

## Success Story

Zyxel Networks Aids Indian IoT Company Improve Connectivity Between Global Branches for Higher Work Efficiency



Information  
Technology



CUSTOMER

Avotrix



COUNTRY

India



SOLUTION

Zyxel Nebula  
SD-WAN  
Solution

## Overview

### Challenges

- High latency in data transmission between the headquarter and the US branch hurting workflow and efficiency
- Difficulty in managing the network for both offices in the US and Mumbai, India.

### Results

- Reliable and secure VPN connectivity with low latency between the headquarter and the branch office
- Easy-to-use, centralized network management
- Optimized WAN performance for fast and smooth remote access to applications

### Solution

- Zyxel Nebula SD-WAN Solution

“We are happy with the significant increase in coverage quality, system stability, and performance. Zyxel Nebula SD-WAN solution provided us seamless connectivity with ease of work for our employees. We look forward to working with Zyxel for our future projects too”.

Vignesh Naidu  
CTO, Avotrix

## Background

Avotrix is among the top 10 fastest growing “Internet of Things” companies, providing a device-agnostic predictive analytics platform in North America, Europe, Southeast Asia, and Australia. Their solution features floor sensor technology that collects consumer foot traffic data from intelligent floor sensors and uses advanced algorithms to

analyze them to generate human behavior insights. The technology enables the adopter to increase conversions and improve ROI for their locations like exhibition venues, stores by analyzing occupancy, traffic patterns, and engagement times.

## Challenges

The company is based in Mumbai, India, with an office in the US. As it grew, Avotrix faced a technical challenge: seamlessly sharing data from the headquarter to the US office. They have some applications located in India, which their US team wanted to access and operate. However, they encountered high latency when opening and accessing applications from the US. This hampered their work efficiency. Besides, they also faced difficulty in managing the network for both the offices in the US and Mumbai. To solve these issues, Avotrix wanted a high-efficiency, easy-to-manage solution that would allow smooth communication between their offices in India and the US with low latency.

Subsequently, the company sought the help of a local system integrator who could provide a solution that had all the necessary features and was scalable, from a vendor who offered attentive support.



## Solutions and Benefits

The company worked with Zyxel’s partner Saimaa Technologies to find the best solution to tackle their problems. Zyxel India suggested **ZyWALL VPN100 Firewall** which could address their needs. The VPN100 was used to create VPN tunnels to ensure smooth communication and low latency when the US team accessed the applications in India. The VPN100 can run in Nebula SD-WAN mode or standalone gateway mode. The SD-WAN technology supports WAN Optimization and Dynamic Path Selection to enable application prioritization. This technology detects internet status and dynamically prioritizes traffic for specific users and applications, allowing essential applications to get sufficient bandwidth.

Nebula SD-WAN technology is designed to optimize the WAN’s service quality. Nebula SD-WAN enables companies to deploy their network equipment in different geographical regions and manage the network in remote locations easily with Zero Touch Provisioning and graphical user interface in the central management platform.

VPN100 can provide encrypted VPN connection to ensure secure communications between different locations. It supports Amazon Virtual Private Cloud (AWS VPC) that is compatible with today’s VPN environment. The firewall can create high-efficiency VPN tunnels using IPSec VPN Hardware engine with load balancing and failover high-availability features. It ensures VPN reliability and security for the business network communications between HQ and branches, which is ideal for multi-national companies.

The rising star in the IoT industry was pleased with Zyxel’s solution, which helped them to significantly improve network connectivity, system stability, and work efficiency. Avotrix’s CTO Vignesh Naidu said, “Zyxel VPN100 and SD-WAN solution provides us seamless connectivity with ease of work for our employees. We look forward to working with Zyxel for our future projects.”

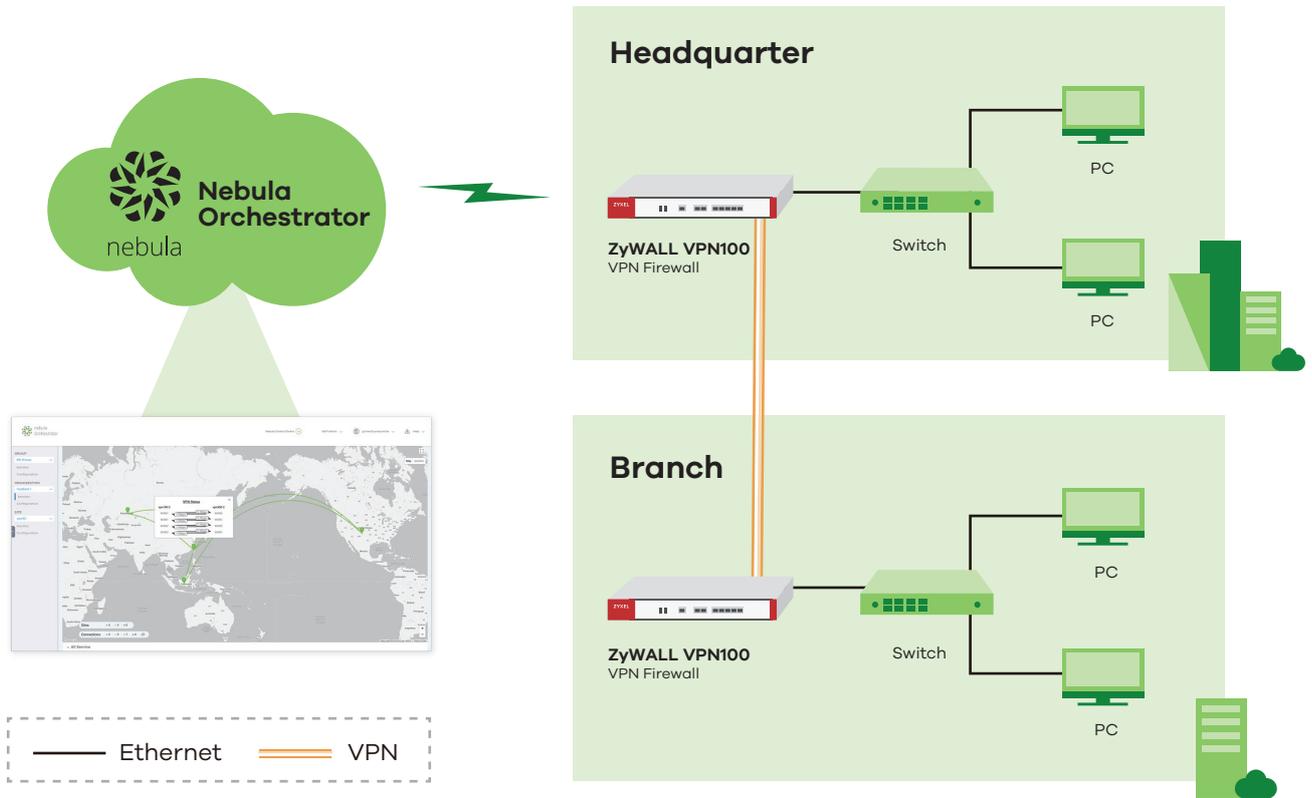
## Products Used

### ZyWALL VPN100 • VPN Firewall



- Validated by Microsoft Azure and Amazon AWS for SMB convenience
- Robust hybrid VPN (IPSec/IKEv2 and L2TP over IPSec VPN)
- Comprehensive connectivity with hospitality and AP controller integrated
- Uninterrupted services with Multi-WAN Failover and VPN High Availability

## Diagram



### About Zyxel Networks

Focused on innovation and customer-centricity, Zyxel has been connecting people to the Internet for over 30 years. Our ability to adapt and innovate with networking technology places us at the forefront of creating connectivity for business and home users. We're building the networks of tomorrow, unlocking potential, and meeting the needs of the modern workplace — powering people at work, life, and play. Zyxel, Your Networking Ally.

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