



# edgeboXX

## Case Study

# Leading European Pulp and Paper Manufacturer Manages Worldwide Office Network with edgeBOX

Portucel Soporcel Group

## The client

The Portucel Soporcel Group occupies a leading position in the international pulp and paper market. It is one of the five largest producers of uncoated woodfree papers (UWF) in Europe. It is also the largest producer of bleached eucalyptus kraft pulp (BEKP) in Europe, and one of the largest in the world.

The Portucel Soporcel Group generates an annual turnover of more than 1,000 million euros, and has a production capacity of 1 million tonnes of paper and 1.3 million tonnes of pulp (of which around 700,000 tonnes are integrated into paper), quite apart from being responsible for the management of more than 130 thousand hectares of forest. The Group's products are sold in 82 countries.

The strong brand awareness of its products – especially the fact that Navigator is the world leader in sales in the premium office paper segment – are the tangible result of the consistency of the plans that have made the Company a manufacturer of high quality products for the paper market. At European level, the Group is the market leader in the supply of bleached eucalyptus pulp to the specialty paper segment, which represents more than 50% of sales, and to the high quality uncoated printing and writing paper segment.

Europe is the main destination for the Group's products and Portucel Soporcel in-house sales network has ten offices in the continent's main cities, as well as in the USA, thereby ensuring that the company remains close to its clients and can thus meet their needs. These "front-offices" and each one of the "back-offices" based at the mills, work with a high level of integration, to guarantee the flexibility that Portucel Soporcel know is fundamental for the management of their business needs.

Mário Pova  
IT Manager at Portucel Soporcel Group

"With edgeBOX we managed to interconnect all our European offices and deliver all required branch-office services, securely and cost-effectively"

## The challenge

The Portucel Soporcel Group needed all of its Branch Offices to be connected to their Enterprise WAN in order to share resources, access web enabled applications and collaborate online.

To accomplish this goal, the Group required a device that would provide voice, data and security services that were reliable, scalable and easy to manage remotely.

## The solution

Critical Links' edgeBOX multi-function business gateway came out as the solution to connect Portucel Soporcel branch offices and to supply each location with comprehensive security, voice and data services, remotely managed from HQ.

Portucel Soporcel Group relies heavily on IT to support its operations and requires all of its Branch Offices to be connected to their Enterprise WAN so they can share resources, access web enabled applications and collaborate online. They needed a device at the edge of their Branch office networks that would provide voice, data and security services that were reliable, scalable and easy to manage remotely.

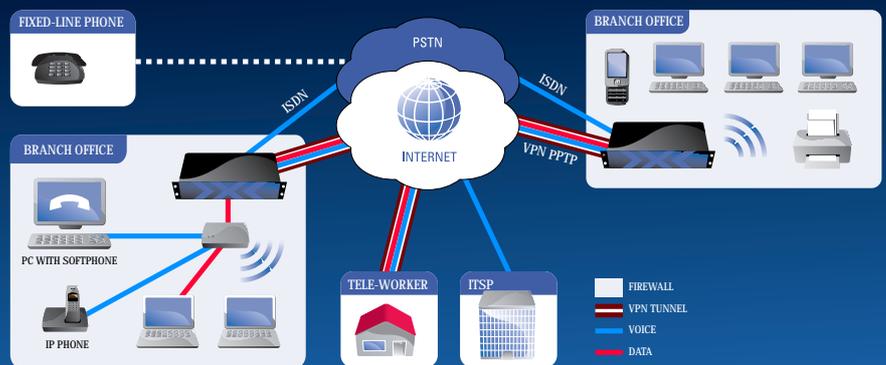
As IT systems become more prevalent in every area of business, Enterprise Branch Offices have increasingly sophisticated needs in terms of networking services. Staff at EBOs require access to the same applications, information and services as those at HQ in order to manage the supply chain, monitor inventory, place orders, ensure the satisfaction of their customers and maintain accurate accounting records. Since EBOs are often the place where customers interact with the company, it is vital that their IT systems deliver the features and performance required to provide good customer support while being reliable and easy to maintain.

While opening up an enterprise's core IT systems has the potential to improve customer service and increase staff productivity, it can also pose a security risk. The more distributed a system is, the more there are weak points with potential to compromise security. To ensure that systems are protected from both external and internal security breaches, data links need to be secured with VPNs and firewalls. Tight control must also be maintained over user access along with monitoring of detailed audit trails to ensure that networking resources are not abused.

The answer to the company's networking business communications needs was Critical Links' edgeBOX solution, now deployed at each of the nine Branch Offices in Europe and the one in United States. All Branch offices are now connected using a private network (enterprise WAN interface), with Internet access through local ISPs, automatic mail distribution via more convenient geographic mail server, and with full control and monitoring of the whole network, both locally and from the corporate headquarters.

edgeBOX enabled a multi-point solution consisting of disparate hardware devices and software packages to be replaced by a fully integrated, pre-configured unit that greatly reduced system administration overheads and improved network availability. It provided a cost effective and flexible platform that can grow in terms of performance and functionality through simple hardware and software upgrades without the need to integrate and support new devices.

edgeBOX is a multi-function business gateway that consolidates data, voice and IT services for small and medium sized businesses and Enterprise Branch Offices. It effectively replaces an average of 4 to 6 devices, dramatically simplifying deployment and management of networking services, with significantly lower Total Cost of Ownership (TCO).



Solution Diagram

## Business Benefits

edgeBOX provided Portucel Soporcel with a simple to deploy, high-availability, all-in-one solution, delivering cost reduction and a comprehensive range of communication and networking services for its Branch Offices. The flexible architecture of edgeBOX enables straightforward updates, and the addition of new services as business and market needs evolve.

The range of integrated services provided by edgeBOX business gateways assured a host of business benefits to Portucel Soporcel, such as:

### Simple network deployment

Creating a LAN and connecting it to the company's WAN, the Internet and the PSTN phone system. edgeBOX, provided a secure gateway, simple to deploy and easy to maintain.

### Enterprise-level security

edgeBOX brings together simplified networking with top-quality security services. Data and applications accessible through edgeBOX are protected by enterprise-grade firewall software, guarding the network from suspicious data packets and denial of service attacks. By customising the firewall, security levels are matched to the network's specifications.

### Integrated voice and data

edgeBOX provides a complete converged voice and data network platform with associated cost savings in terms of reduced investment on infrastructure equipment, fewer resources needed for network management and lower, or free, call rates.

### Storage with automated backup

Files can be stored and shared on edgeBOX in Windows, Linux and Mac compatible formats with data security ensured through automated backup and restore functions, including backup to external physical or network drives at scheduled times.

### Network Management

Secure management and reliability – edgeBOX can be locally or remotely managed via a secure web-based GUI. Tight monitoring and control over network resource usage, including logging, statistics, accumulated history and even remote logging support through syslog, means a problem can always be quickly located and rectified.

### Quality of service

With the converged voice and data network edgeBOX provides, it is important to be able to differentiate and prioritise different types of traffic. To ensure enough bandwidth is made available to priority services, edgeBOX has been built from the ground up to include QoS in every service provided.

### Collaboration services

edgeBOX provides staff with a full set of online collaboration tools, ensuring the maximum return on investment from the network installed. An intranet can be deployed. Internal e-mail services ensure users can communicate internally even if the Internet connection fails. Mail relay and web mail are included for mobile workers. Antivirus, anti-spam and ban lists ensure that unwanted mail is filtered out, and for security purposes email can be kept at a secure offsite data centre.

For Portucel Soporcel, the edgeBOX is a highly cost effective alternative to traditional multi-point network solutions. Lower support and maintenance fees are incurred due to the fact that a single device is being used rather than multiple devices which each require their own support contracts, have different technology refresh cycles and levels of reliability.



## Client Profile

The Portucel Soporcel Group occupies a leading position in the international pulp and paper market. It is one of the five largest producers of uncoated woodfree papers (UWF) in Europe. It is also the largest producer of bleached eucalyptus kraft pulp (BEKP) in Europe, and one of the largest in the world. With an annual turnover of more than 1,000 million euros, the Group's products are sold in 82 countries. Industrially the Group is structured around three mills, which are located in Portugal (Setúbal, Figueira da Foz and Cacia). The Group employs around 2,000 staff.

## Project Profile

Critical Links' edgeBOX multi-function business gateway was deployed at each of the three mills in Portugal, nine Branch Offices in Europe and the one in United States. edgeBOX devices now supply each location with comprehensive security, voice and data services, remotely managed from HQ.

## Business Benefits

- Secure, simple to deploy and easy to maintain gateway
- Enterprise-level security
- Complete converged voice and data network platform
- Cost savings in terms of reduced investment on infrastructure equipment, fewer resources needed for network management and lower, or free, call rates
- Secure management and reliability
- Capability to differentiate and prioritise different types of traffic
- A full set of online collaboration tools, ensuring the maximum return on investment from the network installed
- Storage with automated backup and restore
- Low Total Cost of Ownership

## Solution Profile

A fully integrated and comprehensive network infrastructure in a single box which includes:

### Data Networking

- High speed internet access via ADSL, Cable, or 3G
- LAN and Wireless LAN networking
- Wide Area Network (WAN) capabilities between sites

### Voice

- VoIP Gateway for routing between PSTN and IP networks
- IP Private Branch Exchange (IP PBX) with a comprehensive feature list for inbound and outbound call management

### Security

- Virtual Private Networks (VPNs) based on IPSec, PPTP and L2TP for site-to-site and tele-workers respectively
- Authorisation, Authentication, and Accounting (AAA) providing complete control and auditing of network resources
- Firewall management; either basic or authenticated statefull firewall for each external link and VPN
- Anti-Virus protection based on both open source (ClamAV) and third-party software (McAfee, Sophos)

### IT

- File and printer sharing for office desktop user collaboration
- Storage with quota management and automatic backup to a local disk or remote server backup
- Web server for intranet, extranet or internet. Intranet out-of-the-box with standard collaborative services
- Email and associated services for email hosting

### Management

- Quality of Service (QoS) and Bandwidth Management for service and user prioritisation, in particular to ensure voice quality
- Integrated Management from an easy to use web interface
- Provisioning and administration platform (ITEMS™) specifically designed to allow Service Providers to deliver Broadband Managed Services

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## About Critical Links

Critical Links is a global provider of converged ICT solutions for Small and Medium Businesses (SMBs) that dramatically simplify and cost-reduce by consolidating a host of advanced voice, data and IT applications over a single platform.

Critical Links' flagship product, the edgeBOX™, is an award winning multi-function gateway that provides VOIP, IP-PBX, VPNs, security, NAC and QoS as well as web server, e-mail server and data storage; It replaces up to 8 separate devices that would otherwise be required to support this breadth of functionality, and is available on a range of scalable and fault-tolerant platforms supporting up to 300 users. Critical Links offers its solutions through a global network of VARs, System Integrators, OEMs and Service Providers. For more information:

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