



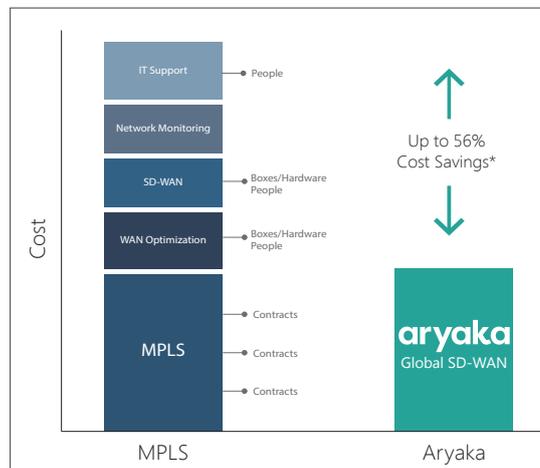
Skullcandy Unplugs MPLS and Achieves 10x Faster Performance

The Challenge Global Application Performance and Connectivity

Skullcandy is a brand that takes great pride in inspiring life at full volume for its customers by pushing the boundaries of culture, sport, music, gaming, and fashion. Its headphones, earbuds, and Bluetooth speakers are the rage for millions of dedicated customers worldwide.

Just as its customers have come to expect resilient performance and innovation from its products, Skullcandy demands the same from its solution providers. Not surprisingly, when employees reported poor application performance, and IT discovered high network latency across eight globally distributed offices in seven countries, including China, Japan and Germany, Skullcandy was quick to react.

One of the biggest problem areas involved the company's SAP Business ByDesign deployment, a software-as-a-service (SaaS) ERP application that touched multiple departments and operations. But the problems didn't end there. Skullcandy also had slow performance and frequent disconnects because of high latency for its Cisco TelePresence application. This disrupted virtual meetings, impacting staff productivity and impeding collaboration



MPLS lacks substantial capabilities when compared to the the Aryaka Global SD-WAN. (Cost savings are determined by scope of infrastructure.)

COMPANY PROFILE

Industry: Consumer Goods
Headquarters: Park City, Utah

CHALLENGES

- High unpredictable latency with MPLS
- Poor performance of SAP Business ByDesign and Cisco TelePresence applications
- Instability with PLM, RDP, SQL Server, and SharePoint solutions
- Expensive bandwidth and limited scalability with MPLS

SOLUTION

Aryaka SmartCONNECT

RESULTS

- Up to 10x improvement in application performance
- As much as 40 Mbps peak bandwidth savings
- 40% cost savings over MPLS
- 93% data reduction across all applications
- Deployment in days vs. weeks or months for MPLS
- Real-time network and application visibility

with business partners and customers. Additionally, file transfers were slow, and performance and connectivity for other applications used for project lifecycle management (PLM) and remote desktop protocol (RDP), as well as Microsoft SQL Server and SharePoint deployments, were unreliable.

The Solution

Aryaka SmartCONNECT

With the 2016 holiday season fast approaching and a forecasted increase in customer demand, Skullcandy sought to replace its legacy MPLS with a next-generation solution that would improve application performance, minimize latency, and achieve consistent, reliable connectivity.

Skullcandy looked at several different solution options, including Aryaka SmartCONNECT, an enterprise-grade private network that delivers global connectivity and accelerated application performance. Built into the network is WAN Optimization technology and SD-WAN functionality, ensuring that performance is optimized over the middle mile reduce latency and packet loss between regions and countries, for great distances.

Although Skullcandy evaluated WAN Optimization solutions, it found the hassle of managing CapEx in a single monthly service problematic. This is why Skullcandy turned to Aryaka SmartCONNECT: it could accelerate performance for all on-premise and SaaS-based applications with no CapEx. The initial deployment began as a proof of concept (POC) at one of the company's locations in China. Once the results had been observed, Skullcandy's management team immediately decided to scale the solution across its other seven global locations.

"Aryaka provides us with value, flexibility and expertise that our MPLS provider could never offer. Aryaka helps us uphold our brand by giving us the solution we need not only to respond to customer demand, but also to improve business productivity."

Yohan Beghein, Sr. Network Engineer, Skullcandy

	MPLS	Aryaka Global SD-WAN
Global Private Network	✓	✓
Over 99.99% Availability	✓	✓
Quality of service (QoS)	✓	✓
Cloud/SaaS Connectivity	✗	✓
Built-in WAN Optimization	✗	✓
Built-in SD-WAN	✗	✓
Single Day Deployment	✗	✓
Instant Bandwidth Scaling	✗	✓

MPLS lacks substantial capabilities when compared to Aryaka's Global SD-WAN solution.

The Result

Speed, Performance, and Cost-Savings

Compared to its legacy MPLS solution that took months to roll out, Aryaka SmartCONNECT was deployed in a matter of a few days. This provided Skullcandy with much greater flexibility when expanding operations by adding more offices or making changes with existing locations.

The results were immediate and lasting. SAP Business ByDesign performance improved 10x. Connectivity failures and performance problems with TelePresence, PLM, and RDP applications were eliminated. The time required for file transfers decreased substantially, and issues of instability with the company's SQL Server and SharePoint deployments were eradicated.

Contributing to the above results was a 93% reduction in data across all applications. Skullcandy also reports up to 40 Mbps peak bandwidth savings. When it comes to comparing total cost of ownership (TCO) to an MPLS deployment, Aryaka SmartCONNECT saved Skullcandy up to 40% over its prior deployment. (Note: Some Aryaka customers see savings up to 56%.) Skullcandy also has real-time network and application visibility with Aryaka, something it did not have with the MPLS solution.

About Aryaka Networks

Aryaka is transforming how global enterprises connect sites and users worldwide, and use mission-critical applications to support modern business execution demands. Aryaka's Global SD-WAN combines a purpose-built private network, SD-WAN, optimization and acceleration techniques, connectivity to cloud platforms, and network visibility in a single solution that is delivered as a service.