



ProCurve Networking by HP

Robinsons Land Corporation Case Study



"By eradicating network failure and increasing network performance, ProCurve has allowed Robinsons' staff to do their jobs without having to constantly battle network downtime. As an organisation, we have been freed up to focus on delivering our business objectives - for the first time in a long time. And we have the peace of mind that our network is resilient and flexible enough to support our planned future growth."

Mel Cabreros
Corporate Information Technology Director
Robinsons Land Corporation



Summary

The largest owner of shopping malls and a leading property developer in the Philippines, RLC recently overhauled its existing network infrastructure to cope with the rapid expansion of its business. ProCurve Networking by HP provided a secure, flexible network infrastructure, which succeeded in eliminating network downtime and raising employee productivity by increasing network capacity and availability.

Rapid Growth and Critical Business Processes Necessitate Advanced Infrastructure

Rapid business growth, together with the implementation of an ERP system involving the centralisation of key business processes such as billing and payment processing, prompted RLC to review its entire IT infrastructure in 2003.

"As a company, we had been rolling out a very aggressive expansion and modernisation strategy. As a result, we had a very real need to implement new technology that would accommodate this growth and allow for unforeseen future expansion. Our new IT infrastructure was considered critical for us to achieve our short-term and long-term business goals," said Mel Cabreros, Corporate Information Technology Director, RLC.

RLC's IT network was under pressure to perform at a high level on a 24/7 basis. The network supported the organisation's 24-hour car parking facility and hotel operations, its real-time ERP application, document imaging solutions, Web sites, email and point-of-sale systems.

"Our IT systems are very centralised and our network is subjected to exceptionally heavy use. This ranges from a simple file transfer of tenants' sales data at the end of the working day to accessing critical ERP system information anytime, anywhere," explained Cabreros.

In addition, the IT infrastructure was also expected to provide enhanced security for the tenants of the company's malls, its offices and its Wi-Fi network, all on one physical network. However, RLC's network was prone to intermittent failures and therefore required significant maintenance time from the IT staff. These failures were attributable to the high level of network traffic and the use of low-end hubs and switches from multiple vendors.

RLC made the business decision to overhaul its network with the aim of improving the reliability, security and scalability of the entire network, all at a reasonable cost.

ProCurve Network Offers Exceptional Reliability, Flexibility and Value

Prior to investigating the solutions available on the market, RLC undertook a comprehensive analysis of their network's issues and problems, the company's business direction and priorities and the functionalities required to support its business strategy.

The challenge was to install a solution that would increase network availability through resilient links, grow network capacity through Gigabit Ethernet and network prioritisation and improve security and manageability through VLANs.

Following a one-month evaluation period, RLC decided to standardise its new network infrastructure on ProCurve technologies, based on the ProCurve Networking Adaptive EDGE Architecture™.

"We chose ProCurve right from the outset mainly because of the excellent technical support we received during the evaluation phase," noted Cabreros. "This gave us the confidence to standardise on ProCurve even though we hadn't really tried out the technology in a real-life environment."

Customer at a Glance
Robinsons Land Corporation (RLC), a leading real estate company in the Philippines, owns and operates one of the largest and most successful chains of shopping malls in the country, generating more than 120 million visits annually. RLC is also one of the country's most reputable developers of mixed-use properties, hotels, office buildings, residential condominiums as well as land and residential housing developments, including social housing projects in key cities and other urban areas nationwide.

Cabreros continued, "Of course, another reason we opted for ProCurve is its renowned reliability and value. ProCurve's Lifetime Warranty was an additional bonus. The hours and days spent on troubleshooting our previous network had eaten up so much of my staff's time that we were really counting on ProCurve to provide an inherently stable product and completely eliminate network downtime. We simply could not afford to spend any more time fixing our network. If a unit went down, we needed to have a replacement up and running in no time. That's where ProCurve's Lifetime Warranty and advance replacement service really swung it for us."

In November 2004, RLC installed its new ProCurve network over the course of two months. The network covers 18 different sites across key cities in the Philippines. All the sites are linked into RLC's head office in Galleria Corporate Center, Quezon City. The network features more than 400 edge switches distributed across all 18 sites. The head office features ProCurve 5300, 4100 and 6108 series switches with Gigabit modules. The newly installed Gigabit technology with resilient links has dramatically improved network performance and availability.

As the next phase of the network overhaul, RLC will implement VLANs and network prioritisation in order to segment network traffic and further improve security. The new network has had an immediate impact across the entire organisation. Productivity has increased, with the network allowing RLC employees to focus on the company's business expansion strategy rather than troubleshooting and fixing network failures.

"Thanks to the new network, our IT people can now concentrate on value-added activities rather than responding to demoralising network problems. Employees and clients can get their jobs done without having to wait for the network to be repaired," explained Cabreros.

In addition to having more time to do their real jobs, Cabreros' department no longer has to deal with complaints from unhappy staff and clients.

"Since implementing ProCurve technologies, we have eliminated clients' calls due to network connection problems," he added. "It has been such a relief!"

Business Results

- More efficient and flexible network, allowing RLC to meet its new and unforeseen future business demands associated with its rapid expansion
- Increased employee productivity; employees can now focus on doing their jobs rather than waiting for the network to function properly
- Enhanced security across the entire network
- The possibility to explore new business directions in the future from the flexibility provided by the new system
- Cost savings from minimised downtime and from the ability to integrate with existing systems afforded by ProCurve's dedication to open standards

What Makes it Work Hardware

- ProCurve Switch 5300xl Series
- ProCurve Switch 4100gl Series
- ProCurve Switch 6108
- ProCurve Switch 2600 Series
- ProCurve Switch 2500 Series

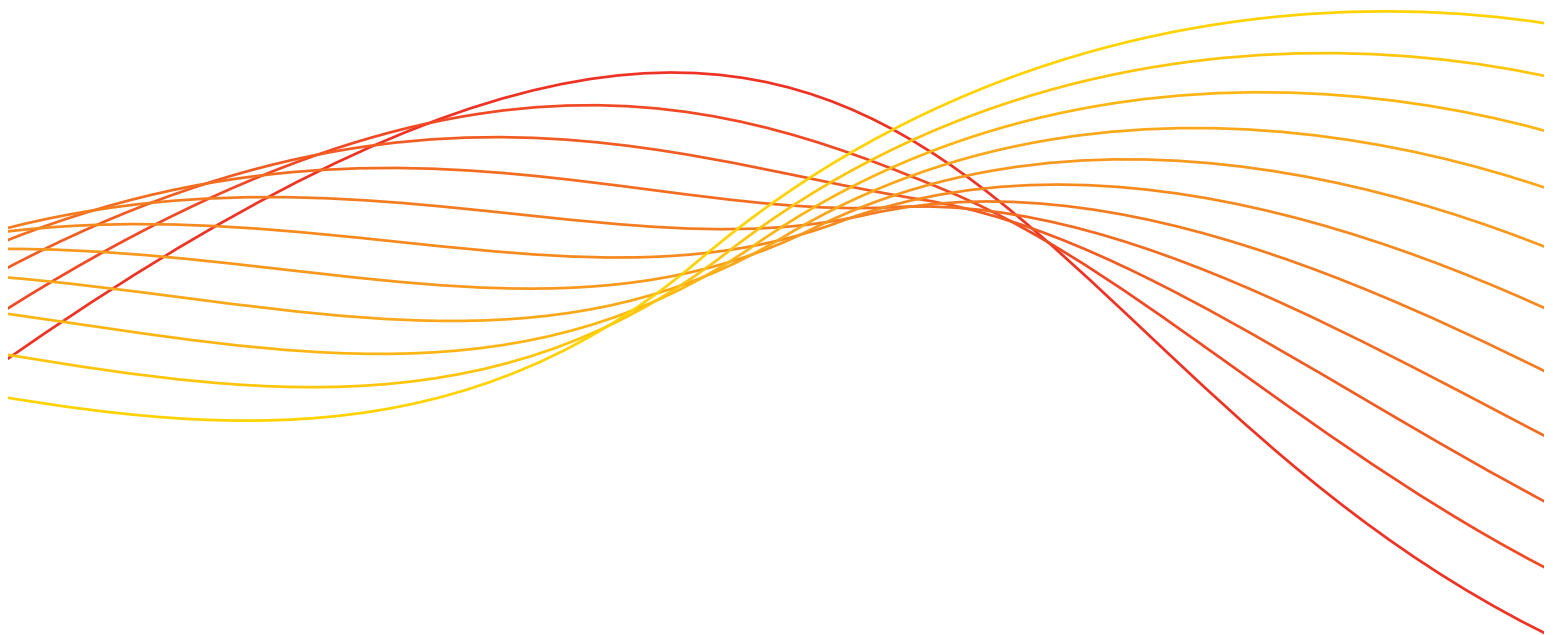
Software

- Lifetime software upgrades included in purchase price
- ProCurve Manager software

HP Services

- Lifetime warranty with next-business-day advance replacement (available in most countries) on most products for as long as the customer owns it*
- Telephone support available during normal business hours
- Technical product support available via e-mail
- Comprehensive network design and configuration services offered at no extra charge

*The ProCurve Routing Switch 9300m series and Secure Access 700wl series have a one-year warranty with extensions available



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