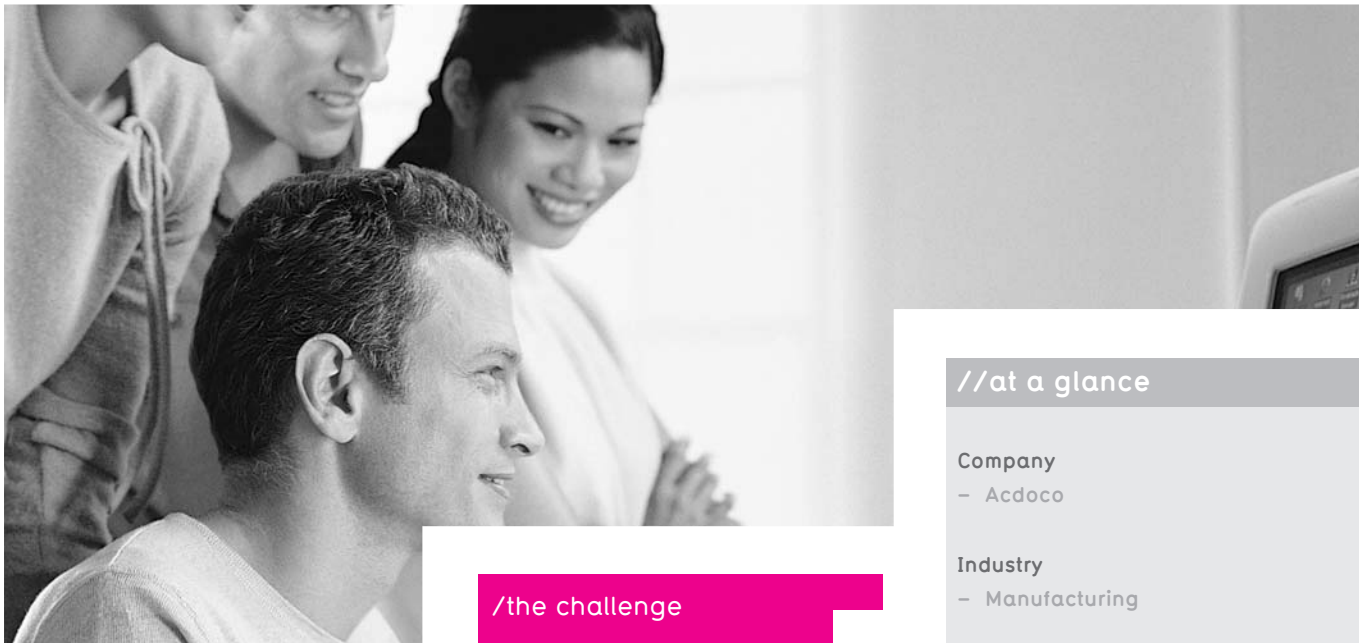


# Case Study

## / Acdoco



### /the customer

Soap powder manufacturer Acdoco, owner of Stain Devils and Glo White brands, has signed up Viatel as the exclusive provider of network connectivity to its headquarters and manufacturing plants in Bolton. The deal prepares the company for the shift to new internet based supply chain technologies necessary to do business online with major retailers such as Asda, as well as streamlining its internal voice and data communications.

Bolton based Acdoco has a history of innovation and this drive to succeed has enabled the family run company to carve a successful niche in the highly competitive in-wash products markets over the past 85 years. Whilst Acdoco markets its products internationally, the majority of its UK sales are achieved through large grocery retail chains such as Tesco, Asda and Sainsbury's.

### /the challenge

To remain competitive Acdoco must continually innovate to reduce costs and improve performance.

A significant challenge for Acdoco, as well as for other smaller manufacturers has been the capital expenditure necessary for compliance with the Electronic Data Interchange (EDI) systems, such as AS2 standard, employed by many of Europe's larger retailers.

Standard practice is to run EDI systems over expensive leased lines to ensure a robust and reliable service, but for smaller manufacturers such options are not cost effective.

"We needed EDI compliance without big network spend." David Pilling, IT Manager at Acdoco commented. "Reliability was key, but providing leased lines to each of our three sites just didn't make economic sense."

### //at a glance

#### Company

- Acdoco

#### Industry

- Manufacturing

#### Viatel Solution

- Managed IP VPN connecting their 3 sites and remote workers via uncontended broadband
- Managed Firewall and MailControl services for added security

#### Key Benefits

- Cost effective, future proof voice and data communications system
- Improved collaboration between sites and remote workers
- Managed Firewall and MailControl services provide enhanced security

"Viatel understood the challenges our business faced, and has worked with us to implement technologies that will grow with us"

David Pilling, IT Manager



## /the solution

Viatel has installed a Managed IP VPN service which connects their 3 UK sites via Enterprise Broadband. This innovative service allows Acdoco to deploy an IP VPN with Class of Service over uncontended DSL lines, and is backed by comprehensive service level agreements (SLAs) to give Acdoco a reliable and cost effective solution.

"From the outset Viatel understood the challenges our business faced, and has worked with us to implement technologies that will grow with us", Pilling remarked.

Viatel provide a two-hour fix or replace service on all of Acdoco's network equipment, 24 hours a day. This ensures that online ordering, the main customer contact mechanism, is protected by guaranteed levels of availability.

The installation of a managed IP VPN from Viatel forms not only the basis of an electronic supply chain ordering system across the business, but will also support a cost effective voice and video communications system. By routing calls over the IP network, Acdoco will be able to realise significant cost savings on calls between the Bolton factories and with its manufacturing and distribution partners overseas.

"Today's challenge is compliance with the new EDI standard," Pilling continued, "Tomorrow's challenge will

be to establish closer links with our international manufacturing partners, both in data and voice. I'm confident that with Viatel's support we will meet these head on."

The IP VPN maintains simple and secure communications between Acdoco's headquarters, manufacturing plants and sales staff, allowing orders to be processed and fulfilled quickly and effectively. Acdoco has also chosen to connect 4 broadband lines to the VPN to open up the possibilities of remote working to management and sales staff.

The installation of a company wide IP VPN has driven collaboration across the three sites, whilst 'always-on' connections to the VPN allow for unrestricted internet and email usage without the cost considerations of dial-up. What's more these services are fully protected against malicious viruses and hackers through managed firewalls, and are overseen 24 hours a day by trained Viatel personnel.

Acdoco also subscribe to Viatel's MailControl service, which filters and cleans all email traffic at the network level. This boosts business efficiency through the eradication of spam email and minimises downtime by protecting users against viruses. The managed network service frees Acdoco's IT department from the daily grind of installing the latest virus updates, ensuring protection 24 hours a day.

## /about us

Viatel provides business communications services to companies of all sizes across Europe. We think differently at Viatel. We listen to our customers, make a point of understanding their needs, and deliver a service that is right for them, not most convenient for us. We have been in this market since 1991 and we are here to stay.

## /want to know more?

To find out more about Viatel services, please contact one of our team or visit our website at [www.viatel.com](http://www.viatel.com)

Tel: +44 (0) 870 166 2270

Fax: +44 (0) 870 166 2272

Email: [sales@viatel.com](mailto:sales@viatel.com)

Your feedback matters, so if you have any questions, comments or suggestions please email us at [info@viatel.com](mailto:info@viatel.com)

© Copyright Viatel Holding (Bermuda) Limited 2006. All rights reserved. Viatel is a trade mark of the Viatel group of companies.