also benefiting from time and operating expenses savings. Routine IT tasks, such as moves, adds, and changes, are simpler to manage. “The old approach of using port-based network access control and making changes to individual switches is very time consuming,” Gersbacher says. “In future we will be able to manage more with the same headcount because everything can be done centrally and automatically.”

“The old approach of using port-based network access control and making changes to individual switches was very time consuming. In future we will be able to manage more with the same headcount because everything can be done centrally and automatically.”

Marco Gersbacher  
Head of IT Infrastructure Services  
Vitra

And the IT team is spending less time managing network availability and security. “Cisco CleanAir automatically detects interference and re-routes traffic. I would say uptime and stability has improved by around 20 percent overall,” says Gersbacher.

### Next Steps

The company plans to leverage its Cisco BYOD Smart Solution with several new projects. It intends to establish a fourth wireless zone and boost sales team productivity further still with the deployment of iPads. In addition, suppliers could be set up with separate access. Vitra is also considering extending the Cisco ISE network policy control platform to cover wired and VPN domains.

“We’re now well-equipped for the future,” says Gersbacher. “From the IT management perspective, we have a more flexible approach to device authentication, with very good profiling, and we know the solution is very stable.”

### For More Information

To find out more about the Cisco architecture and solutions featured here, please go to:

[www.cisco.com/go/borderless](http://www.cisco.com/go/borderless)

[www.cisco.com/go/byod](http://www.cisco.com/go/byod)

[www.cisco.com/go/ise](http://www.cisco.com/go/ise)

### Product List

#### Routing and Switching

- Cisco Nexus 5548 and 1000V Series Switches
- Cisco Catalyst 3750 and 2960 Series Switches

#### Wireless

- Cisco Aironet 3500 Series Access Points with CleanAir technology
- Cisco 5508 Series Wireless Controllers

#### Security

- Cisco ASA 5520 Adaptive Security Appliance
- Cisco Identity Services Engine



**Americas Headquarters**  
Cisco Systems, Inc.  
San Jose, CA

**Asia Pacific Headquarters**  
Cisco Systems (USA) Pte. Ltd.  
Singapore

**Europe Headquarters**  
Cisco Systems International BV Amsterdam,  
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: [www.cisco.com/go/trademarks](http://www.cisco.com/go/trademarks). Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)