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Philip Matyashevsky,
Network and Systems Engineer
Hastie Group

Hastie Group slashes bandwidth costs with Citrix Branch Repeater

Hastie Group Ltd, headquartered in Sydney, Australia, is the leading provider of essential business services and refrigeration systems in Australia and New Zealand, with operations in the United Kingdom and the United Arab Emirates. Hastie started as a local Sydney air conditioning business, and has grown over the past thirty-five years to more than 3,000 employees worldwide across four divisions and eighty branch offices. Hastie provides a wide range of building services from mechanical and hydraulics, refrigeration to electrical, maintenance and service.

Hastie’s businesses operate under brands which are well recognized in their own local markets and its customer base includes many of the largest construction companies, developers, shopping malls and industrial corporations. In 2009, due to its outstanding business growth, Hastie Group was admitted to the S&P ASX200 list of companies.

The challenge – Grow business collaboration while controlling bandwidth costs

Exponential growth of the Hastie business over the last several years, along with an increasing need for branch offices to collaborate with each other and headquarters, significantly increased traffic volume on the corporate network and WAN links. Additionally, Hastie Group’s IT department has been consolidating much of the IT infrastructure into the datacenter—further increasing the data flow between corporate headquarters and branch offices. Together, these initiatives and growth factors created network congestion that frustrated users and affected their productivity.

The solution – Citrix Branch Repeater

Hastie Group’s IT team decided to investigate WAN optimisation solutions rather than increase bandwidth to branch offices. Requirements included providing benefits to all divisions, which meant a wide variety of applications and data traffic needed to be optimised:



- Citrix® XenApp™, the primary mechanism used by Hastie's Electrical Division to deliver applications, including financial and enterprise management
- Microsoft® Office file transfers
- Pronto-Xi, the enterprise management application used across all divisions
- Various industry-specific applications used by each division

Key benefits

- Slashed bandwidth costs
- Reduced bandwidth usage by 50 percent
- Improved user experience across the WAN
- Increased user productivity with new ways of collaborating

Applications delivered

- XenApp-delivered financial and enterprise management applications
- Microsoft Office
- Pronto-Xi enterprise management software
- Various industry-specific applications used by each individual division

Networking environment

- Citrix XenServer virtualising 20 HP servers
- Citrix XenApp running on subset of virtualised servers
- Microsoft Windows Server® 2003 R2 and 2008 R2
- NetApp storage solution
- 17 Branch Repeater appliances across Europe, Middle East, Asia and Australia
- BDSL and HDSL WAN links
- 3,500 PC devices using various Microsoft Windows OS versions between Windows® XP SP3 and Windows 7

Hastie Group chose Citrix® Branch Repeater™ over other WAN optimization solutions for its ease of deployment and management, high performance and reasonable price. Additionally, Hastie Group knew it could rely on Citrix technologies due to its excellent experience with XenApp and Citrix® XenServer® as key enablers of the company's consolidation and virtualisation initiatives. Hastie has deployed Branch Repeater at sixteen of its large branch offices in Australia, New Zealand, United Kingdom (UK), United Arab Emirates (UAE) and India as well as at the datacenter in Australia.

Excellent return on investment and user experience

Hastie Group realized immediate benefits from deploying Branch Repeater. "We are saving about 50 percent of the bandwidth across all the traffic classes," says Philip Matyashevsky, network and systems engineer. "We saved 80 percent bandwidth for FTP traffic, 71 percent for Intranet HTTP traffic, and 60 percent for CIFS [Microsoft Office file] traffic, based on three to six months of statistics. Branch Repeater solutions made datacenter-based application delivery and data centralization possible for us." Additional traffic manageability allowed Hastie to better utilise its international links. With Branch Repeater, Hastie Group is not just accelerating the application traffic but also prioritising different types of traffic.

Despite Hastie Group's significant business growth and amounts of data accompanying it, with Branch Repeater, it was able to keep its existing network links and even switch to a cheaper service in some cases. "We have replaced expensive Business Digital Subscriber Line (BDSL) WAN links on some of our Branch Repeater-enabled sites with a cheaper high bit-rate Digital Subscriber Line (HDSL) service," says Matyashevsky. "Branch Repeater significantly improved the end user experience while allowing us to reduce network bandwidth costs, generating a payback time of only six months."

At the same time, Hastie's IT team gained additional traffic manageability and analysis instruments to improve application delivery and collaboration services even further—providing major branches with new ways to collaborate, delivering a better user experience and building a technological base for increased productivity. For example, Hastie Group had a VoIP phone system deployed in one of its Branch Repeater sites. VoIP engineers requested the removal of WAN acceleration services for testing purposes. The next morning, IT heard complaints from users about sluggish performance. According to Matyashevsky, "People were amazed how slow and unusable file sharing across the WAN could be without Branch Repeater. For us it became almost an axiom: Branch Repeater on site equals better end user experience."

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About Citrix

Citrix Systems, Inc. (NASDAQ:CTXS) is a leading provider of virtual computing solutions that help companies deliver IT as an on-demand service. Founded in 1989, Citrix combines virtualization, networking, and cloud computing technologies into a full portfolio of products that enable virtual workstyles for users and virtual datacenters for IT. More than 230,000 organizations worldwide rely on Citrix to help them build simpler and more cost-effective IT environments. Citrix partners with over 10,000 companies in more than 100 countries. Annual revenue in 2009 was \$1.61 billion.

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