

Network as a Service

Globally connected. Secure access. Rest assured.

Case study - Bugaboo



**Global
Powerful
Flexible
Secure
Simple.**



Fast, reliable and secure data traffic worldwide with fully managed SASE SD-WAN including internet lines



Customer name
Bugaboo

Business activities
Bugaboo is an international household name in the field of innovative strollers, safe car seats and useful accessories for parents of preschoolers and toddlers.

Started with 5 employees in 2000 Bugaboo has now grown into an internationally leading brand with approximately 1,000 employees Worldwide.

Given Bugaboo's enormous growth, a reliable and secure international network is crucial. Traditionally, the company relied on a data center at its headquarters in Amsterdam, which was connected via MPLS to its production site in China and offices and retailers across the EU, North America, Australia and Asia Pacific. That quickly became unworkable.

Rein Droog has been Vice President of Global IT of Bugaboo since 2019. When he took office he found a network (WAN) and security infrastructure with a complexity that threatened to hinder the company's growth. The network had grown with the organization and internally they had their hands full keeping it up and running. Bugaboo was already working with IPknowledge and started discussing a solution. Droog: "We have entrusted them with the most valuable parts of our network infrastructure for years. IPknowledge is both network and technology independent and

understands how essential a network is for the performance of business applications and the collaboration between people."

Data traffic threatened to become unmanageable

The ERP and other applications were currently running in the data center in Amsterdam and were connected to the foreign branches via MPLS (Multiprotocol Label Switching) or, at the smaller locations, VPN connections. "We had 10 to 20 different contracts with local providers,"

says Droog: "Far too complex, but above all very expensive. In Asia, MPLS is considerably more expensive than in Europe. Moreover, our IT specialists had to fly all over the world, even to connect a small office with a maximum of 10 employees."

Looking back on that time, Rein Droog says: "One month Japan was down, a month later it was Australia's turn. And despite those expensive MPLS solutions, our locations in China had to deal with incessant performance problems, slowness and downtime in the connection with Amsterdam." In addition, security was a concern: "Much of the information exchanged is competitively sensitive, but there was virtually no central supervision or management, making the configuration too complicated and effectiveness not guaranteed used

to be. Our data traffic threatened to become unmanageable."

One reliable partner, not 20 different contracts

Under Droog's leadership, Bugaboo initiated a major digital transformation, using a "Cloud Unless" strategy: unless it was business impossible, applications would be moved to the cloud. MPLS was finally done away with. Based on collected feedback from management, users and IT professionals, Droog set out the route for the process.



CASE STUDY



He defined three main goals:

- Provide a good foundation, including hosting, networking, site infrastructure, user and meeting functionalities and solid security;
- Improve the application level by rationalizing and simplifying;
- Enhance data reporting and advanced analytics capabilities with a sharp focus on ownership, quality and tools.

To achieve the main objective Droog went into the sea with IPknowledge, which had previously optimized the WAN infrastructure for Bugaboo. Now it was the network's turn for a transformation. "I wanted one reliable partner, not 20 different contracts.

And I no longer wanted our people to have to keep an eye on things 24/7. The solution had to be simple and sustainable. It just has to work."

Above all, Droog wanted to be able to open or close offices quickly and easily, a pragmatic choice for a company that is developing rapidly. "We tested various solutions. We had recently switched to Office 365 and came to the joint conclusion that this worked best with CATO, so we chose this strategic partner of IPknowledge. The overall performance of our network improved enormously, and especially the connections between Amsterdam and China are now working optimally."

Connecting new locations is plug-and-play

All global components of the Bugaboo corporate network (WAN and internet traffic from offices and production locations, mobile users, physical and cloud data centers) are brought together via CATO Networks in one secure, cloud-native network service, which is equipped with a robust next-generation firewall security, content filters, malware protection and IPS (intrusion prevention).

IPknowledge has its own Digital Performance Center (DPC) in Amsterdam, where the global network is monitored 24/7. The DPC has direct access to the CATO management system via an API.

Steven de Graaf, managing director of IPknowledge: "CATO's system relieves us of many daily tasks, allowing us to operate proactively and spend our time improving the architecture instead of configuring and fixing firewall rules. This allows us to optimally to compete with the major telecom providers by offering a more complete and high-quality solution. That is really the added value of such a strategic partnership."

Connecting a new location is a matter of plug-and-play: simply plug in a pre-configured box, which automatically contacts the nearest CATO PoP (Point of Presence).





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"We only have to send that box, and a child can do the laundry. So no more IT people have to fly around the world."
said Droog.

According to Droog, the forced work-from-home routine due to COVID-19 quickly made it clear how big the leap forward was. *"We carried out the implementation from November 2020 to January 2021. As soon as remote access was running via the new network based on the Cato SASE SD-WAN platform, we heard the same response from everyone who worked at home - from Asia to North America: hey, it suddenly works much faster!"*

IPknowledge OneWAN 'Network-as-a-Service' biedt de oplossing

The old MPLS environment has been completely replaced and IPknowledge is responsible for Bugaboo's fully managed SASE SD-WAN, including:

- Internet lines at the lowest possible costs, completely independent of telecom companies;
- A global private backbone;
- Monitoring with 24/7 global visibility into the functioning of the network service from the IPknowledge Digital Performance Center (DPC) in Amsterdam;
- Easy VPN remote access for all users;
- Replacement of all firewalls;
- A fully managed and secure global connectivity solution, including

WAN-Op technology for fast ERP application response.

The IPknowledge OneWAN 'Network-as-a-Service' concept ensures lightning-fast and secure connections between Bugaboo sites and users and suppliers worldwide. IPknowledge supplies redundant internet access lines from the best local ISPs. Results for Bugaboo are not only significant cost savings and flexibility (agility) but also peace of mind. Not only is IPknowledge OneWAN delivered against fixed, predictable costs, but Bugaboo can rely on the same security in its global data traffic that it offers its customers for the well-being of their children.

IPknowledge connects people in organizations, all over the world and with any application. We provide cloud-native connectivity, security, and monitoring services that are **powerful, flexible, and simple**. Our Network-as-a-Service approach allows our customers to enjoy secure digital performance worldwide and eliminate network equipment and related activities.

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