

Publicis improves internet connectivity and saves over £41,000 per year with new internet infrastructure architecture and design

Company Profile

Publicis Groupe SA is the world's fourth largest communications group. It has 4.6 billion euros of revenues, a portfolio of the world's top clients and 37,000 employees worldwide. Publicis offers client services in 109 countries on five continents. It has several leading and autonomously-managed global networks including Saatchi and Saatchi Worldwide, Leo Burnett Worldwide and Fallon Worldwide.

Business Challenge

To enhance the group-wide Internet Infrastructure for Publicis – London (including Fallon, Saatchi and Optimedia) and to reduce costs. According to Simon Moorhouse, Group IT Director for Publicis, *"We have undergone phenomenal growth in a number of our business areas. As a result, reliance upon Internet communication has grown. We needed to stabilise and implement a flexible architecture that would support current requirements, maximise the benefit of existing investments and also meet and exceed any future requirements and expectations."*

The Solution

Sigma proposed an architecture that would empower Publicis Group through enhanced Internet communication and reduce the risk of losing Internet and inter-site connectivity.

Sigma identified that significant cost-savings of £41,000 per year could be realised by rationalising and restructuring the manner by which connectivity is achieved across the group.

Sigma introduced a managed BGP (Border Gateway Protocol) environment with a single registered ASN (Autonomous System Number) domain which enabled network traffic to route quickly and efficiently to the least highly utilised connection and therefore the most efficient network path. Each Publicis location was diversely connected to the Internet, guaranteeing continuity of connectivity through a resilient path in the event of a device or circuit failure

Security was maintained through the introduction of secure VPN's (Virtual Private Networks) that ensured network traffic was routed only to the appropriate destination. VPN's use advanced encryption and tunnelling to establish secure, end-to-end private network connections over third-party networks, such as the Internet.

The solution continued...

Changes were implemented within five working days and done out-of business hours to ensure a risk-averse approach and a seamless transition. Simon stated, *"We were extremely pleased with the work that Sigma implemented, which not only improved our Internet infrastructure, but delivered real bottom line savings."*

Key Results

- **Saved over £41,000**
- **Improved Internet Reliability and Performance**
- **Enhanced Security**