

PUMA AG Secures Complex International Network with Juniper Networks Security Solution



Customer:

PUMA AG, a leading manufacturer of athletic footwear, apparel and accessories

Industry:

Retail

Challenge:

Securely connect highly distributed retail and field sites worldwide

Solution:

Juniper Networks NetScreen firewall and IPSec VPN solution

Benefits:

- Secured critical data
- Reduced telecommunications costs
- Increased business efficiency and productivity

“The immediate returns we realized from implementing Juniper Networks solutions were impressive. We significantly cut our telecommunications costs – in some regions by as much as 50 percent.”

Kurt Walker
PUMA
Vice President of Information Technology

Known for its dedication to sport and fitness, PUMA AG, is a leading global manufacturer of athletic footwear, apparel and accessories. Sponsoring Pelé through World Cup finals, Boris Becker to the grass courts of Wimbledon, Linford Christie to an Olympic gold and the newly added Italian national soccer team, the PUMA name is synonymous with world-class performance.

With 2,400 employees located in more than 80 countries, PUMA sought a network security solution that was as nimble and reliable as its running shoes: Juniper Networks, Inc. fit the bill.

Kurt Walker, PUMA's vice president of information technology, remembers the challenges of connectivity prior to rolling out the Juniper Networks security solution, “We had three sites with VPNs using Novell's NetWare,” said Walker. “They just weren't scalable.”

The remaining business locations used leased lines and dial-up analog

modems. As PUMA's business needs and infrastructure grew, including heavy use of Lotus Notes for enterprise messaging, as well as critical applications such as Citrix's WinFrame and IBM's WebSphere Application Server, PUMA's telecommunications bandwidth costs became prohibitive and security needs increased.

The Solution

With the goal of reducing operating costs and standardizing network and security solutions that can scale to meet PUMA's worldwide needs and anticipated growth, more than 80 PUMA retail sites and field offices worldwide are now securely connected with Juniper Networks products. PUMA has deployed Juniper Networks NetScreen-5XP appliances and Juniper Networks NetScreen-204 integrated firewall and virtual private network (VPN) appliances.

NetScreen-5XP appliances and NetScreen-5XT series appliances work in almost any installation



environment, provide up to 70 Mbps of firewall throughput and support up to 10 concurrent tunnels with up to 20 Mbps of 3DES IPsec encrypted data throughput. To securely connect PUMA's U.S. and Hong Kong headquarters to the company's German data center that hosts the intranet and corporate applications such as SAP, Puma deployed NetScreen-204 appliances, which perform IPsec VPN and firewall functions at near wire speed (up to 400 Mbps and up to 200 Mbps, respectively).

"We found that Juniper Networks products are easy to deploy and manage and are highly reliable. This is critical as our network infrastructure continues to expand," said Walker.

For employees, such as field sales professionals, PUMA has equipped laptops with Juniper Networks NetScreen-Remote VPN Client software, allowing them to establish secure IPsec VPN links to the enterprise Notes server and sales tools. NetScreen-Remote VPN Client software is well-suited to employees needing secure access to private networks across the public Internet and to end-users within an enterprise environment who require secure connections across wireless networks or between departmental networks.

The Benefits

An integrated firewall and VPN solution from Juniper Networks has allowed PUMA to link its international field offices to its U.S. headquarters in Westford, Massachusetts, its Asia Pacific headquarters in Hong Kong and central headquarters in Germany, increasing efficiency and reducing operational and telecommunications costs company wide for its growing business.

"The immediate returns we realized from implementing Juniper Networks solutions were impressive," said Walker. "We significantly cut our telecommunications costs—in some regions by as much as 50 percent."

Walker added that standardizing on Juniper Networks easy-to-manage-and-deploy solutions has improved the efficiency of its IT department and minimized reliability issues. "Using Juniper Networks highly reliable appliances over digital subscriber lines with always-on network connections has improved productivity of our operations. Now each store uses Juniper Networks to safely transmit sales in real time."

Large and growing rapidly, PUMA continues to gain value from its Juniper Networks security solutions, reaching even beyond the company's own business locations. "We have design centers and many partners in Paris, London, Melbourne, Taiwan, Spain, Los Angeles and New York," said Walker. "Each needs to know what is going on, and Juniper Networks provides the secure extranet connectivity they need to do that. With Juniper Networks devices deployed at factory and partner sites worldwide, we can manage supply more efficiently in Asia, Europe and South America."



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