



Dedicated Global Internet Access



With offices and remote workers spread across Europe, WD-40 Company needs fast connectivity that it can rely on. It gets that – and more – from Telstra International.

The challenge

WD-40's multi-purpose product is a much loved brand with a long history of success. The company's unique Water Displacement (WD) formula was first developed in 1953 and, over 55 years later, the product is still used in thousands of ways across the world in homes, garages and in industry.

WD-40's Company's European headquarters are located in Milton Keynes in the UK. From this office, the company coordinates sales and marketing activities for their European operations. As a result, fast and reliable international communications are absolutely essential.

All of the WD-40's Company's core business systems are hosted and managed centrally in the UK, and the branch offices connect to these systems using terminal services. In addition, many of the company's 120 employees work remotely from home. WD-40 Company therefore needs a responsive, high-speed network that can support its remote workers and branch offices and allow all users to work as effectively as if they were in the head office.



The solution

The WD-40 Company subscribes to Telstra International's Managed Dedicated Global Internet Access service, which provides robust and highly secure connectivity to the Web for all of the company's European sites. The branches in France, Germany, Italy and Spain each have a dedicated Internet Access SDH line while the UK headquarters has recently upgraded to a high speed Ethernet line.

WD-40 Company takes advantage of Telstra's Enhanced Service Monitoring tool to help observe and analyse their network traffic. This tool presents information in graphs and charts, and provides a clear insight into all aspects of network performance, health and usage. The Internet Access service is fully managed by Telstra 24/7, and WD-40 Company has a dedicated account team who are available to answer questions and quickly resolve any issues.

KEY BENEFITS:

- Greater peace of mind with 24/7 service management
- Responsive support from Account team
- Enhanced Service Monitoring tool makes it easy to understand network performance and usage
- Fast and reliable Internet Access to each of the European sites

The benefits

WD-40 Company experiences a very reliable service that is fast enough to meet the needs of users dispersed right across Europe. Whether they are working from a branch office, the head office or from home, all employees can quickly connect to central business systems and enjoy the high application performance they need to do their jobs. Up to 50% of the available bandwidth in the dedicated network is used for remote desktop traffic, leaving plenty of additional capacity for email, Internet access and future growth.

WD-40 Company makes good use of Telstra's Enhanced Service Monitoring tool and considers it very valuable for its business. Using the specialist software supplied by Telstra, WD-40 Company can easily see bandwidth spikes and evaluate not just how much the network is being used, but also what it is being used for. As a result, the company can

monitor the use of online radio, Facebook and other social networking applications that can be a costly drain on network resources.

WD-40 Company appreciates the customer support that it receives from its Telstra account team. When issues and queries do arise, they are quickly addressed. Because the service provided by Telstra is fully managed 24/7, WD-40 Company has greater assurance that its service will deliver the speed and availability that it needs, at all of its locations, at all times.

About Telstra International

Telstra International is a global communications service provider and a division of the leading Australian tier 1 telecommunications and information services company, Telstra Corporation Limited.

Telstra provides global solutions to over 200 of the world's top 500 companies, spanning the Asia-Pacific, Latin America, North America and Europe. The company owns one of the most technologically advanced IP backbone global networks in the world and offers an extensive portfolio of state-of-the-art solutions.

"A reliable network infrastructure is crucial for the survival of any business today. At WD-40 Company, we need a fast and responsive network to support our international offices and the flexible working preferences of our users right across Europe. Telstra provides us with a fast, reliable, flexible and competitive service. We receive good support from our account team and derive a great deal of value from use of Telstra's Enhanced Service Monitoring tool."

David Webb
System Supervisor - WD-40 Company

Telstra International trades in the UK and EMEA through Telstra Limited, a company registered in England and Wales with company number 03830643. Our registered address is Telstra House, 21 Tabernacle Street, London EC2A 4DE

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