

Puratos Cooks up Mobility Delicacy with iPass and Phrywave

The Challenge: To provide mobile employees with user-friendly broadband access to vital corporate data and the Internet worldwide

The Solution: iPass Mobile Office

The Result: Enabled consistent Internet access and maintained remote network connectivity whilst reducing support and administrative burden



As a worldwide leader in the food industry, The Puratos Group provides innovative ingredients and tailor made solutions to the bakery, patisserie and chocolate sectors.

Puratos was founded in 1919 in Brussels and is still headquartered in Belgium. With 88 offices and 54 production plants, Puratos is present in over 100 countries worldwide and employs over 5,500 people. Managing brands such as Belcolade and PatisFrance, Puratos combines traditional recipes with state of the art baking processes.

THE CHALLENGE

Amongst Puratos' 5,500-strong global workforce, around 1,000 are mobile workers who expect secure, remote and mobile access to the corporate network and to their business unit resources, wherever they happen to be travelling in the world: discovering new raw materials in South America or analysing consumer intelligence in the Far East. This band of road warriors includes board members, frequent travelers and home workers in various sales and marketing functions, all requiring differing levels of connectivity.

Before working with iPass, Puratos had been using an off-the-shelf dial-up solution. As a slow and unpredictable method of connectivity, the solution was often circumvented by users who opted to buy Wi-Fi vouchers at retail rates. Keeping track of these rising mobility expenses proved to become a complex issue for Puratos and most were just getting collated into out-of-pocket expenses, drastically increasing costs for those on the road and making it impossible to get a handle on the real cost of mobility. These complexities only added to the billing and administrative worries already placed on the IT department.

With service speed and simplicity vital to users and cost control and management critical to IT administration, Puratos knew it had to look to tailored and reliable technologies in order to

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Puratos

overcome its mobility challenges. It turned to IT services provider Phrywave, which recommended iPass as leading provider of connectivity software and services.

THE SOLUTION

iPass, and more specifically the iPass Mobile Office service, was selected due to its expansive network including more than 140,000 Wi-Fi hotspot locations and covering over 175 countries worldwide. This incorporates high-speed access at more than 550 airports (including 85 of the top 100 busiest airports by passenger volume) and 23,500 hotels and conference venues around the world.

The iPassConnect™ mobility manager, which is an integral part of the Mobile Office service, provides a unified login and consistent user experience, regardless of whether the connection occurs over wired or wireless links at home, in the office or on the road. Following implementation, an average of more than 330 active Puratos users were making the most of the iPass service each month, using their laptops to connect through the wider iPass network, over home connections and via third party 3G cards.





Gunther De Poortere, PC/LAN Support Engineer at Puratos, explains: "We chose iPass as it gave our remote workforce the tools to connect to wireless broadband and dial-up, both in the office and on the road. The virtual iPass network has proved to be very efficient and has given us that added peace of mind when it comes to controlling spiraling Wi-Fi roaming costs that often get lost in expenses. The iPassConnect client also integrates perfectly with our existing Cisco VPN solution and the other endpoint security tools we have already implemented."

Phrywave, a specialised mobility solutions integrator based in Brussels, provides organisations with the ability to connect their remote, mobile and roaming employees to corporate resources and managed the integration of the iPass solution for Puratos as well as providing day-to-day maintenance and support services.

"Our relationship and established processes with both iPass and Puratos are the foundation to ensure that the technical support is on hand, when needed," said Christian Sinephro, Managing Director at Phrywave. "Because iPass has a global reputation for providing a software and service that fits into a customers' existing environment and suits customer needs, the integration process into Puratos' IT environment was very smooth. Having recently evaluated the success of our two-year relationship we're glad to say that Puratos decided to renew the iPass service contract in May 2009."

THE RESULTS

The iPassConnect mobility manager software client is now installed on over 1,000 Puratos laptops in Europe, Canada, and the Americas, more users embracing mobile working every month. Around 40% of these employees are frequent travelers and rely heavily on the service in order to stay productive whilst on the road, working from customer sites, hotels or at home. Users get swift, easy access to critical corporate data and the IT department is no longer weighed down by billing, setup or support issues. Additionally, through iPass' active user-based flat rate pricing plan, unique in the industry, Puratos can roll out Mobile Office to all users, even those with occasional needs,

and pay a single monthly amount based only on those who actually connect in a given month. This ensures that the budget won't be pressured by heavy users or wasted on unused subscriptions and allows Puratos to accurately forecast future costs. De Poortere concluded: "Using iPass has notably improved both the user experience and corporate management of Puratos' mobility. As all the connectivity options are combined in one platform, only a minimum amount of training is required. In no time at all, our users were up and running and able to connect to our corporate network from any location worldwide. The feedback we've received has been very positive and iPass continues to form the mainstay of our mobility strategy."

ABOUT IPASS

iPass helps enterprises and individuals unify the management of remote and mobile connectivity. With iPass software and services, enterprise customers can create easy-to-use wireless and broadband solutions for their mobile workers, complete with web-based management, security validation, and unified billing. The iPass global virtual network unifies hundreds of wireless, broadband and dial-up providers in over 175 countries. Hundreds of Global 2000 companies rely on iPass services, including Ford, Nokia, and Proctor and Gamble. Founded in 1996, iPass is headquartered in Redwood Shores, California, with offices throughout North America, Europe and Asia.

ABOUT PHRYWAVE

Phrywave Mobile Data Services, based in Brussels, is positioned



as a specialized mobility solutions integrator that delivers enterprise connectivity and mobility services. Phrywave provides the basis for secure end-to-end solutions in the mobile environment in support of innovative mobile applications, customized or context-sensitive services.

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