



Lend Lease

Lend Lease achieves global flexibility through a single supplier

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Customer Case Study: Lend Lease

The Company

Lend Lease is a leading real estate services business, having developed, constructed and managed real estate assets around the world for over 45 years. From office towers, hospitals and airports, to shopping centres, pharmaceutical facilities and residential communities, Lend Lease has created many landmarks for the public sector and private enterprise.

The Group focuses its strengths of project and construction management, integrated development and real estate funds management within the three major regions of Asia Pacific, USA, Europe and the Middle East and Africa.

Flexibility underpins this model. The Group concentrates on sectors and markets where business opportunities exist that are suited to its capabilities. Scale is leveraged to harvest global and regional synergies. Flexibility is maintained to adapt to individual markets.

The group is organised along three core business lines - Retail and Communities; Investment Management; and Project Management, Construction and PFI.

The Challenges

The Lend Lease strategic model is based on two simple but key sets of imperatives:

- To continue to keep Bovis Lend Lease globally competitive but locally responsive, focused on its customers, growth geographies and growth sectors, providing world class project management, construction management and design services.
- To look for integrated opportunities, initially in those regions where it has the highest capability, including Australia, UK and US.

It is focused on the integrated opportunities that show the strongest growth, where it can take project positions with leveraged capital that allows it to build businesses with competitive barriers to entry and profits with annuity stream profiles.

The Lend Lease IT function was charged with providing a communications solution to meet these objectives - a globally competitive solution which meets local requirements, whilst enabling the business to win new projects to support growth.

Having evaluated the global telecoms marketplace Reliance Globalcom was selected in mid-2004 to design, install and operate a new global WAN across the worldwide operations of Lend Lease with the following challenges:

- Lend Lease was previously operating a complex, expensive and diverse network, managed in-house
- Design a new, globally integrated network with a single supplier point of contact governed out of Sydney, Australia
- Provide a standard platform for delivering network services to a group operating globally, but with the flexibility to incorporate different technologies and services to suit diverse requirements
- Reduce costs while increasing performance for the APAC, US and EMEA sites to the global Data Centres

The Solution

Reliance Globalcom was in a unique position to design a hybrid type solution incorporating different technologies, procured at a competitive price, delivering different levels of availability, resiliency and support to meet Lend Lease diverse requirements.

A new network was designed with MPLS at the core, integrating best of breed services on a regional basis. The solution also utilises DSL, IPSec and Ethernet technologies based on the best available technologies in the region as well as flexibly meeting the differing site-by-site requirements. The Reliance Globalcom MPLS Matrix™ part of the solution utilises various underlying carriers and supports multiple Classes of Service and SLAs providing high quality end-to-end performance to its locations anywhere in the world. The combination with Reliance Globalcom IP Secure™ enables more cost-effective and rapid deployment of service to remote sites and greenfield locations.

"Many international businesses are struggling under the weight of legacy network infrastructure supplied to them by Asset Based Carriers intent on selling a fixed technology, at a fixed long term price, in a fixed geography. The resulting 'solution' is then highly inflexible, difficult to manage and a constraint on business growth. Reliance Globalcom's asset-light, infrastructure independent model means that we have provided Lend Lease with the service orientation and flexibility to meet its complex, international network requirements today and into the future," said Reliance Globalcom, Australasia General Manager, Tim Sullivan.

Key achievements of solution:

- A hybrid of MPLS Matrix and IP Secure has been rolled out at over 300 locations in 27 countries across North America, Europe and Asia Pacific
- Technology and performance improvements including a 300% uplift in total network capacity
- 25% reduction in operational cost base
- Single point of contact and SLA regardless of the underlying carriage provider at each location
- Global account team managed out of Sydney, with regional service and account managers operating in US and EMEA
- The VNO model ensures that Lend Lease is not locked into a specific technology or price point and will benefit even further from annual cost reductions and technology advances through Reliance Globalcom's Active Negotiating Process (ANP)

Flexibility is the key

The major industry analysts are all proposing flexible sourcing strategies and advising enterprise clients not to sign up to long term, single carrier technology solutions. Flexibility is of paramount importance to Lend Lease, with the nature of the business being that network requirements differ significantly on a site-by-site basis, with larger sites necessitating more bandwidth, resiliency and service support, smaller sites requiring more cost effective solutions, and project sites often needing a rapid deployment communications solution.

Reliance Globalcom therefore created a standardised matrix for Lend Lease, with graded solution types offering differing levels of bandwidth, resiliency and service support, with costings determined by the service selected. Technology used is dependent on what is available at the particular location:

- Primary MPLS / Ethernet, Primary IP Secure, or a combination of Primary MPLS / Ethernet and Secondary IP Secure infrastructure
- Global Data Centres connected to MPLS core infrastructure to ensure high performance access to applications
- Project locations use IP Secure DSL or wireless access for rapid deployment
- Integrated Internet access for all locations

What the customer thinks

"As a multi-national organisation, where communications access is critical, and site requirements are diverse, we knew there wasn't a single carrier and technology solution to meet this challenge. Reliance Globalcom, with its VNO model, has that global capability and designed a solution which enabled us to flexibly source the best technology solution at the right price. It has rationalised what is a very complex global telecoms market and enabled us to benefit the business through optimised site-by-site solutions and a significant overall reduction in our spend."

Tony Brennan, Global CIO, Lend Lease

For more information about Reliance Globalcom, visit www.relianceglobalcom.com

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The Reliance Globalcom data business brings together the former FLAG, Vanco and Yipes entities to create a global managed solutions provider.

Reliance Globalcom delivers hybrid network solutions offering unrivalled reach, depth and breadth within a customer focused managed service wrap. It offers a flexible combination of services to support the needs of multinational clients including low latency connectivity into developed and developing markets, global Ethernet VPLS and IP MPLS spanning key metros, and more than 750 off-net local purchasing relationships providing dense local access in every country globally.

Over 1400 enterprise customers and 200 carriers depend upon Reliance Globalcom to deliver business-critical network solutions, manage complex requirements, and deliver services to their businesses everywhere in the world.

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