



D-Link Benefits at Pharm-Olam International

- Affordable, Reliable Storage Area Network
- Improved Corporate Communication
- Increased Storage Space
- Scalable to Accommodate Growth
- Security and Backup Storage
- Improves Efficiencies, Reduces Downtime
- Local D-Link Support
- Local Authorized Value Added Reseller

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-John Agathon
Vice President of Sales,
NetStar Telecommunications

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-Michael Shassere
Global IT Director,
Pharm-Olam International LTD

D-Link Provides Pharm-Olam International With Cost Saving Internet Phone Calling Capabilities

Gigabit Core Switching Solution from D-Link Supports Voice-Over-Internet Protocol for Worldwide Site-to-Site Communication

Challenge: Roll Out VoIP Phone System Under Budget Constraints While Boosting Functionality

Based in Houston, Pharm-Olam International Ltd. is a Contract Research Organization (CRO) that manages clinical trials of new drugs going on the market. With offices in 22 countries, one of the company's key objectives was to manage site-to-site communications under budget constraints without sacrificing quality of service and functionality.

Pharm-Olam needed a network infrastructure to support Voice-Over-Internet Protocol (VoIP) phone handsets for global calling – a solution that would eliminate traditional phone calling charges and allow employees to place international calls for free over the Internet. However, with their aging myriad of unmanaged switches from multiple vendors causing a performance bottleneck, creating time delays and power drops, they needed a high performance managed core switching solution to provide more bandwidth on the network backbone and offer greater administrative functionality.

"We knew that switching to VoIP phones as opposed to a traditional phone network would result in a huge cost savings," said Michael Shassere, Global IT Director, Pharm-Olam International LTD. "But voice traffic is very bandwidth intensive and we needed to update our core server and Ethernet ports to handle the additional traffic."

"VoIP phones require power to run, and in our case the desktop switches were experiencing a power drop," Shassere said. "We use approximately 100 data ports and 100 VoIP ports. What we needed was a solution that integrates Gigabit technology and speeds up access to the network backbone. At the same time, we were concerned about finding a solution with smart management features that would allow the network to be monitored remotely."

Solution: D-Link xStack DXS-3250 Gigabit Managed Layer 2 Switch
D-Link Delivers Affordable and Reliable Core Technology Convergence

To find the right data storage solution, Michael Shassere turned to John Agathon, Vice President of Sales, NetStar Telecommunications, an



authorized D-Link reseller also based in Houston. Agathon recommended implementing the D-Link xStack DXS-3250 – a wireless switching solution that can stack up to 16 units in a stack and provide 768 Gigabit ports – to serve as the core network backbone.



Pharm-Olam International Management Team

"Their goal was to roll out a VoIP system under budget constraints without sacrificing quality of service or functionality. They needed to upgrade their core switch to Gigabit to provide more bandwidth, so we recommended D-Link's DXS-3250 because of its flexibility and expandability. Everything about D-Link was better. It's an intelligent wireless switching unit with 16 units per stack," Agathon said. "It's cost effective, functional and provides a consistent interface across both platforms."

The system is paired with D-Link's DES-3550, a high-performance, managed, stackable Layer 2 switch that provides an ideal solution for workgroups and departments. The DES-3550 offers Pharm-Olam a fast switching solution that is ideal for high density applications.

For Ethernet ports at the desktops, Pharm-Olam opted for the D-Link Web-Smart 24-Port DES-1526 to provide smart management features and Power-Over-Ethernet (PoE) to supply power injection into 802.3af compliant devices such as IP phones, wireless access points and IP cameras.

Business Class Networking

D-Link xStack DXS-3250



48-Port Gigabit Wireless-Ready Switch + (4) Combo SFP Ports + (2) Optional 10-Gig Copper/Fiber Uplinks

- Wireless ready
- Comprehensive security
- Supported Access Points (APs)
- Advanced network management

D-Link DES-3550



Stackable 48-Port 10/100 Switch + 2 combo Gig copper/SFP uplinks

- High performance wire-speed architecture
- Operational simplicity
- Investment protection

D-Link Web Smart DES-1526



24-Port PoE 10/100 + 2 Combo Gigabit Copper/SFP ports Switch

- High performance switching
- Network management
- Advanced standards-based Enterprise features

For Internet phone handsets, Pharm-Olam chose to replace its aging Panasonic equipment with NetStar's VoIP PBX phones.

"We chose D-Link because of cost and performance. It's extremely easy to use and we like the management interface. We selected D-Link for their price versus performance ratio and their system has met our goals 100 percent." Shassere said. "It was very simple to install and get all the devices interconnected. It only took us one weekend to integrate the system and upgrade the entire network."

In addition to its Houston office, Pharm-Olam International is now deploying D-Link switches and ports in the United Kingdom, Mexico, Spain, Belgium, and Russia. "It has given us remote manageability, so now we can track traffic across the network. It saves us money because we can manage multiple worldwide offices from Houston without having to call in local IT staff to service these locations," Shassere said.

Result #1: D-Link Offers Value Pricing

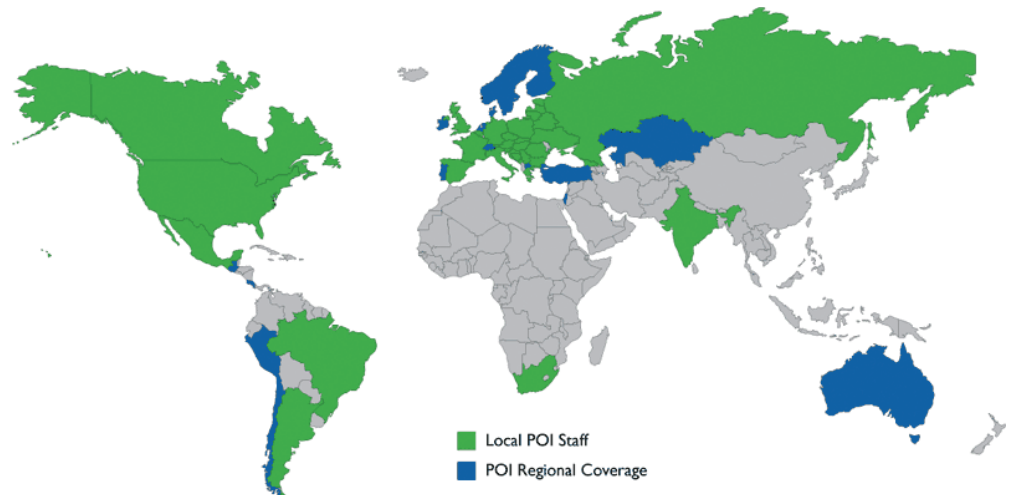
"D-Link offers high performance for relatively low cost. The DXS-3250 is one third the price of Cisco, with the cost per port being \$78 from D-Link versus \$265 per port for a similar Cisco solution," said Agathon.

Result #2: D-Link Provides Outstanding Performance

"We chose D-Link because of their quality and performance. Now we're suggesting that our other offices migrate to D-Link as well," Shassere said. "As they replace equipment, we're going to recommend they replace it with D-Link solutions."

Result #3: D-Link Offers Remote Manageability

"It's easy to log in and look at the switches, and it gives us the ability to proactively monitor remote settings. It is user-friendly and allows network administrators to adjust as needed," Shassere said. "It helps keep costs down because now we can manage the network from our home office in Houston without having to call in IT technicians to our other offices around the globe."



Pharm-Olam International offers sponsors the worldwide coverage necessary to rapidly recruit patients for large and challenging studies across all therapeutic areas