



## case study: Ford

One of the world's leading car manufacturers, Ford needs no real introduction. Brands include Aston Martin, Volvo, Jaguar, Mazda and Land Rover, as well as Ford itself. As an organisation, Ford is committed to becoming the world's leading company for automotive products and services. To support this Ford strongly believes in selecting outsourcing where it is most appropriate and one such area is data networking.

### client requirements

Ford was looking to network its dealer sites across Europe to the global corporate data network. Specific requirements included:

- New vehicle ordering for Ford in Europe and Jaguar/Land Rover globally
- Direct and faster access to supplier components
- Private vehicle auctions
- Vehicle spare parts ordering
- Dealer warranty claim submissions
- Online vehicle fault diagnosis systems
- Dealer business planning functions
- Dealer bulletins and information web sites

All are business critical applications for the delivery of Ford's business goals.

### previous experience

An original Extranet was deployed in 1997 to meet a business requirement for all Ford dealers in Europe to access a new web solution for vehicle ordering. Today this Unix cluster takes multi-billion dollars worth of vehicle orders annually.

- 1st Generation Ford Extranet (1997):
- Used in-country certified ISPs for both access and VPN provision
- ISPs connected to Ford via in-country Ford routers at European sales offices
- Downside - high cost of ownership for dealers and Ford

2nd Generation Ford Extranet (1999):

- Utilised 5 European wide tier 1 ISPs to route internationally over their backbone to interconnect points at Ford UK data centres
- Downside - inflexible and difficult to migrate to new ISPs

### Ford business challenge to VPN providers

To connect 10,000 dealers in 20+ countries providing:

- Multiple ISP management
- In-country support
- Local language legal contracts
- Process and security governance across entire network
- Flexibility to easily change ISPs and processes
- Individual contracts requiring "retail proposition"

business requirements:

- SLA to meet - latency / packet loss / peering requirements
- Secure network layer encryption
- Lowest in-country European cost
- Best in-country solutions and service offerings
- Minimal deployment and migration challenges
- Short deployment timescales
- Must utilise a common support structure and processes

### the solution

Reliance Globalcom was selected by Ford, in Detroit, as the authorised network partner for its European dealer network.

- We demonstrated ability for interoperability with multiple European service providers
- Local efficiencies and cost savings achieved by utilising incountry tier 2 ISPs

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- European VPN coverage and corporate governance achieved whilst retaining a business continuity capability
- Currently operational with 15 in-country tier 2 ISPs for connectivity within Europe
- Ability to provide tailored firewall solution and dealer WANs as a value add to the trading partners

## client benefits

The solution is highly resilient and robust and reduced Ford's dependence on any single infrastructure provider. As such it is a low risk solution. Additional benefits include:

- Reduced deployment times due to our global reach
- Reduced total cost of ownership for both Ford and dealers
- Delivered complex relationships within a large corporate infrastructure
- Managed and common security policy throughout network
- Business Continuity achieved with lowest lifetime costs
- Carrier / ISP independent solution
- Flexibility to migrate solution with short timescales

Reliance Globalcom's ability to deliver the above has led to engagement to replicate the solution in new areas and countries.

## future developments

Reliance Globalcom is working with Ford Motor Company to develop additional solutions:

- Supplier Extranet - Connecting 5,000 suppliers in Europe to Ford's mission critical B2B applications
- Bring Your Own Bandwidth - Cost effective connection to smaller markets in less developed business markets
- Cisco VPN client - used as low cost access solution over dealer broadband solution or remote access dial option. Also used for dealer business continuity via European, North American and Asia Pac ingress points

## the Reliance Globalcom data business brings together the former FLAG, Vanco and Yipes entities to create a global managed solutions provider.

Reliance Globalcom delivers hybrid network solutions offering unrivalled reach, depth and breadth within a customer-focused managed service wrap. It offers a flexible combination of services to support the needs of multinational clients including low latency connectivity into developed and developing markets, global Ethernet VPLS and IP MPLS spanning key metros, and more than 750 off-net local purchasing relationships providing dense local access in every country globally.

Over 1400 enterprise customers and 200 carriers depend upon Reliance Globalcom to deliver business-critical network solutions, manage complex requirements, and deliver services to their businesses everywhere in the world.