

### A Network Make-Over

"Alliant enabled us to create the 'communication backbone of the future' today. This backbone simplified communications and brought costs and administration under control. It allowed us to focus on the needs of the business." Ted DiMontova, AVP of Infrastructure Services, L'Oreal USA

#### Background

L'Oreal USA is headquartered in NYC, and owned by L'Oreal SA of Paris. The nearly 8,000 employees of L'Oreal develop and manufacture cosmetics, and hair & skin care products. Originally started as Cosmair in 1953, L'Oreal USA has grown to include such brands as Maybelline, Soft Sheen, Matrix, Kiehl's, Redken Labs and Carsons. In the past few years, it has also begun to market upscale fragrances, such as Gloria Vanderbilt, Paloma Picasso, Giorgio Armani, and Ralph Lauren. Total sales now top \$3B per year.

#### The Situation

L'Oreal has a decentralized management structure that allows each brand to respond quickly to market changes, however it wanted a more centralized approach to core IT infrastructure. L'Oreal had voice and data networks spread across three different suppliers, and some sites were served via older SMDS technology. L'Oreal IT management was also concerned with the financial situation of some leading telecom companies. The team decided it was time to find a solid telecom partner and an updated network platform. Some of the other benefits they hoped to reap in the conversion were higher reliability at key sites, and the ability to converge voice and data on the same backbone. L'Oreal issued an RFP to solicit a new voice and data WAN design.

#### Alliant's Role

Alliant Technologies, a Solutions Provider for AT&T, was one of the respondents to the RFP, and recommended MPLS technology (Multi-Protocol Label Switching), using a Frame Relay backbone. The AT&T IP-enabled Frame Relay (IPeFR) service provides Quality of Service (QoS) traffic prioritization and point-to-multi-point routing, so that sites could communicate to each other instead of just with headquarters. This arrangement will provide a path for IP voice traffic to travel over the data WAN in the future. Alliant and AT&T also suggested reliability improvements, such as redundant access feeds to its main distribution sites and SONET fiber rings at its NY and NJ data center locations.

For L'Oreal's current voice requirements, Alliant selected AT&T Business Network (ABN) service with a Business Direct web portal interface. AT&T Toll Free services and advanced features were targeted for L'Oreal's main call center in Westfield, NJ.

Alliant network engineers started by building the IPeFR design, with new AT&T-managed Cisco routers and Frame Relay Plus service, which establishes proactive monitoring and full visibility to each L'Oreal site.

To order and install the FR and ABN networks, Alliant set up a Command Center at L'Oreal's Clark, NJ site. The Alliant Project Manager and sales support staff worked at the Command Center full time during the migration process - at no charge to L'Oreal.

During the migration, Alliant engineers were asked to step in to test the functionality of the new IP-based network for L'Oreal's remote dial users. In a side-by-side trial, Alliant validated that the new IP access was superior to the older RAS (Remote Access Service) platform.

#### Summary

With the installation completed, L'Oreal was able to use the power of the FR Plus and BusinessDirect portals to better monitor and manage their new networks. They reduced the total number of telecom invoices from 300 to less than 50, could more clearly account for bill back usage costs with their internal clients, and have been able to isolate viruses and fix infected PCs more quickly. Additionally, L'Oreal hopes to use the any-to-any capabilities of its new MPLS network to implement resilient Disaster Recovery plans across its Business Units.



Alliant Technologies provides project and solution based consulting services, that include IT roadmap solutions, network and systems engineering, data center migrations, IT security engineering, .NET application development and IT resource services. Alliant Technologies' subsidiaries, AlliantWare and Integrated Cabling Solutions, provide hardware and software products and data and fiber optic cabling.



L'Oreal is the world's number one cosmetics company, present in 140 countries with a sales in 2002 of €14.2 billion. L'Oréal's brand portfolio includes: L'Oréal Paris, Maybelline, Garnier, Soft Sheen Carson, Matrix, Redken, L'Oréal Professionnel, Vichy, La Roche-Posay, Lancôme, Helena Rubinstein, Biotherm, Kiehl's, Shu Uemura and Armani, Cacharel and Ralph Lauren fragrances. L'Oréal is the only cosmetics group that is present in every distribution channel: mass market, hair salons, department stores, pharmacy and mail order. [www.lorealusa.com](http://www.lorealusa.com)