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KIRAN VARMA, ASSOCIATE DIRECTOR, IT SERVICES, DR. REDDY'S LABORATORIES

GLOBAL PHARMACEUTICAL COMPANY STREAMLINES OPERATIONS AND ENHANCES PRODUCTIVITY

GLOBAL VPN WITH GLOBAL SIP CONNECT FROM TATA COMMUNICATIONS POWERS UNIFIED COMMUNICATION AND COLLABORATION RIGHT ACROSS DR. REDDY'S

CASE STUDY | DR. REDDY'S LABORATORIES
CATEGORY | NETWORK & UCC

OVERVIEW AND RESULTS

Dr. Reddy's Laboratories is an integrated global pharma company committed to affordable and innovative medicines for healthier lives. The company is based in Hyderabad, India, but has a global presence. Its portfolio has over 190 medications, diagnostic kits and critical care products.

Tata Communications was chosen to provide a managed backbone, based on its Global VPN service, across 31 locations worldwide. The benefits of this new infrastructure include:

- The use of unified communications applications has seen a significant rise in staff productivity.
- Greatly improved bandwidth and resilience provides users with fast access to central applications further adding to business efficiency.
- Cost savings have been achieved by reducing the number of service providers and moving voice traffic on-net.
- IT and network security has been enhanced with greater protection against cyber-threats.

Other advantages include centralised high-speed Internet access, ease of network management, and improved IT and network governance.

Dr.Reddy's



About the customer

Ask any of the 20,000 employees at Dr. Reddy's why they come to work every day, and you'll hear the mantra *Good Health Can't Wait*. The company's goal is reflected in *Good Health*. It sees medicines not just as molecules, but as the means to help patients regain their health. It sees its imperative as ensuring good health is delivered to those who need it. *Can't Wait* reflects Dr. Reddy's commitment to accelerate access to medicines for people around the world.

CHALLENGE

All business critical applications used by Dr. Reddy's Laboratories – like databases, email, R&D and ERP – are centralised in one of the company's largest offices in Hyderabad, India. As a pharma giant, the company's markets include India, Russia, Germany, the US, the UK, South Africa, South America and New Zealand. In all those markets its people rely on access to those Hyderabad-hosted central applications.

With a legacy wide area network (WAN) based on inflexible site-to-site connectivity, bandwidth was inconsistent between the company's global sites. There were throughput issues too and, with separate MPLS clouds from multiple network providers, the infrastructure was costly to run.

For the entire company to function smoothly it was essential to give all staff reliable, high-speed access to centralised business applications. A WAN refresh was sorely needed.

Kiran Varma, Associate Director, IT Services at Dr. Reddy's, says: "Bandwidth bottlenecks and poor connectivity constrained usage. There was no end-to-end control, while Internet access and security were serious issues."

SIMPLE, GLITCH-FREE TRANSITION

All thirty-one Dr. Reddy's global nodes were upgraded to the Tata Communications Global VPN within the four weeks scheduled for the task. The design skills and co-ordinated effort of the Tata Communications project team made the implementation a simple and glitch-free process. "The transition was excellent and plain sailing," confirms Kiran.

Some existing routers were unable to support the additional bandwidth offered by the new service, so the Tata Communications team ran a bandwidth assessment. That recommended avoiding buying new routers in favour of swapping hardware around where usage would be low.

This approach saved cost and accelerated the implementation. Kiran Varma confirms: "The design and upgrade was such that there was optimum usage of legacy routers without unnecessary, inflated investment in new equipment."

FAST AND FLEXIBLE APPLICATION ACCESS

In revamping the existing architecture, older connections from other service providers were retired and Tata Communications Global VPN links were installed in their place. At certain sites advanced technology had to be used for ease of access to corporate business applications like laboratory information management and manufacturing execution systems.

In those cases, Application Aware Networking (AAN) with Dynamic Path Selection (DPS) enables a routing policy based on predefined lists of applications of differing importance. That allows maximum bandwidth utilisation over a single connection in the last mile. In addition, virtual routing and forwarding (VRF), where multiple instances of a routing table can coexist on the same router, allows several VPNs to be extended over that connection.

UNIFIED COMMUNICATIONS TECHNOLOGY COMES TO THE FORE

With the Tata Communications Global VPN in place, the company started work on deploying unified communications to streamline collaboration between its global sites. Voice over IP was adopted for internal calls between worldwide offices, with Global SIP Connect consolidating on-net and off-net voice traffic onto the most efficient routes.

"The nature of our business demands a high level of data exchange to efficiently co-ordinate our activities," says Kiran. "Company-wide adoption of unified communications over an MPLS network would offer cost savings and allow our people to use their time more productively."

With fewer network links to handle, maintenance and administration costs have been significantly reduced too, while Global SIP Connect has eliminated the need to upgrade legacy PBXs. Kiran adds: "There's better connectivity and control with the new solution and an internal global dial plan means a significant cost benefit to the organisation."

"We chose Tata Communications because it was able to offer the most reliable and secure high-speed network."

KIRAN VARMA, ASSOCIATE DIRECTOR, IT SERVICES, DR. REDDY'S LABORATORIES

BENEFITING THE ENVIRONMENT AS WELL AS THE BOTTOM LINE

Carrying converged traffic between nodes, the Global VPN has six classes of service. That assures bandwidth is no longer a problem. “In addition to the cost benefits, class of service functionality in the Global VPN allows bandwidth to be segregated according to application priority,” says Kiran. “Those that are time-sensitive, like voice and video, are prioritised above less-critical traffic.”

Other unified communications services provided by Tata Communications include audio and video conferencing along with Microsoft LiveMeeting services. Just one advantage of such video and web conferencing is speedier decision-making. Furthermore, with virtual meetings taking place many times a day between multiple locations worldwide, noticeable reductions in travel and communication costs have been seen. This gives a significant boost to the company’s bottom line, while positively benefiting the environment.

INHERENT NETWORK SECURITY INSTILLS CUSTOMER CONFIDENCE

For applications traffic, the Tata Communications Global VPN comes with next-generation firewall protection in routers at the network perimeter. These screen inbound and outbound network traffic for internal or internet-borne threats.

“Inherent network security, along with the performance and resilience of the Tata Communications Global VPN, come as part of the package,” says Kiran. “That makes us supremely confident in the decision we took.”



SOLUTION

Dr. Reddy’s opted for a Tata Communications Global VPN with Global SIP Connect and resilient, high-bandwidth Internet access. The Tata Communications Global VPN forms a backbone between Dr. Reddy’s 31 global nodes, three of which are in Hyderabad.

Kiran Varma says: “We chose Tata Communications because it was able to offer the most cost effective, reliable and secure high-speed network.”

There was, however, another powerful dimension to the solution. Hitherto, the limitations of the WAN had made it difficult for Dr. Reddy’s to adopt unified communications worldwide. The Tata Communications Global VPN has overcome this issue. Now Dr. Reddy’s people can collaborate seamlessly and securely, leading to faster decision-making while cutting the financial and environmental burdens of international travel.

“Now we have maximum flexibility and any new application can be launched easily,” Kiran adds. “All applications traffic runs over the Tata Communications Global VPN and extends right to the network edge.”

“The transition was excellent and plain sailing. The design and upgrade was such that there was optimum usage of legacy routers without unnecessary, inflated investment in new equipment.”

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END-TO-END MANAGED SERVICE SEES PRODUCTIVITY AND COST BENEFITS

Dr. Reddy's need was for an end-to-end managed service with enterprise-wide software and security standards. Kiran explains: "Before we had little or no control over users and access to the Internet. Now everything is streamlined in a controlled environment with strict governance."

A central help desk manages the system. There's a log of all types of activity, like when a user is accessing applications or network features, which is screened and managed by the IT team.

Kiran concludes: "As a result of the unified communications apps we've been able to deploy, it's estimated that our people are significantly more productive, while cost savings have been seen from reducing the number of service providers and moving voice traffic on-net."

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ABOUT GLOBAL VPN AND GLOBAL SIP CONNECT

Tata Communications Global VPN offers always-on dependability for voice, video, data and complex applications to five continents. Service is available through over 200 PoPs across more than 50 countries. Extended coverage through partners in 190+ countries means more than 1,000 POPs including network-to-network interfaces.

Tata Communications Global SIP Connect enables the replacement of legacy trunking services with the latest in SIP-based PSTN access including compatibility with the Microsoft Skype for Business unified communications platform. Enterprise customers can aggregate voice traffic using the Tata Communications network. This not only reduces complexity but also brings significant cost and infrastructure savings.

About Tata Communications

Tata Communications Limited (CIN no: L64200MH1986PLC039266) along with its subsidiaries (Tata Communications) is a leading global provider of A New World of Communications™. With a leadership position in emerging markets, Tata Communications leverages its advanced solutions capabilities and domain expertise across its global and pan-India network to deliver managed solutions to multi-national enterprises, service providers and Indian consumers.

The Tata Communications global network includes one of the most advanced and largest submarine cable networks and a Tier-1 IP network, as well as nearly 1.5 million square feet of data centre and collocation space worldwide.

Tata Communications' depth and breadth of reach in emerging markets includes leadership in Indian enterprise data services and leadership in global international voice.

Tata Communications Limited is listed on the Bombay Stock Exchange and the National Stock Exchange of India.

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