

# Case study



## FLEXIBLE NETWORK ACCELERATION

### Replify Accelerator Provides Network Optimization for Mowi

#### Background

Mowi is the largest producer of farm-raised salmon in the world and is present in 25 countries across the globe.

Mowi has deployed Replify's WAN Optimization software throughout a large portion of their organization to improve the application user experience for over 14,500 of its employees across the globe.

The Replify software, hosted by Mowi in Microsoft Azure and deployed on end user machines, will accelerate Microsoft SharePoint, Microsoft Teams, Office 365 and Infor M3 ERP.

Mowi decided to deploy Replify's Intelligent Caching Engine to reduce the amount of data transmitted across the WAN resulting in improved user experience and application responsiveness.



*Replify is delighted to provide its WAN Optimization technology to Mowi.*

*In particular, the mobile client part of our software that can be installed on end user devices has proved invaluable to Mowi given the geographically dispersed locations of the large workforce and the networking and infrastructure challenges this creates.*

**Rozy Corry, CEO at Replify Ltd**

#### The Challenge

Having such a widespread presence, Mowi depends on local internet infrastructure to connect their employees to the company's many cloud and datacenter-hosted applications. The bandwidth and quality of links provided by the local infrastructure varies greatly. As Mowi is also consolidating their application portfolio and have started moving from local applications to global applications, hosted in their datacentre in Europe, they see their applications' performance degrading and see employees experiencing high latency and frequent congestion on their links.

Mowi was actively looking at technology to improve overall network health and application performance for their employees. One of the larger considerations was to do this without additional hardware. Besides the first consideration, Mowi set a firm requirement, where TLS optimization was essential towards adopting any product as a solution as the majority of Mowi's corporate applications are HTTPS.

Mowi needed a technology to overcome these issues regardless of the quality of a user's connection or whether the data was TLS.

#### The Solution

Replify's Mobile Accelerator Client was a key enabler for Mowi. With no hardware needing to be rolled out to remote sites, the client was quickly and easily deployed to hundreds of devices, without the need for on-site visits, using SCCM and InTune.

On the datacenter side, Mowi deployed Replify Virtual Appliances to which each of the clients connected. This job was simplified by Replify's optional Enterprise

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Manager component that consolidates licensing, reporting and distribution of acceleration functions among clients in a deployment.

With the simple configuration complete, Replify's Intelligent Caching Engine was ready to work.

The Client and VAs combined to perform the 4 key functions of Replify's *Intelligent Caching Engine*: compression; data deduplication; protocol optimization; and TCP optimization.

## The Results

The results were dramatic and rapid. Employees reported improved application responsiveness while the reduction in bandwidth consumption was in excess of 40% for Office 365 and over 85% for the Infor M3 ERP. This freed up bandwidth on the links, making better use of the capacity available.

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*This was, by far, one of the smoothest rollouts with a major impact to end users. The software did EXACTLY as advertised – but all in the background – the only thing the end users saw was faster applications.*

*At present, we have offloaded nearly 40% of Office365 data, and over 85% of corporate applications.*

**Stephen Budgeon, Applications Specialist at Mowi**

## About Mowi

Mowi, formerly known as Marine Harvest, is the largest producer of farm-raised salmon in the world. As the first global seafood company with an end-to-end supply chain, Mowi's ownership over every stage of production enables it to bring supreme quality salmon to consumers around the world.

The logo for Mowi, featuring the word "MOWI" in a bold, black, sans-serif font with a registered trademark symbol (®) to the upper right of the "I".

With headquarters in Bergen, Norway, Mowi employs over 14,500 people in 25 countries worldwide, and is listed on the Oslo Stock Exchange.

## About Replify Ltd

Replify Ltd is a world-leading supplier of WAN optimization software for off-the-shelf deployments and bespoke SD-WAN integrations.

Based in Belfast, UK, Replify was founded in 2007 and was one of the first WAN optimization companies to market with a software only virtual appliance solution in 2009, including a multi-platform mobile client.

Replify's software is available for a wide range of hypervisors and can also be installed on bare-metal Linux-based devices (including routers). Replify also provides acceleration clients for a wide range of mobile devices including Android, Windows, MacOS and Linux. Replify's core business is providing its WAN Optimization technology to other vendors under OEM license and integrating it deeply into SD-WAN platforms, often white labeled.



## Get in touch

If you are a vendor or an end-user and are facing some of the challenges described in this case study, then you should be talking to Replify. Get in touch via one of the methods below.



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