



## Success Story

### ZyXEL Creates Seamlessly Integrated Solution for Indian Logistics Company

**“For the last three years, ZyXEL has supplied Blue Dart Express with routers. These devices have been deployed to provide a variety network connectivity options, and have performed much to our satisfaction.”**

**RC Sareen**  
IT Head of Blue Dart Express

#### Overview

**Customer Name**  
Blue Dart Express

**Customer Industry**  
Logistics

#### Challenges

- Expand network coverage between branches and headquarters
- Provide comprehensive security
- Integrate with existing hardware
- Offer excellent price to performance ratio
- Provide a reasonable array of features
- Solution must come from a reliable vendor with local presence

- Good product specifications and proven technologies

#### Solution

- Unified Security Gateway

#### Benefits

- Reliable & sturdy product
- High return on investment
- Best price to performance ratio
- Robust infrastructure between call center & RMA
- Outstanding training capabilities
- Customization and hand-holding in deployment

## Background

Founded in 1983, Blue Dart is South Asia's premier courier and integrated express package distribution company. It offers the country's most extensive domestic logistics network covering over 34,000 locations, and servicing more than 220 countries and territories worldwide through its group company DHL, the premier global brand name in express distribution services.

Blue Dart's vision is to build on its reputation for excellence in delivery capabilities focused on the individual customer. The company operates warehouses at 72 locations across India, as well as bonded warehouses at the seven major metros of Ahmedabad, Bangalore, Chennai, Delhi, Mumbai, Kolkata, and Hyderabad.

Blue Dart has been awarded ISO 9001 - 2008 countrywide certification by Lloyd's Register Quality Assurance for its entire operations, products and services. The company has also participated in e-commerce B2B and B2C initiatives including partnering with some of the prime portals in the country.

## Challenges

Blue Dart has invested extensively in technology infrastructure to create differentiated delivery capabilities, quality services, and customized solutions for its customers.

As Blue Dart had state-of-the-art technology indigenously developed for track and trace, MIS, ERP, customer service, space control and reservations, it originally utilized a Cisco solution to deliver broad connectivity to its 72 warehouses, seven bonded warehouses in major metros, regional offices and corporate head-quarters. However, a major bottle-neck developed when taking the network to the smaller and more remote centers, which were equally critical to business. Because of the considerable cost associated with an additional Cisco solution, this option was ruled out.

Because the entire ERP was to be connected with each center irrespective of the size, implementing new security and the corporate policies was crucial. The stringent security norms of the ERP were required at all locations.

Also, as the terminal could result in costly delays while booking the logistics shipments, the desired solution had to be robust and dependable, as every single minute of downtime could result in business loss. And finally, Blue Dart required extensive technical expertise from the solution provider to integrate it with the existing solution and ERP.

## Solutions and Benefits

Blue Dart chose the ZyXEL USG20 unified security gateway as the basis of its solution. These were deployed at the company's branch offices and were to connect to the corporate and regional headquarters, respectively, over a MPLS-VPN network from a service provider, integrating with the existing WAN solution from Cisco.

The project began with a pilot in two branches and mission-critical branches were added incrementally based on need and business volume. Two branches were set up each month until the goal of 25 was reached.

Branches required a full-blown unified threat management box in order to comply with the corporate security policy. The device had to not only generate the VPN tunnel to the corporate LAN, but also serve as the perimeter security solution for the branch. Fortunately, Blue Dart was able to meet all the norms with ZyXEL's integrated, robust, and yet cost-effective USG 20.

ZyXEL was chosen to provide this solution for several reasons. The company's unified threat management box — USG20 — met all of Blue Dart's security standards and parameters laid out in the company's corporate security policy. The ZyXEL equipment was able to integrate with the existing Cisco core. Also, ZyXEL's superior training capabilities would build staff confidence at Blue Dart as it related to their ability to configure ZyXEL's boxes. Blue Dart was thoroughly satisfied with ZyXEL's robust after-sales and call center support for business critical applications.

The above key factors had made it very difficult for Blue Dart to find a vendor that could meet to all the parameters. Those that were cost-effective were not reliable, those that were reliable weren't ready to customize the solution and integrate it with Cisco equipment, and those that could handle both tasks were not cost-effective.

The key challenge involved meeting Blue Dart's parameters of stringent security norms. It was mandated that ERP would integrate with the existing network and that it would be possible with the manpower that was typical of a Cisco-like command set, while still remaining affordable. Second big challenge was the dispersed deployment, as each unit was to be installed in a different location with a different staff. Finally, the installation had to be completed within a strict schedule.



Above all, ZyXEL's deep-rooted presence in the Indian market with a respectable install base in prestigious projects and the company's existing success stories in logistics vertical were a strong selling point.

ZyXEL managed to stand out from a host of tough competitors, including HP, Juniper (Netscreen), Cisco (Pix), Sonic Wall, Fortinet, Cyberoam (Sophos). The customer had invited all these companies to showcase their capability, not just on paper but with practical demonstrations. Blue Dart wanted the product to be installed in their premises, integrating with the existing backbone and the corporate ERP, and run for a week without interruption. Once the above was achieved, the contract was to be discussed and closed. Only ZyXEL, SonicWall & Cisco Pix could carry out a satisfactory installation and run for a week, thereby entering the bidding phase. Once they reached this stage, ZyXEL was able to offer the best price. ZyXEL provided reliable service, satisfying the customer with an exceptional price-to-performance ratio.





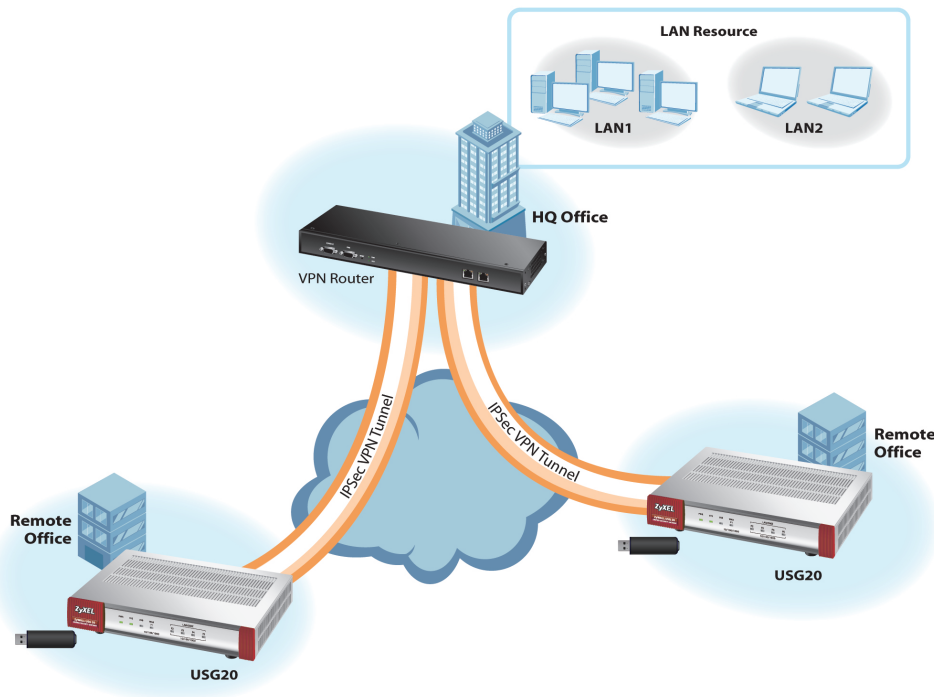
## Products Used



### USG20 Unified Security Gateway

- Unified Security Gateway for SB
- All Gigabit Ethernet interface hardware design
- High-performance multi-layer threat protection
- Hybrid VPN (IPSec, SSL and L2TP) secures connection
- 3G USB dongle as the backup WAN

## Diagram



### About ZyXEL Communications

ZyXEL Communications Corp., founded in 1989 and headquartered in Taiwan, is the leading provider of complete broadband access solutions. As one of the early modem manufacturers, ZyXEL has gone through transformations in the fast-paced networking industry. Delivering cutting-edge communications innovations to more than 400,000 businesses and more than 100 million consumers throughout the world, today ZyXEL is one of the few companies in the world capable of offering complete networking solutions for Telcos, small to medium-sized businesses, and digital home users for a wide range of deployment scenarios. Telco solutions include Central Office Equipment, Customer Premise Equipment, Wired and Wireless Access Network Devices, and Carrier Switches. SMB and Enterprise solutions include Unified Security Gateways, LAN Switches, WLAN, and IP Telephony. Digital Home solutions include Network Connectivity Devices and Multimedia Solutions.

The company has 1000 employees and distributors in 70 countries, reaching more than 150 regional markets. The ZyXEL Communications Corp. includes 35 subsidiaries and sales offices and two research and development centers worldwide. For more information, visit the company's Website, <http://www.zyxel.com>.

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