

Exinda Drives Honda's Speedy Network

Honda New Zealand Limited, founded in 1988, is New Zealand's sole importer and distributor of Honda automobiles. The company sells and leases new and used automobiles in partnership with its 83 dealerships throughout New Zealand.

Honda's Information Systems department runs a wide area network (WAN) connecting more than 500 employees across 84 locations throughout the country. The network supports all of the Honda dealerships as well as a corporate call center and corporate accounting and marketing functions at its headquarters.

The Challenge

Honda's WAN is a critical tool for employees for servicing customers and general operations of the company. The WAN also plays a vital role in generating revenue by providing key information to the dealerships. In June, 2006, employees lodged complaints with the information systems (IS) team about slow application response times. Network congestion was affecting employee productivity and customer satisfaction. Honda had a well known brand WAN optimization appliance that was not meeting its needs. This competitive appliance could not deliver the visibility into network applications that Honda needed. That challenge coupled with insufficient technical support compelled Honda to seek a better solution.

Honda selected Exinda for its detailed monitoring and reporting that quickly identifies network bottlenecks. With Exinda, the Honda IS team set network policies to ensure Quality of Service for mission critical applications on the network.

"The Exinda 4700 has been a great solution for us. It's easy to use and the reporting gives us the visibility we need to quickly identify and control applications and Internet traffic," said Dianne Campbell, IS Operations Manager, Honda New Zealand Limited.

Benefits Gained

1. Network Application Visibility

Honda gained a clear understanding of how the corporate network was being used. Non-business applications such as streaming media and music downloads were quickly identified as the culprit consuming important network bandwidth.

2. Predictable Network Performance

With greater visibility of network traffic, Honda has blocked inappropriate web sites and applications to ensure predictable response times for business applications.

3. Prioritize Mission Critical Applications

Honda utilized Exinda's policy based Quality of Service feature to prioritize business critical applications. For example, customer inquiries were prioritized over email and other applications that were not time sensitive.

Dianne Campbell remarked, "Overall, the Exinda solution has worked well its bandwidth with such efficiency that there still exists plenty of capacity, ensuring no expensive bandwidth upgrade is needed in the near future.

About Exinda

Exinda is a global provider of WAN optimization and application acceleration products. Exinda has helped over 2,000 organizations worldwide reduce network operating costs and ensure consistent application performance over the WAN. The Exinda Unified Performance Management (UPM) solution encompasses application visibility, control, optimization and intelligent acceleration – all within a single network appliance that is affordable and easy to manage.

To learn more about Exinda's award-winning solutions for enterprise, education and service provider clients, contact your local reseller or visit www.exinda.com.

HONDA
The Power of Dreams