



Tier 3 Customer Redcats Slashes Application Response Times with WAN Optimization

Faster Transactions While WAN Traffic Reduced by 82%

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On February 12th Riverbed Technology announced that Redcats Asia, a division of Redcats, a leading distribution group in fashion and home decoration, has deployed 13 Riverbed® Steelhead® appliances in its branch offices in Asia in support of its private cloud initiative. Due to the ease of the Tier3 Wan Optimization deployment, Redcats has seen an immediate and drastic decrease in application response times for business critical applications, leading to faster order fulfillment.

Redcats federates 17 brands and employs over 18,000 people in 30 different countries. The company uses a multi-channel approach, combining catalogues, Internet and specialty stores with over 27 million active customers worldwide. After consolidating its IT resources into a private cloud at its headquarters in Hong Kong, Redcats Asia began receiving negative feedback from its remote offices on slow response times for applications being accessed over the wide area network (WAN). Redcats' IT department initially upgraded the WAN bandwidth to combat the issue of poor application performance, and even considered satellite for its remote sites, but neither approach resolved the performance problems. After a thorough evaluation of WAN optimization products, including those from Blue Coat, Cisco, Juniper Networks and Riverbed, Redcats ultimately selected Riverbed Steelhead appliances due to impressive performance gains and ease-of-installation.

"Our employees were frustrated with lengthy delays in accessing documents and applications over the WAN, and decreased productivity was a real issue," said Sam Chui, senior regional manager of IT & Logistics at Redcats Asia. "After a careful evaluation of WAN optimization offerings, Riverbed became the clear choice. The solution was the easiest to configure and the performance increase was near instantaneous."

Redcats experienced performance improvements for their key IT applications, which include Microsoft Exchange and Core Business Exchange (CBX), a trade services platform that provides a single graphical user interface (GUI) to handle transactions with all Redcats international trading partners, while also reducing WAN traffic by 82 percent. This improvement enabled employees to better collaborate, be more productive and process transactions faster, leading to faster order fulfillment and happier partners.

"After deploying Riverbed, we recognized a significant decrease in application response times, our employees were delighted. After seeing the positive results, we decided to deploy the appliances in all the offices in Asia where we were experiencing major performance issues," added Chui. "Moving forward, Riverbed is our corporate standard for any new office deployment, and will be the first and sometimes only IT device deployed in any new office."